

What's new?

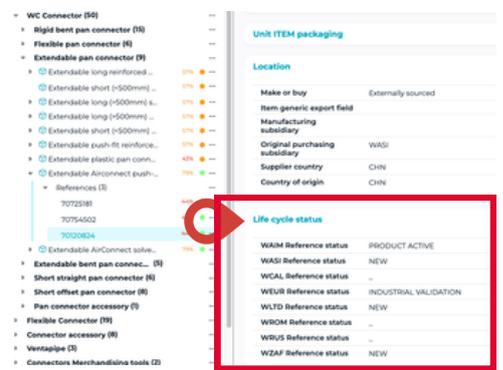


Stay up to date with what's new in Wirquin's PIM!
Benefit from practical insights and advanced features created to streamline your everyday tasks and enhance performance.



Life cycle status

We have added new **"Life Cycle" characteristics** to each SKU/item in the PIM, across all Group factories. These attributes are now available at item level for every production site concerned. They complement the existing information related to manufacturing location, sales country, and product origin. This update aims to provide a more complete and structured view of each product's lifecycle. Please ensure you review and use these new fields when updating or consulting item data.



Tip! How to search Efficiently in the PIM?

The PIM offers several search options to help you quickly find the right product information.

1. If you know the exact **item code**, use it for the most precise and fastest result.
2. You can also search by **product name** or keywords when the full reference is not available.
3. For more specific needs, use advanced search filters based on **technical characteristics** such as dimensions, material, technology, or color. Combining multiple criteria will significantly narrow down your results.
4. If you are unsure of the exact name, switch to **visual display** mode to identify products by appearance. Browsing through the **masterdata product tree** is useful when exploring a full range or category. This approach helps you understand product positioning within families and sub-families.

See video demo links

Search with **SKU/ITEM CODE** ➤ 🔗 1

Search with **NAME/PRODUCT CODE** ➤ 🔗 2

Search with **CHARACTERISTICS** ➤ 🔗 3

Search with **MEDIAS/MASTERDATA** ➤ 🔗 4

Using the right search method saves time and improves data accuracy.

Ongoing PIM Data Cleanup

A major clean-up of **characteristics** has been completed: only relevant attributes now appear for each product and reference. Product and item pages are clearer, easier to read, and more efficient to complete.

In addition, many **obsolete product platforms** have now been archived, simplifying the product tree structure.

Further improvements are underway more updates will be shared in the next PIM newsletter.

NEW

Other news, video demos
and training support available here:

[info.wirquin.com/PIM WHAT S NEW/](https://info.wirquin.com/PIM%20WHAT%20S%20NEW/)

If you have a question or technical issue, please send an email to:
PIM.helpdesk@wirquin.com