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Press information

ARGE cooperates with Spanish TELEMATEL

For the international exchange of product data, ARGE Neue Medien relies on cooperation with established data platforms in the European countries. After the successful start of the cooperation with IdroLAB in Italy in 2021, a cooperation agreement with the Spanish TELEMATEL has lately been concluded. This cooperation regulates the article master data distribution to the Spanish market partners. ARGE managing director Wolfgang Richter and Helena Grau, CPO of TELEMATEL from Barcelona, signed the agreement in Frankfurt on 7 October 2022.

TELEMATEL is an IT solution provider for manufacturers, wholesalers as well as installers and deals with the digitization of building materials trade in Spain. Founded in 1988, the private company's mission is to offer content and digitization solutions for building materials companies. TELEMATEL's GO!Catalog is the leading product information service for construction and installation materials in Spain and contains over 1,200 brands, more than 6 million products and thousands of product attributes. An inhouse ERP solution completes the portfolio.

With building-masterdata.com, ARGE operates a powerful tool for distributing article master data in many European countries. The data quality guideline BMDG (Building Master Data Guideline) provides a standardized description for international data supply.

Together the partners want to promote and facilitate the distribution of high-quality article master data. The platforms of both parties build the central basis of their activities here. The BMDG is used as the standard for data exchange. The BMDG makes it easier for manufacturers to provide the data content as required by the market partners. In addition, the cooperation between ARGE and TELEMATEL is including joint initiatives in marketing and communication as well as events and web seminars.

Through the GO!Catalog, all those Spanish manufacturers interested in collaborating with ARGE, will be able to easily convert their catalog information into the BMDG 2.0 standard, enabling them to publish their product information on the building-masterdata.com platform, where more than 100 brands already share their catalogs with German wholesalers and distributors.

On the other side, manufacturers publishing their catalogs in BMDG format now know that the standard can be sent to TELEMATEL to easily publish and update their information in GO!Catalog where more than 500 wholesalers from the Spanish market are connected.

Wolfgang Richter on the cooperation agreement: "The distribution of high-quality product master data in the European countries is not easy. Therefore, interfaces to existing and accepted offers are playing a key role for us. With this cooperation, ARGE members now can provide their Spanish customers with high-quality master data more quickly, efficiently, and constantly up to date."

Product data quality is also the focus for TELEMATEL CPO Helena Grau: “In our digital database with more than six million products, we keep a large number of enriched information and content management services. We take care of PIM implementation projects and content syndication. In other words, in the digital world, information is the product for us. The BMDG standard as well as the cooperation with ARGE and its members is a particularly important component in this.”

502 words

More information

<https://gocatalog.info/login>
www.building-masterdata.com
www.arge.de

Contact

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Images

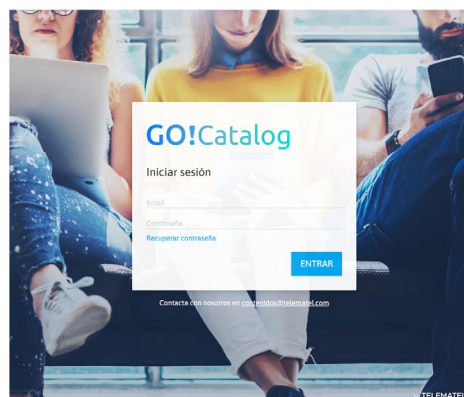


Looking forward to working together: ARGE Managing Director Wolfgang Richter and Telematel CPO Helena Grau signing the cooperation agreement. As an industry expert, Rudolf Kaiser from Viega accompanied the activities on the way to cooperation.



THE HIGH QUALITY MASTERDATA PORTAL / by ARGE

Product data platform building-masterdata.com



Product information service GO! Catalog by TELEMATEL

Images: ARGE Neue Medien, Paderborn