

What's new?

Stay up to date with the latest improvements and new features in Wirquin's PIM platform.

Discover practical updates designed to simplify your daily work, improve data quality, and enhance collaboration across teams.



PIM user Interview

Laure Enizan, Key Account Manager E-commerce at MDU France, shares how the PIM supports her daily activities.

From faster access to reliable product information to easier E-commerce content management, discover how centralized product data improves efficiency and collaboration between teams and partners.



Watch the interview

PIM training session



The PIM training campaign is now underway. More than 60 new users have already been trained across Sales, Order Processing, Quality, and Marketing teams. These sessions help teams to use PIM and better manage product data, media content, and publishing data sheet according to their needs. If you require PIM training, please contact your manager.

PIM training Module 1



For support or further training requests:
PIM.helpdesk@wirquin.com

Characteristic description

New description fields are now available for more than 450 PIM characteristics in French, English, Spanish, Italian and Russian. These updates aim to:

- improve understanding of product attributes,
- strengthen data consistency,
- provide clearer guidance during data entry.

Additional languages will be added in the coming weeks.

Product Platform code	T70010308
Major platform	AIRCONNECT
Good/Better/Best	BEST
ID : 2629	
ExtID :	
C_GENERAL_PRODUCT_GOOD_B	
ETTER_BEST	
Type : Liste	
Description : Positioning of the product, to be determined by Group Marketing. GOOD: Basic products that fulfill essential function(s) with no competitive advantage. BETTER: Fulfill the essential function + additional user/installer feature/benefits. BEST: Flagship, innovative products with unique and singular benefits still considered as premium. Mandatory information entered manually.	

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