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"Your FREE Vendor Central" for Full Icecat users

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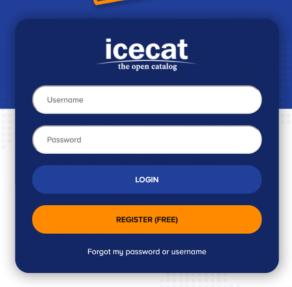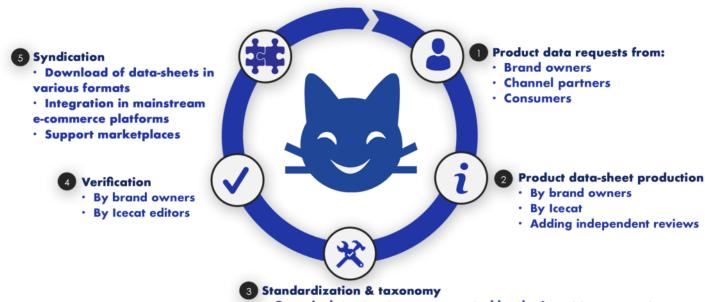
Icecat Product Information Management tool is a platform where you can describe or update products in a standardized way.

- **Free-of-charge Vendor Central for retailers**
- **Real-time daily updates**
- **Create a seamless workflow**
- **Easy-to-use**
- **Brand-driven Digital Rights Management**
- **Maintained by Icecat**

Icecat PIM, the editorial backoffice of Icecat, is already in use by 100s of internal and external editors, including specialized or generic brand representatives, often as part of an Open Icecat agreement.

5 Syndication
- **Download of data-sheets in various formats**
- **Integration in mainstream e-commerce platforms**
- **Support marketplaces**

4 Verification
- **By brand owners**
- **By Icecat editors**

1 Product data requests from:
- **Brand owners**
- **Channel partners**
- **Consumers**

2 Product data-sheet production
- **By brand owners**
- **By Icecat**
- **Adding independent reviews**

3 Standardization & taxonomy
- **Generic data structures are created by the Icecat taxonomy team**
- **Data is standardized by Icecat editors**

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