

# Whirlpool Italy Successfully Syndicates its Product Content to Sales Channel

The Whirlpool Corporation, a multinational manufacturer and marketer of home appliances, successfully uses Icecat to syndicate its content to its channel partners. Whirlpool Corporation owns multiple brands. In addition to Whirlpool, also Hotpoint, Indesit, and several more. As Whirlpool Italy is now an Open Icecat sponsor, its product content is freely downloadable for any of its channel partners in English, Italian, and Dutch.

## Importance of syndication

One of the advantages of being an Open Icecat Sponsor is that the Icecat syndication network already consists of tens of thousands of users that download the data regularly. Whirlpool's product content in the Icecat catalog includes product titles, descriptions, pictures galleries, PDFs, [EU energy labels](#), and Reasons-To-Buy.

The screenshot shows the product page for a Whirlpool FWDD 1071682 WBV EU N washing machine on the unieuro website. The page features a search bar at the top with the text "Cerca per prodotto, modello, brand". The navigation menu includes categories like Informatica, Telefonía, TV e Home Cinema, Audio e Hi-Fi, Foto e Video, Elettrodomestici, Console e Videogiochi, and Tempo Libero. The product is listed under "Naviga per marca".

**SPEDIZIONE GRATUITA**

Lavasciuga - Installazione

Whirlpool FWDD 1071682 WBV EU N lavasciuga Libera installazione Caricamento frontale Bianco E

Classe di efficienza energetica **E**

Tipo di carica **Caricamento frontale**

Capacità di lavaggio **10 kg**

Capacità di asciugatura **7 kg**

Velocità di centrifuga massima **1600 RPM**

Partenza differita **SI**

Colore del prodotto **Bianco**

Tutte le specifiche

Questo prodotto vale **274 punti**

revooc ★★★★★ [Chiedi ad un esperto](#)

Confronta Condividi

**SPECIALE**

€999,99 - Risparmi € 350,00 -38%

**€ 549,90** Iva Inclusa

Proteggi il tuo acquisto. Scegli l'assistenza aggiuntiva

L'assistenza aggiuntiva dura 48 mesi, a decorrere dal termine della garanzia di legge di 24 mesi **€ 139,99**

Aggiungi al carrello

Cassa Veloce **PayPal**

Aggiungi alla mia lista desideri

Consegna a domicilio **Gratuita**

Ritiro in negozio **Gratuito**

# Benefits for Whirlpool channel partners

Channel partners immediately benefit from the high-quality Whirlpool product content which is available for free. Whirlpool takes care of the completeness and accuracy of product datasheets in co-operation with Icecat's editorial teams. Furthermore, Whirlpool product content is available timely. This ensures that channel partners are up to date and won't display obsolete content to their buyers. Finally, the ingestion of production into a reseller's e-business platform can be fully automated with XML, JSON, or other standard APIs. [Add-ons to popular e-commerce platforms](#) are available as well.

## Download Whirlpool content

Are you a Whirlpool reseller? Then, use your [Icecat account](#) to download its free product content. In case that you don't have an account yet, please [register online](#). If you are an authorized reseller, we advise you to request authorization via the Icecat platform as well for additional benefits. In case of questions, please contact your local Account Manager or [contact us](#) online.