

Digital services for Blum distributors

Tools, resources, and product data to help you sell more easily and support your customers better



www.blum.com

 **blum**[®]

Services for distributors

Contents

- 04 Overview
- 08 Distributor information package
- 10 Structured product data (BMEcat or Excel)
- 14 CGI product images
- 18 Product Configurator
- 22 CAD/CAM data
- 26 Modular calculators
- 28 Order Management & EDI
- 32 Marketing Media Library and Product Database



Tools and product data that help you sell Blum more efficiently and better support your customers

Blum provides a range of digital services designed to integrate with your business and support your customers throughout their buying journey. From product information and marketing assets to configurators and launch packages, our services help streamline processes, improve customer experiences and create opportunities for growth.

Supporting you every step of the way

Our digital services are designed to support key distributor functions across your organization. Whether you're managing product information, maintaining your website, launching new products, or helping customers find the right solution, Blum provides the tools and resources you need to succeed.



Product information & data

Reliable product data, specifications and technical information for your systems.

Marketing & merchandising

Images, videos, brochures and digital assets to support sales and promotion.

Product discovery & selection

Interactive tools that help customers identify the right Blum solutions.

Product updates

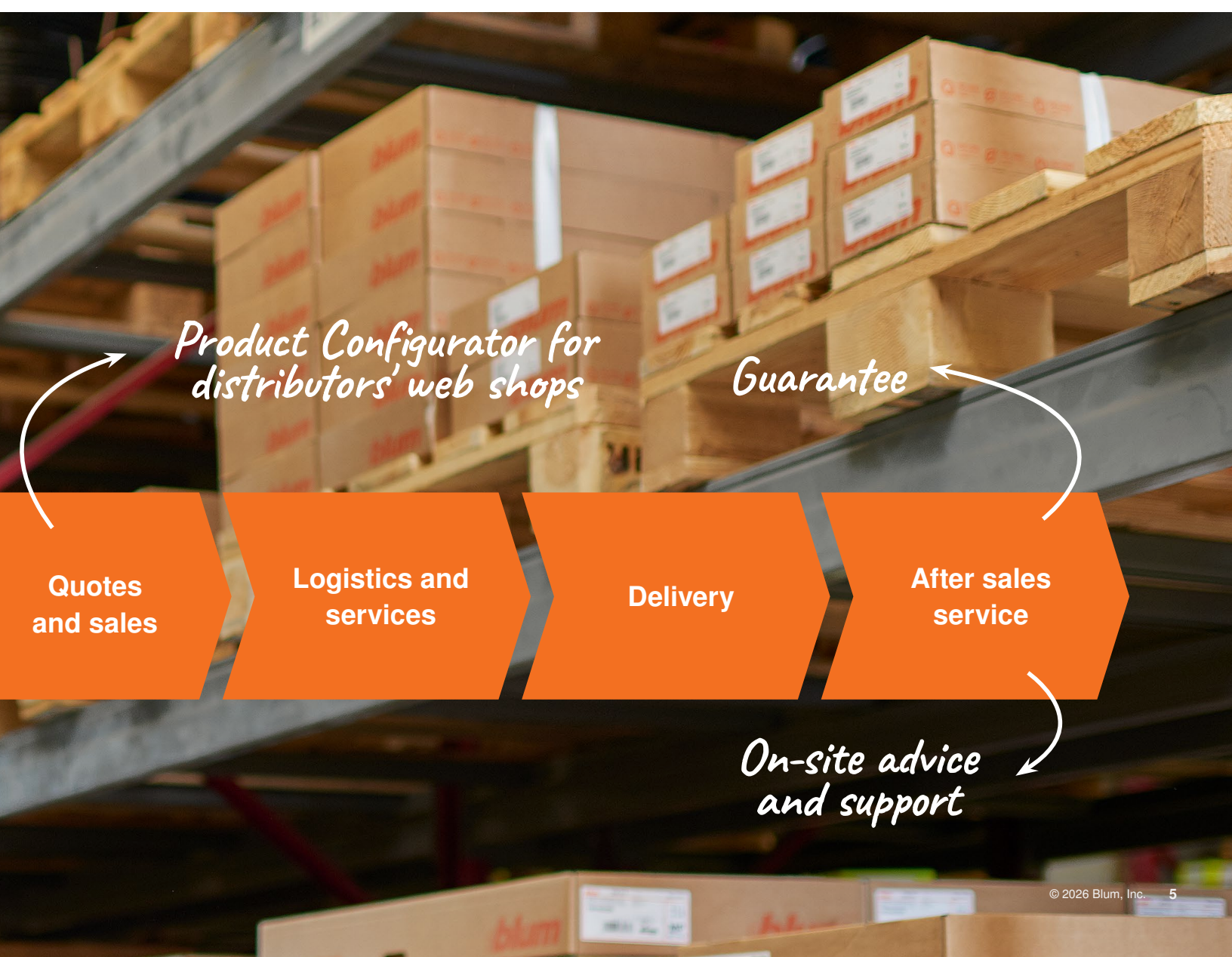
Quarterly distributor information package that simplifies product updates.

System integration

Services and support to help connect Blum data and tools with your business processes.

Customer support

Resources that help your teams provide faster, more accurate assistance.



*Product Configurator for
distributors' web shops*

Guarantee

Quotes
and sales

Logistics and
services

Delivery

After sales
service

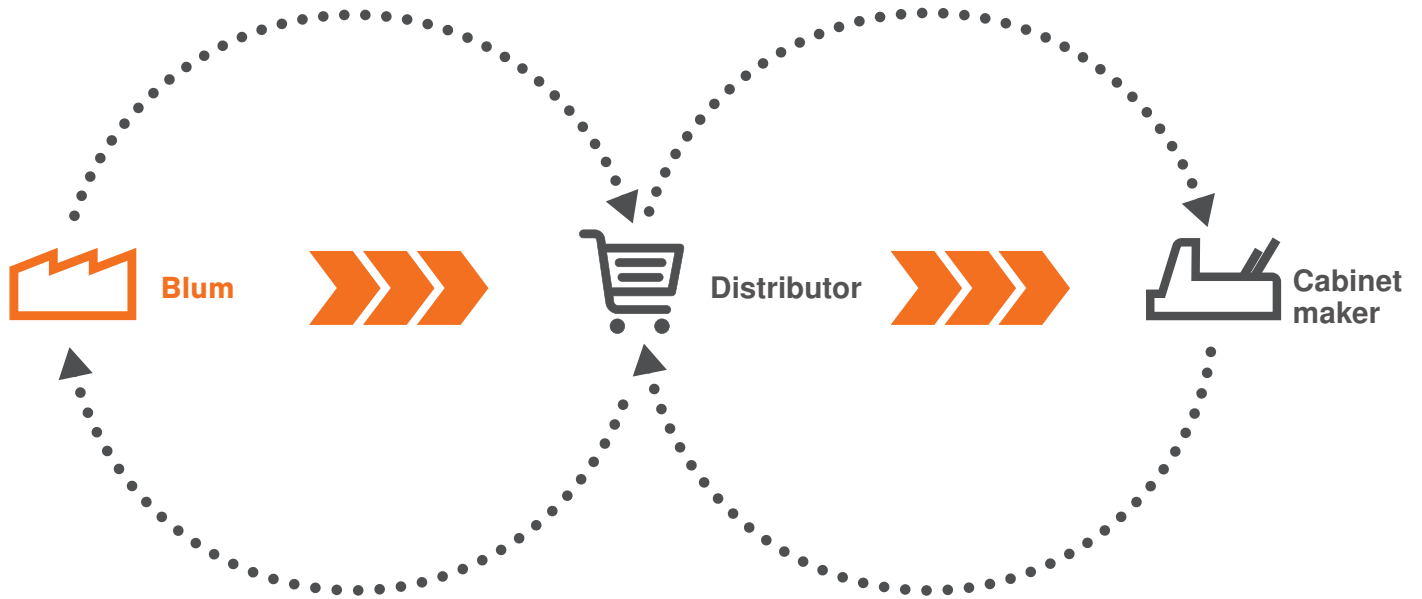
*On-site advice
and support*



Everything works better together

Blum's digital services are designed to complement one another, creating a connected experience for distributors and your customers. By integrating Blum content, data and tools into your business, you can improve efficiency, strengthen your online presence and provide additional value to your customers.

Our services support every stage of the distributor journey—from product setup and marketing to customer selection, ordering and ongoing support.



Our goal is to help you grow your business

Providing quality products is only part of the solution. We also invest in digital tools and services that make it easier to do business with Blum.

Our digital services help distributors:

- Reduce manual effort and duplicate work
- Improve product content and online merchandising
- Launch new products more efficiently
- Support customers with accurate product information
- Simplify product selection and specification
- Create a better customer experience

Together, these services help distributors work more efficiently, serve customers more effectively and grow their Blum business.

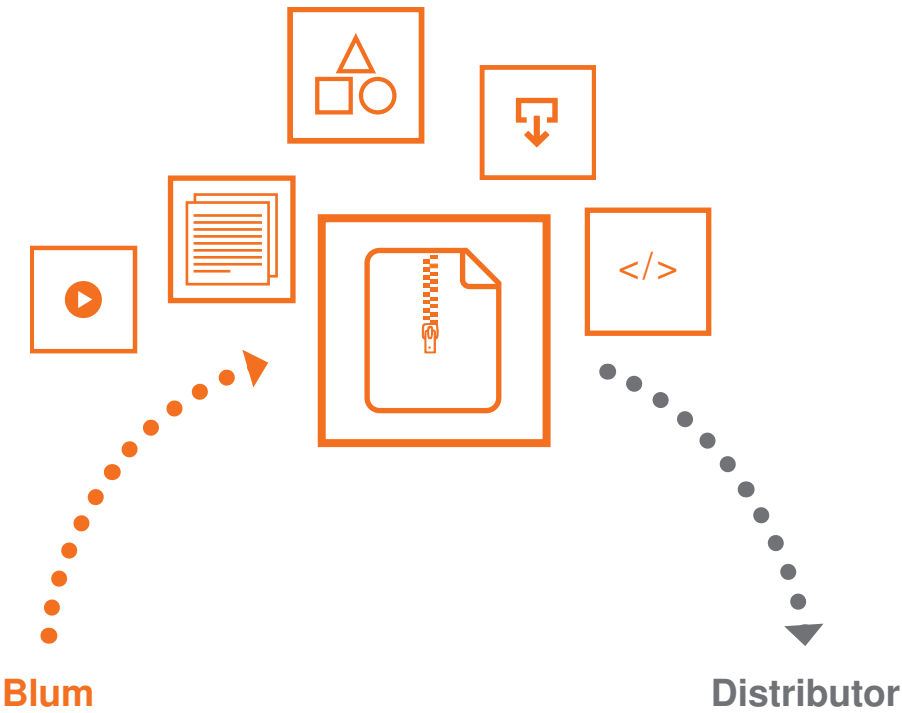


Interested?

If you are interested in this service or others complete the Services for Distributors Request Form at the following link:
blum.com/s4d

Distributor information package

Make new product launches fast and easy—with everything your team needs in one place. Get a complete digital kit with structured product data (BMEcat/.xml), CGI and lifestyle images, brochures, videos and more. We'll deliver it in a structured format to your email so you can update your webshop, marketing materials and internal systems quickly and accurately.



**Downloads**

All data is available for download

**Documents**

Brochures and installation sheets

**Media data**

Product CGI and lifestyle images

**Videos**

Promotional and assembly videos

**BMEcat product data**

Computer-interpretable XML file with product data for item texts, features, part numbers as well as packaging and logistics data

Advantages

You'll receive everything you need the moment a new product is released. Each package includes launch-specific data, assets and instructions delivered right when you need them. This allows for faster integration into your system and reduces downtime. With accurate, launch-ready information, you can confidently communicate updates to your customers. Your internal teams also stay aligned with a clear and complete product-introduction package.

How often will I receive the information package?

You will receive an information package each time Blum launches a new product. Each package is emailed to your designated address and includes the assets and details you need to update your website and digital materials promptly.

BMEcat requirements:

- For upload into your PIM system, ERP system, or Product Database of a web shop
- Interface for importing XML or XLS/CSV data

Benefits**Reduced administrative load**

The information package minimizes time spent gathering product details by delivering all necessary data and assets in one organized place. With fewer manual updates and less back-and-forth communication required, your team can focus on higher-value tasks. This streamlined approach cuts down on administrative work and keeps your operations moving efficiently and without unnecessary delays.

Ensuring brand consistency across every touchpoint

Maintaining a unified brand experience is essential, and the information package helps distributors present Blum products with the same level of accuracy and professionalism found in our own materials. This consistency builds trust, reduces confusion and elevates the overall perception of both your brand and the Blum products you represent.

**Interested?**

If you are interested in this service or others complete the Services for Distributors Request Form at the following link:

blum.com/s4d



Structured product data – accurate Blum product information for your website, ERP, PIM and internal systems

Access comprehensive product data—including specifications, descriptions, images, videos and technical documentation—in a structured format that can be integrated directly into your systems. Reduce manual maintenance, improve accuracy and stay current with product updates and new launches.

You will receive our structured product data file quarterly through the Distributor information package.

**Downloads**

All data can also be made available for download

**Documents**

Brochures, installation instructions, etc.

**Media data**

Product application images, application photos, graphics and logos

**Videos**

Promotional and assembly videos

**Texts**

Descriptive texts for products, texts listing benefits, technical data

**Structured data**

Computer-interpretable product data for item texts, features, part numbers as well as packaging and logistics data

What kind of data will I receive?

- Product hierarchy and categories
- Product descriptions and features
- Technical specifications
- Product images and graphics
- Videos and marketing assets
- Installation instructions and brochures
- Packaging and logistics data

Benefits**Save time**

Automate product updates and reduce manual data entry.

Improve accuracy

Maintain consistent product information across systems.

Launch faster

Quickly introduce new products and product updates.

Enhance customer experience

Provide richer product content that supports product selection and purchasing decisions.

**Interested?**

If you are interested in this service or others complete the Services for Distributors Request Form at the following link:

blum.com/s4d

Frequency: quarterly

You will receive the structured data in the form of a data package that is always structured in the same way and therefore ready for automatic processing. Just set the interface up once and you will be ready for all updates and new product launches.

Requirements

- PIM system, ERP system or product database
- Interface for importing XML or XLS data

Supported formats

- XML, BMEcat version 1.2⁽¹⁾
- Microsoft Excel

⁽¹⁾ <https://www.bme.de/en/services/bmecat/info/>



PIM system by Blum



Benefits

Save time

Automate product updates and reduce manual data entry.

Launch faster

Quickly introduce new products and product updates.

Improve accuracy

Maintain consistent product information across systems.

Enhance customer experience

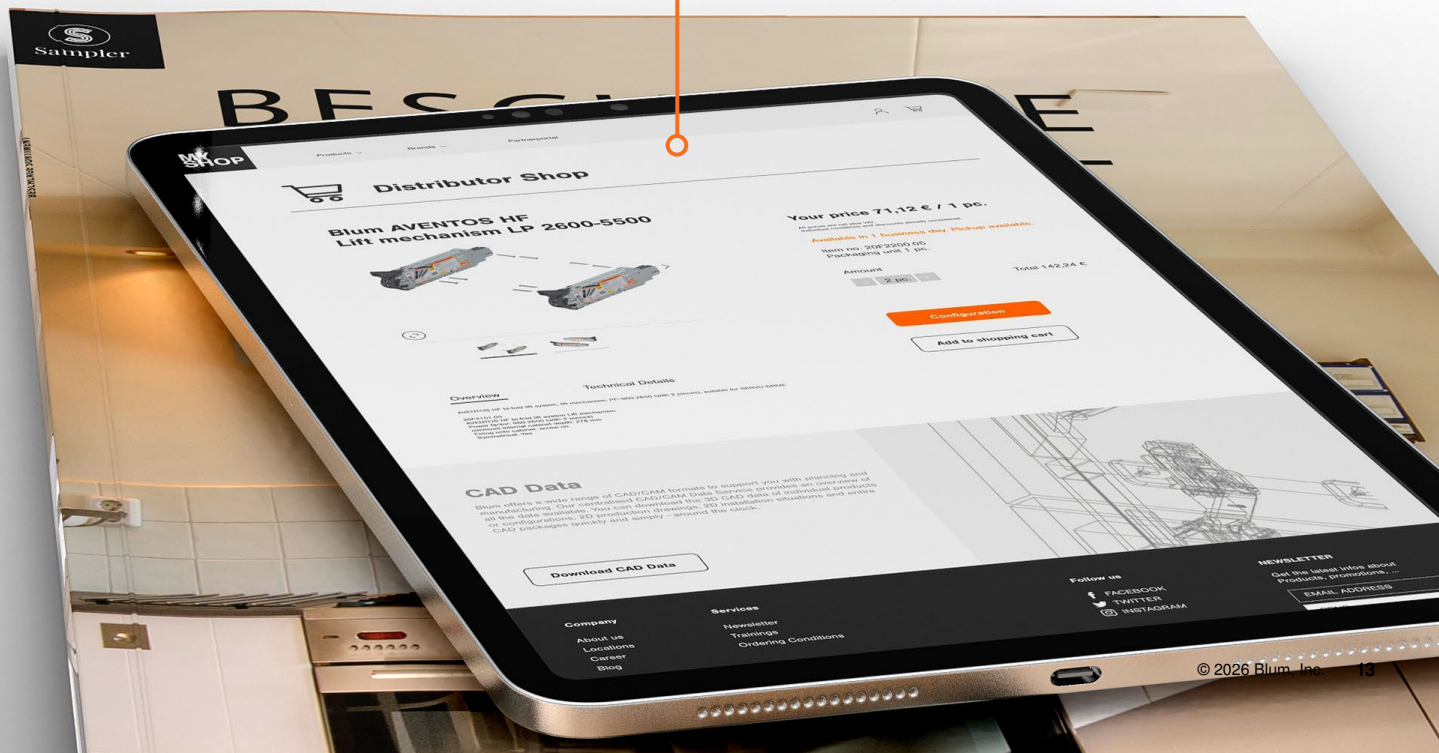
Provide richer product content that supports product selection and purchasing decisions.



Distributor item database

Typical applications

- Ecommerce websites
- ERP systems
- PIM platforms
- Product databases
- Digital catalogs
- Internal business systems



CGI product images – help customers buy with confidence

Included with structured product data are high-quality product images that accurately represent Blum products and solutions.

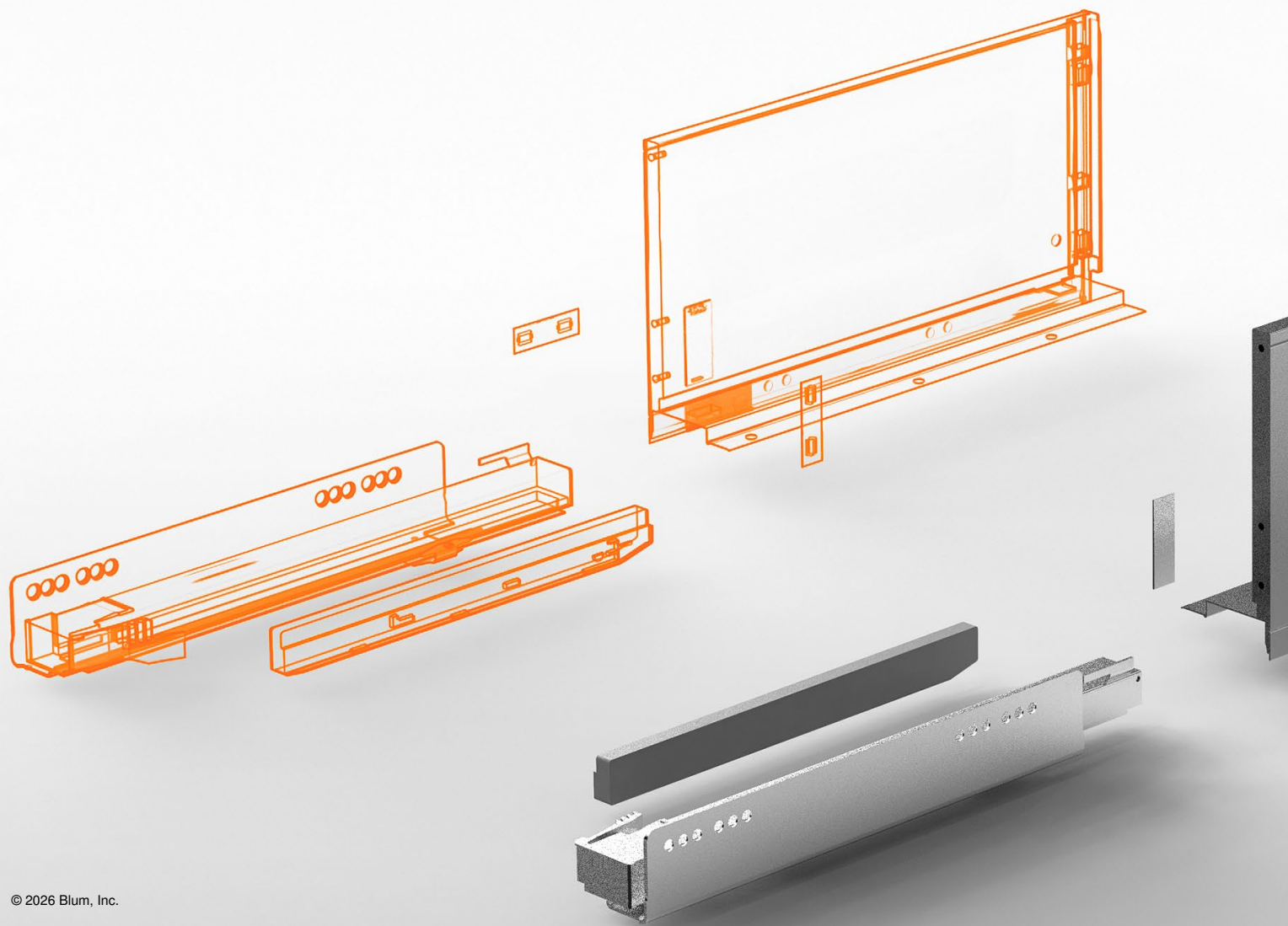
Use consistent imagery across your ecommerce platform, digital catalogs, sales materials and internal systems to create a professional customer experience.

Whether you're adding new products or maintaining existing content, product images are delivered alongside your product data to simplify implementation and ongoing updates.

What you'll receive

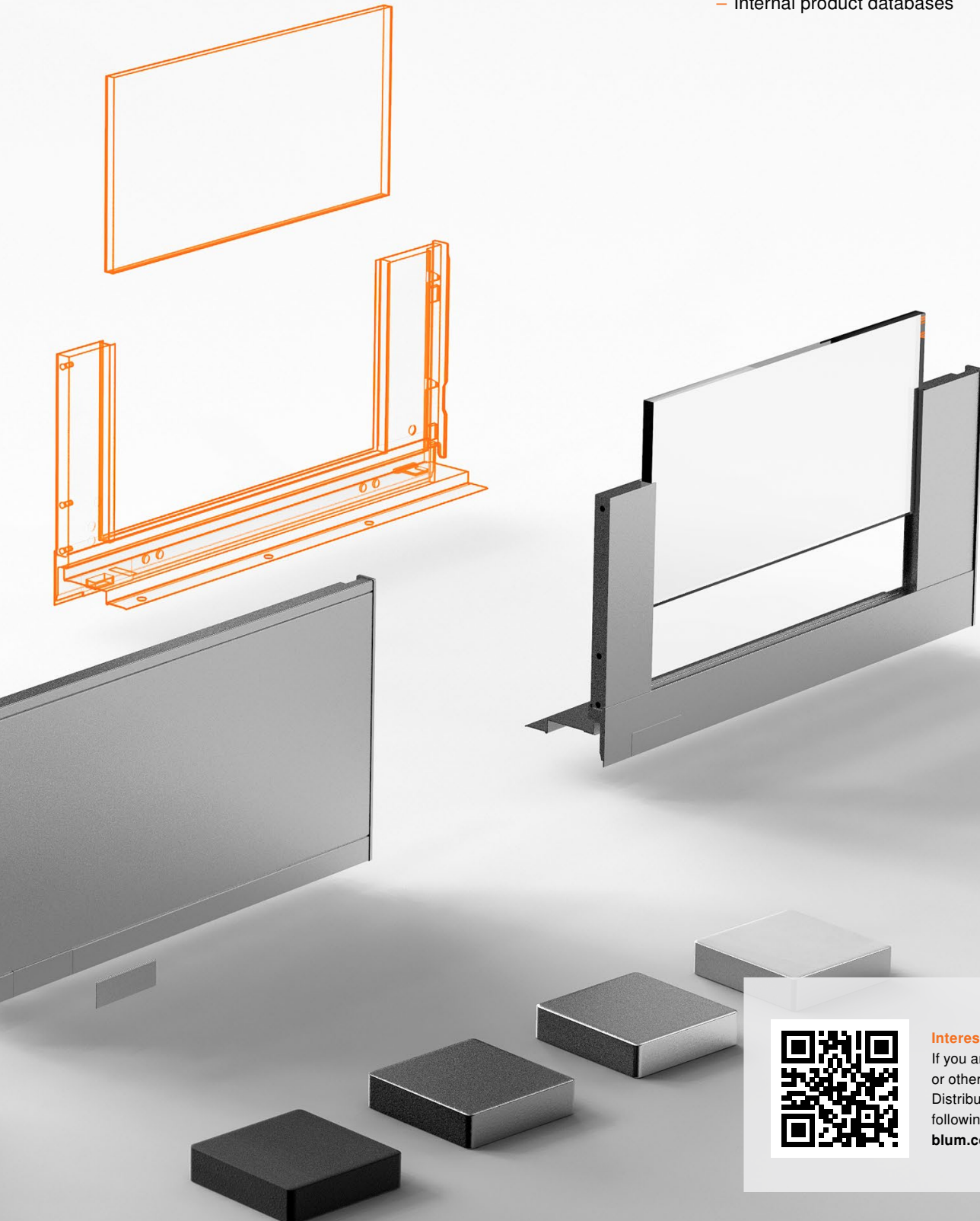
Included image assets

- Product renders
- Multiple viewing angles
- Transparent-background images
- Product family imagery
- New product launch imagery (when available)



Typical applications

- Ecommerce websites
- ERP systems
- PIM platforms
- Digital catalogs
- Internal product databases



Interested?

If you are interested in this service or others complete the Services for Distributors Request Form at the following link:
blum.com/s4d

Benefits

Save time

Reduce manual effort by receiving product content and images together.

Improve accuracy

Maintain consistent product information across all business systems.

Launch faster

Quickly introduce new products and updates to your catalog.

Enhance customer experience

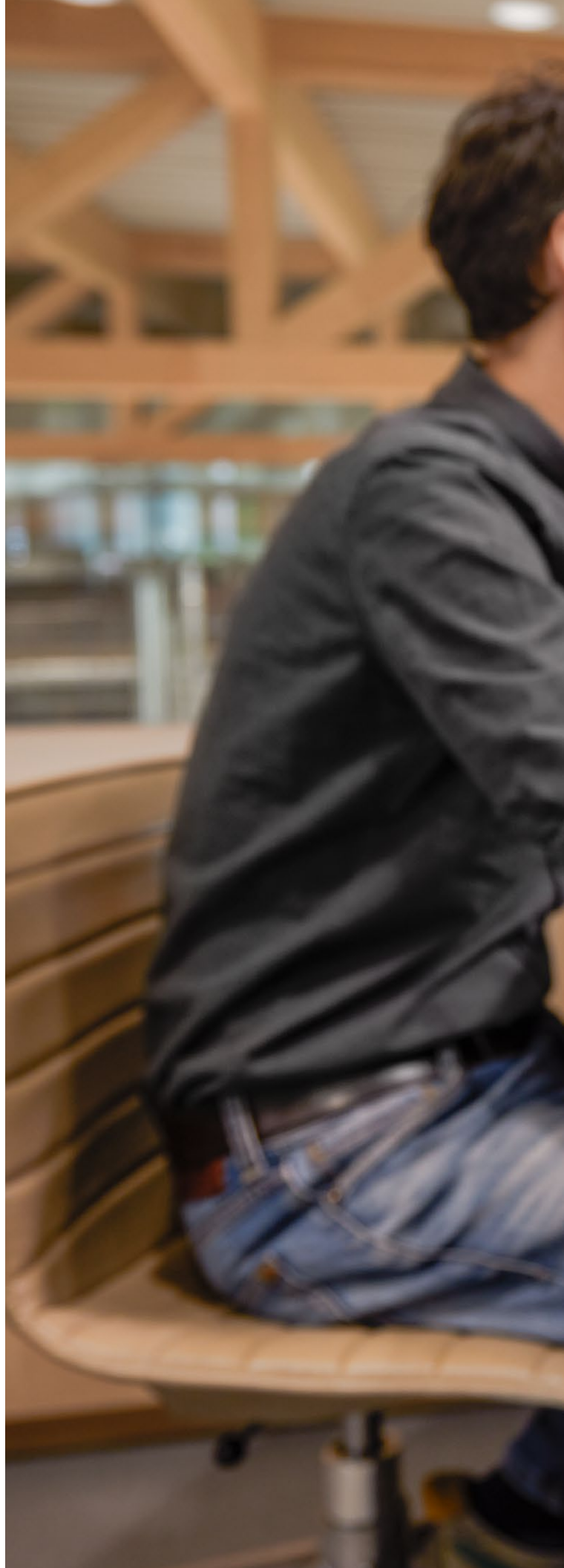
Provide richer product content that supports product discovery and selection.

Technical data

- Dimensions: 1800 x 1800 pixels
- Color depth: 16/32 bit (True Color)
- Color space: RGB
- File format: TIF
- Resolution: 72 dpi

Available formats

- BMEcat XML
- Microsoft Excel (within the structured product data file)





Product Configurator connection

Give your customers a simpler way to select the right products and place accurate orders.

By connecting your web shop to Blum's Product Configurator, customers can configure products, generate complete and checked parts lists and transfer those items directly to their shopping cart. The result is a smoother buying experience, more accurate orders and fewer costly returns.

Whether customers are selecting lift systems, drawer systems, or other complex applications the Product Configurator helps ensure they choose the correct components before placing an order.

Product Configurator

Access the configurator in your web shop or through E-SERVICES



Benefits

Help customers choose the right products

Selecting hardware for complex applications can be challenging. The Product Configurator guides customers through the process and generates complete, verified parts lists based on their requirements.

Reduce ordering errors and returns

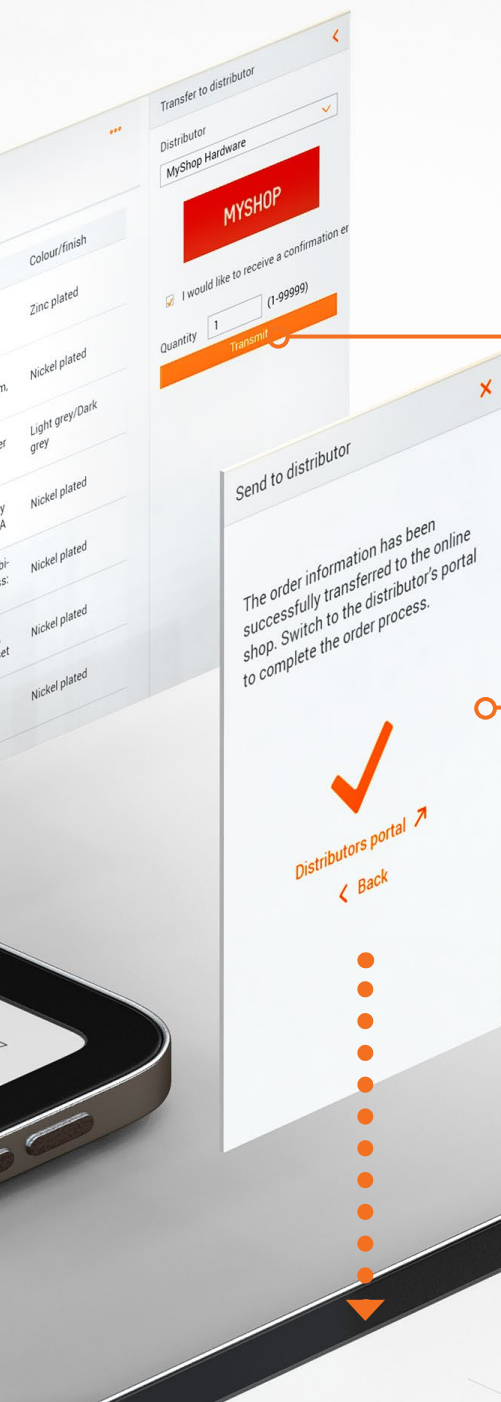
Complete and checked parts lists help prevent incorrect product selection, reducing order corrections, returns and customer frustration.

Simplify the purchasing process

Configured products can be transferred directly into your web shop, creating a seamless purchasing experience and reducing manual entry.

Improve customer experience

Provide a convenient digital tool that helps customers find the right solution quickly and confidently.



Parts list and manufacturing data

The parts list also provides the customer with all manufacturing data, be it for manual or automated production

Web shop interface

The parts list is sent directly to your web shop with just a few clicks



Interested?

If you are interested in this service or others complete the Services for Distributors Request Form at the following link:
blum.com/s4d



How the connection works

1. Review interface requirements with Blum and your IT team
2. Configure the connection between your web shop and the Product Configurator
3. Test the integration to ensure products transfer correctly
4. Launch the connection and make the service available to your customers

Once connected, customers can move directly from configuration to purchasing within your web shop.

Typical customer journey

- Customer launches the Product Configurator (either through your web shop or E-SERVICES)
- Customer completes their product configuration
- A complete and checked parts list is generated
- Selected items are transferred directly to your web shop or sent to your ordering email address
- Customer completes their purchase

The result is a more efficient buying process for customers and more accurate orders for your business.

Requirements

- Distributor web shop or ordering email address
- Alignment of supported Blum products and item numbers through the structured product data
- Quarterly synchronization of our structured product data
- REST API connection between the Product Configurator and your web shop

CAD/CAM data integration – provide CAD/CAM files directly from your web shop

Give your customers access to the latest Blum CAD and CAM data
directly from your website.



Up to date

By integrating Blum's CAD/CAM data service into
your web shop, customers can quickly access
and download manufacturer-approved files for
their projects. The data is maintained by Blum
and updates automatically, eliminating the need
for manual file management while ensuring
customers always receive current information.



Benefits

Support your customers' design and manufacturing process

Provide engineers, designers and manufacturers with direct access to the CAD and CAM files they need to specify, design and produce furniture using Blum products.

Always up to date

CAD/CAM files are delivered directly from Blum's Product Database, ensuring customers always have access to the latest product information and revisions.

Eliminate manual file management

There's no need to upload, organize, or maintain CAD/CAM files yourself. Once integrated, updates are handled automatically through Blum's infrastructure.

Flexible integration options

The service can be integrated into your web shop in a way that best fits your user experience, whether embedded directly on product pages or displayed within a dedicated section.

Multiple formats and 3D preview

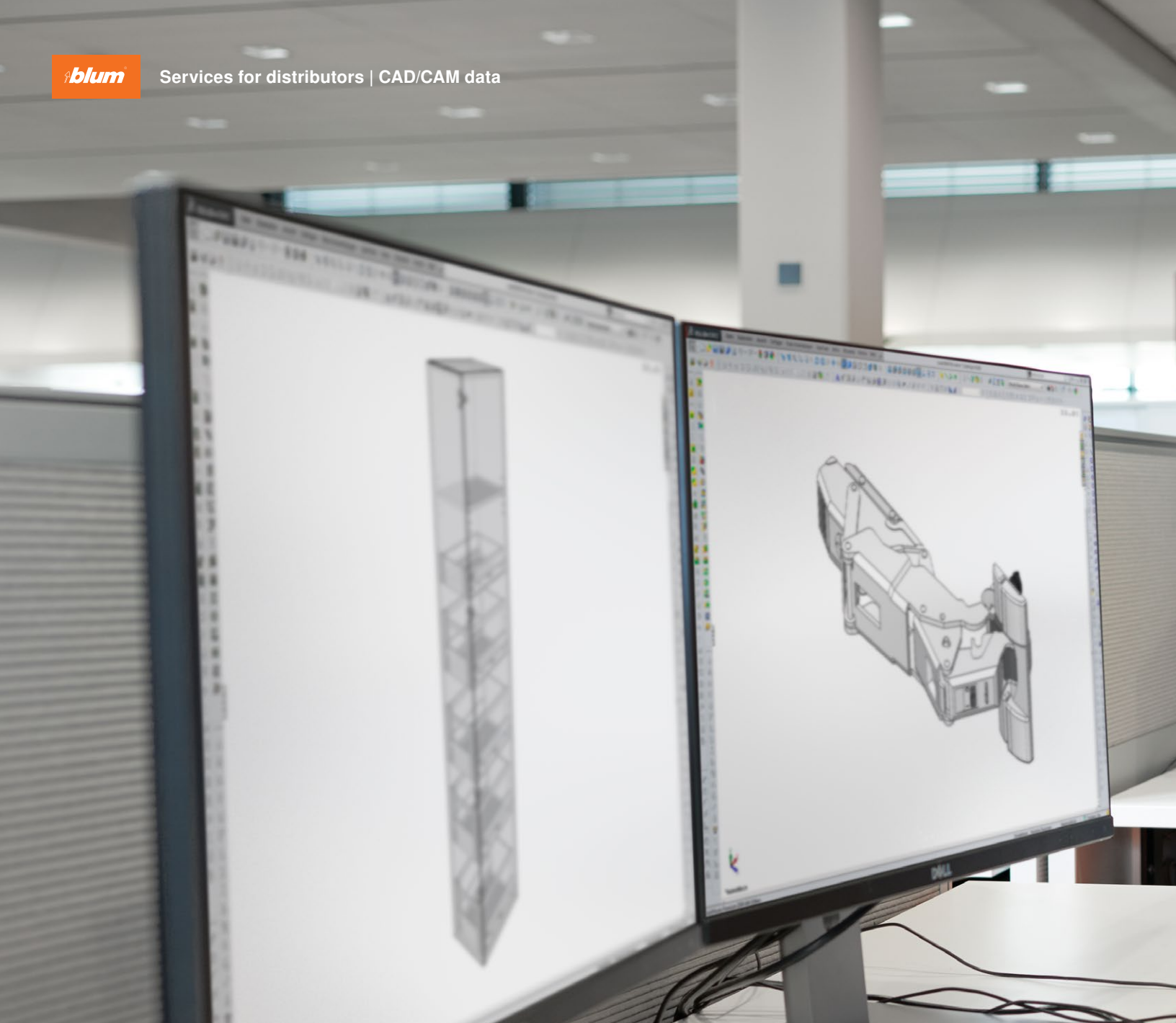
Provide access to a variety of CAD and CAM formats compatible with common industry software. Customers can also preview CAD models in 3D before downloading.





Interested?

If you are interested in this service, get in touch with your contact at Blum. We would be happy to advise you.



How the integration works

1. Review interface requirements with Blum and your IT team
2. Integrate the CAD/CAM service into your web shop
3. Test the connection and user experience
4. Launch the service for your customers

Once implemented, customers can access current CAD/CAM files directly from your product pages.

Requirements

- Distributor web shop / website
- Ability to integrate Blum web services
- Product identification using Blum item numbers
- Internet connection to access Blum-hosted CAD/CAM data



Typical uses

- Product design and engineering
- CNC programming and manufacturing
- Furniture specification
- Project planning and documentation
- Customer self-service downloads

By providing direct access to CAD/CAM files, you help customers work more efficiently while reducing the effort required to manage technical product data.

Modular calculators – help customers select the right Blum products

Give customers the confidence to choose the right Blum hardware for their projects.

Blum's modular calculators help customers quickly identify the correct products based on their application requirements. Integrated directly into your website or web shop, these tools simplify product selection, reduce uncertainty and help customers make informed purchasing decisions.

By guiding customers to the right solution from the start, you can reduce product selection errors, minimize returns and decrease support inquiries.

Calculator for box systems

Find the optimal TIP-ON BLUMOTION unit.

Calculator for hinge systems

Calculate the front weight based on the material and size of the front and determine the right number of hinges.



Easy integration into the web shop using iFrame.



How the integration works

1. Choose the calculators you would like to offer
2. Receive the calculator links from Blum
3. Embed the calculators within your website or web shop
4. Make the tools available to your customers

Requirements

- Distributor website or web shop
- Ability to embed external web content
- Internet connection for access to Blum-hosted calculators

Typical uses

- Product selection assistance
- Customer self-service support
- Ecommerce product guidance
- Technical sales support
- Project planning and specification

Calculator for runner systems

Find the ideal TIP-ON BLUMOTION unit for MOVENTO.

Calculator for lift systems

Determine the front weight and select the perfect lift mechanisms and levers.

Order Management & EDI services – streamline your ordering process and reduce operational costs

Simplify how you manage orders, improve data accuracy and automate communication with Blum.

Our Order Management and EDI services help you digitize your ordering processes—from placing orders to exchanging order confirmations, delivery notes and invoices. By reducing manual work and enabling automated data exchange, you can improve efficiency, reduce errors and gain full visibility over your order flow.

How it works

1. Define your Order Management or EDI requirements with Blum
2. Align system integration with your IT team
3. Configure and test the connection
4. Start processing orders digitally and automatically

Once implemented, your order processes run faster, more reliably and with significantly less manual effort.

The screenshot displays the Blum E-SERVICES Order Management interface. The main window shows a list of order lines for customer 009970, vendor Blum Austria. The order lines table includes columns for Order number, Order line, Order no. Customer, Identcode, Part number, PR, Quantity ordered, Quantity, Entry date, Shipment date, Arrival date (desired), Arrival date (expected), Status, and Total line value (net).

A detailed product information window is open for the selected order line, showing the following details:

- Description:** LEGRABOX drawer side, height C (177.0 mm), NL=500 mm, right+left, for LEGRABOX pure
- Part number:** 770C50025
- Item number:** 08979438
- Colour / finish:** Terra black matt
- Packaging quantity:** 1 / 5
- Weight per 1.000 Pcs in kg:** 2.626,11
- EAN code:** 9009494047547
- UPC code:**

The window also includes a 3D image of the drawer side and a detailed description of the product, including dimensions and installation instructions.

Benefits

Faster, more efficient ordering

Digitize your ordering process to reduce manual steps and improve response times across your organization.

Full order transparency

Track order status and history at any time for better planning and control.

Improved data quality

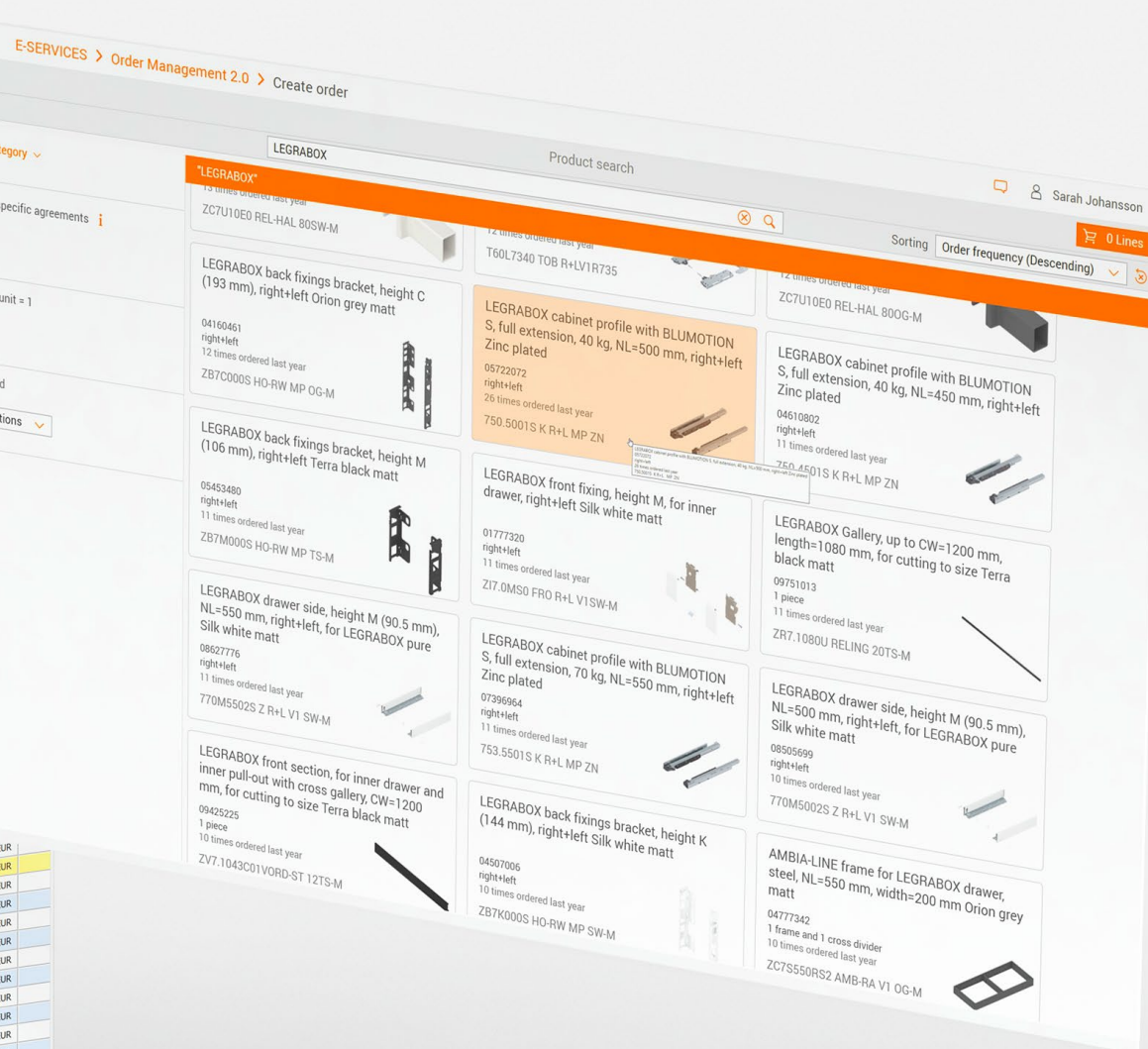
Ensure accurate and consistent data exchange between your systems and Blum, reducing discrepancies and rework.

Fewer errors and returns

Automated checks help prevent common ordering mistakes, such as incorrect item selection, missing components, or quantity errors.

Lower administrative effort

Reduce manual processing, paperwork and repetitive data entry across your order workflow.



Customer

Blum



Order Management

Manage your Blum orders directly within a centralized digital system.

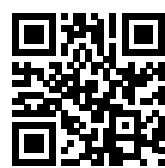
With Order Management, you can place orders, upload order lists and track order status in real time—all in one place.

Key features

- Direct order submission to Blum
- Order status tracking and history
- Automatic validation checks before submission
- Upload order lists via Excel or Product Configurator
- Access via desktop or mobile devices

Requirements

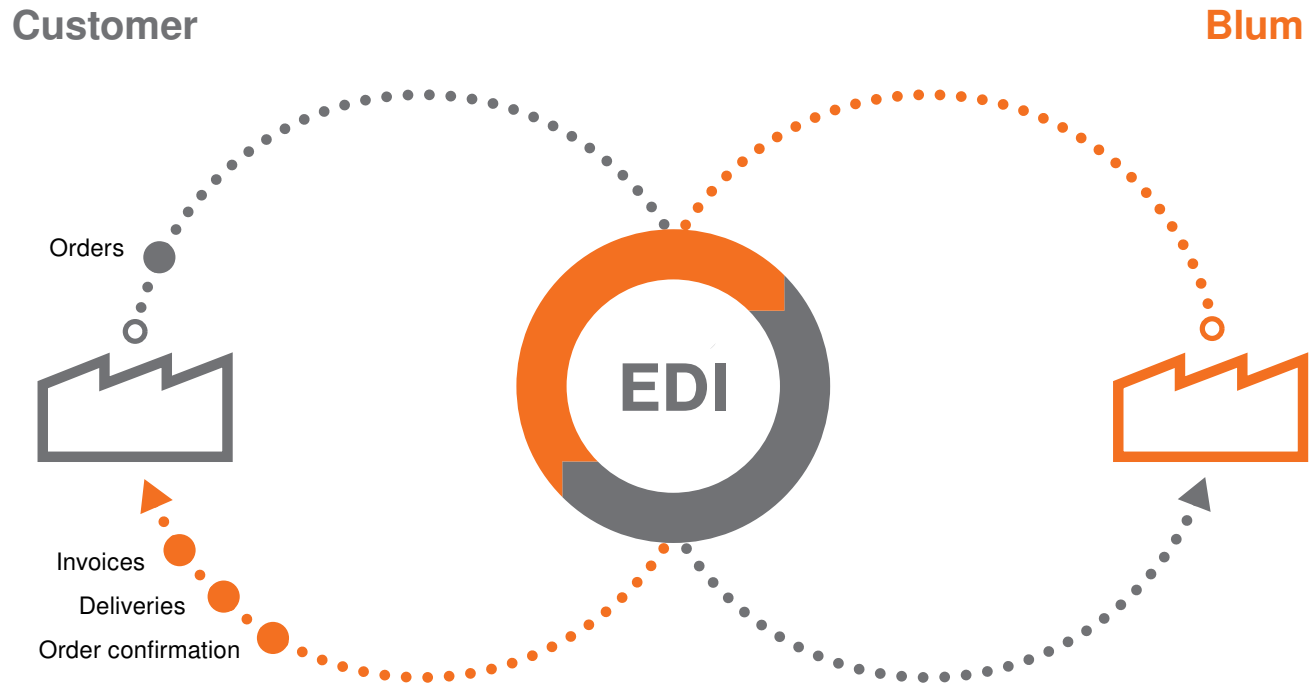
- Internet access
- Blum E-SERVICES account and customer number



Interested?

If you are interested in this service or others complete the Services for Distributors Request Form at the following link:
blum.com/s4d

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Electronic Data Interchange (EDI)

Connect your ERP system directly to Blum for fully automated order processing.

EDI enables seamless exchange of order, delivery and invoice data between your system and Blum—reducing manual effort and accelerating your procurement process.

Key benefits

- Direct ordering from your ERP system
- Automated order and invoice processing
- Reduced administrative workload
- Improved speed and data reliability
- Standardized electronic communication

Supported formats

- EDIFACT
- XML
- SAP IDoc
- OpenTrans
- ANSI X12

Communication protocols

- AS2
- HTTPS / HTTP
- SFTP / FTP

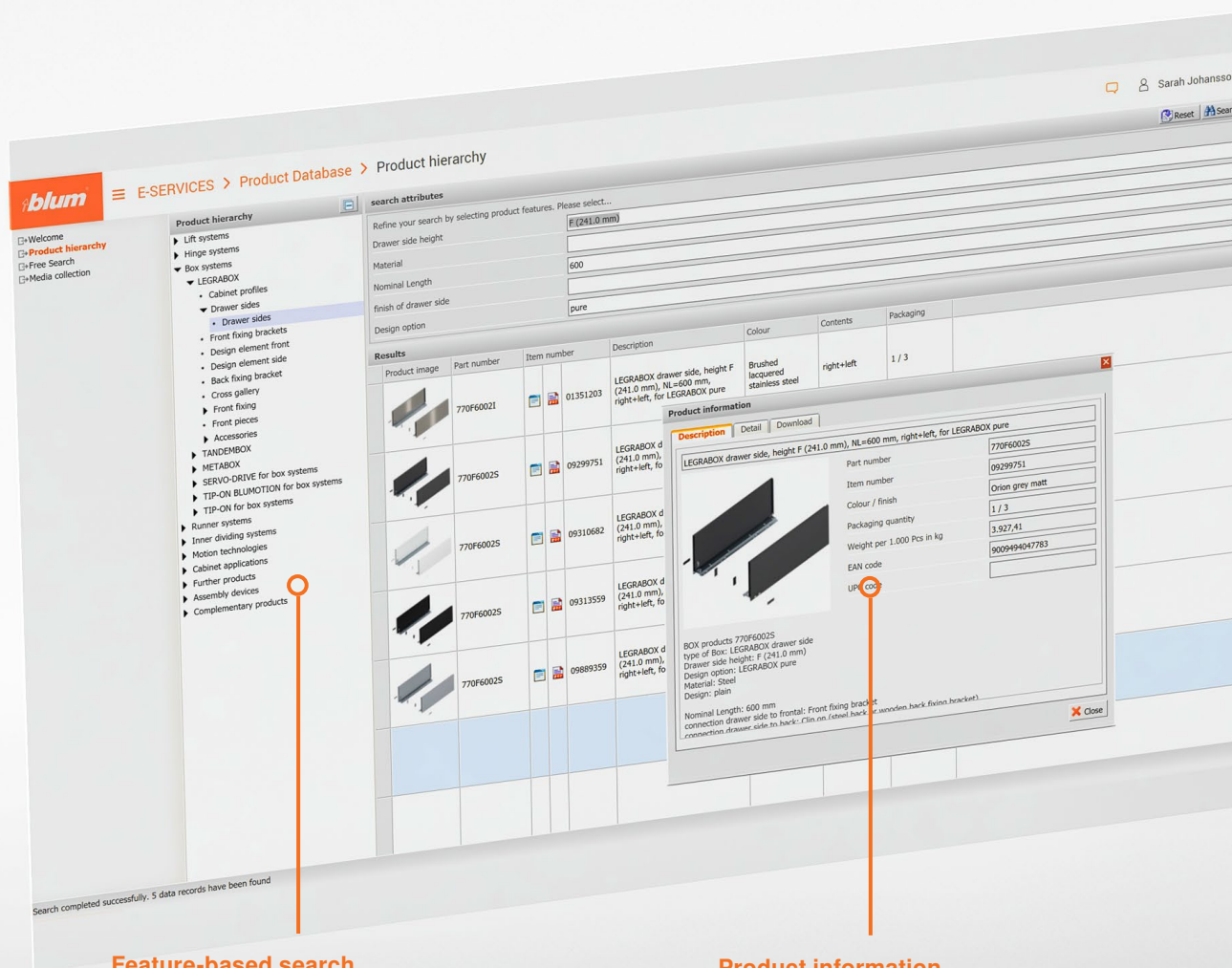
Requirements

- ERP system with EDI capability
- Clean and maintained item master data
- Secure data transmission setup with Blum

Marketing Media Library & Product Database – access the product information and marketing assets you need, whenever you need them

Through Blum E-SERVICES, distributors can access two free resources designed to support sales, marketing, ecommerce and customer service activities.

Whether you're updating your website, creating marketing campaigns, supporting customers, or researching products, you'll have access to information directly from the manufacturer.



Feature-based search

Find hardware based on their technical features.

Product information

Detailed descriptions of individual products including technical features, product images, planning and assembly drawings and CAD data can be viewed and downloaded.

Requirements

Blum E-SERVICES Registration

The Marketing Media Library and Product Database are available free of charge through Blum E-SERVICES.

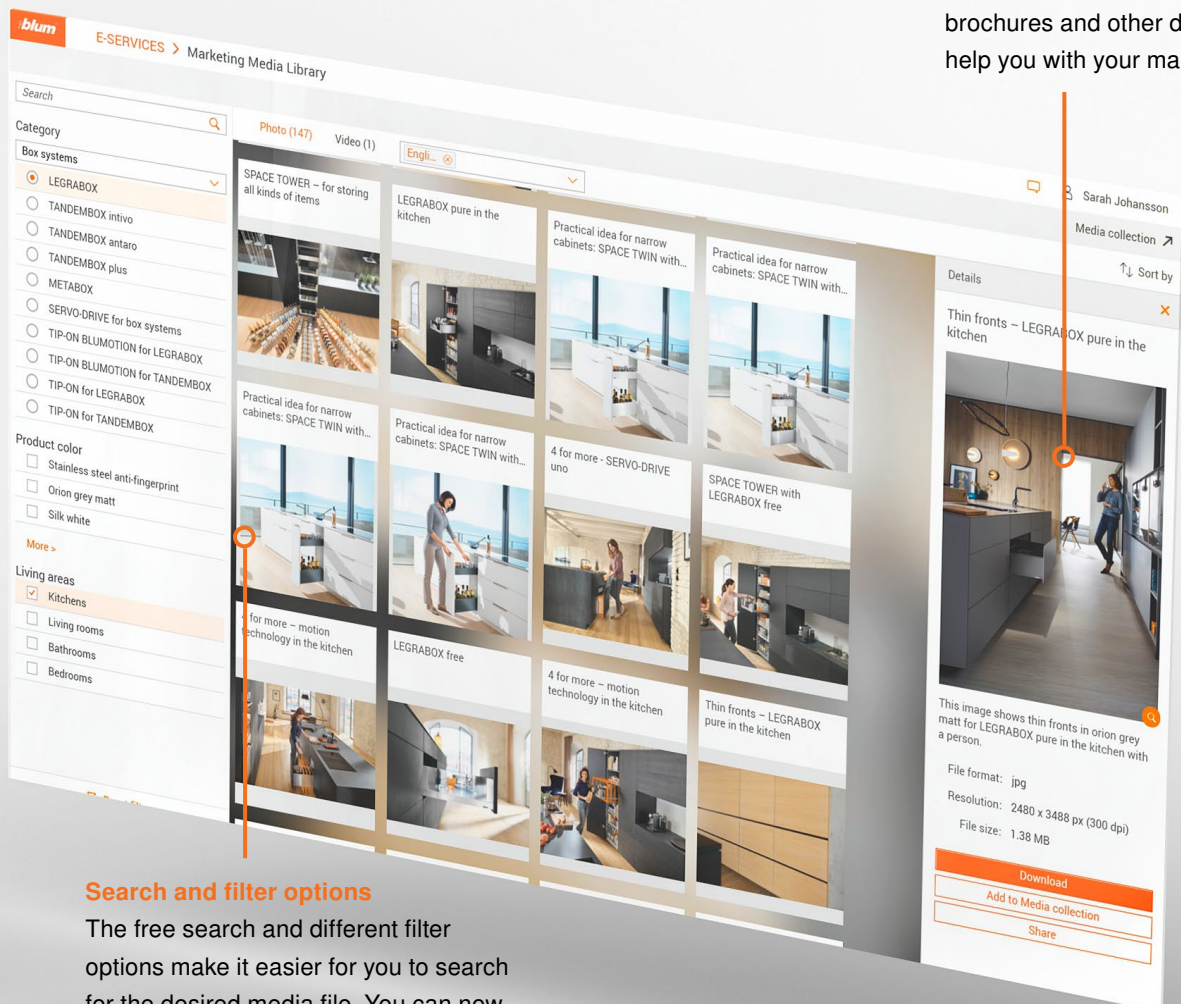
Once registered, users can access product information, technical documentation, images, videos and marketing materials directly from Blum.

Free of charge

Both services are provided at no cost and contain information and content maintained directly by Blum.

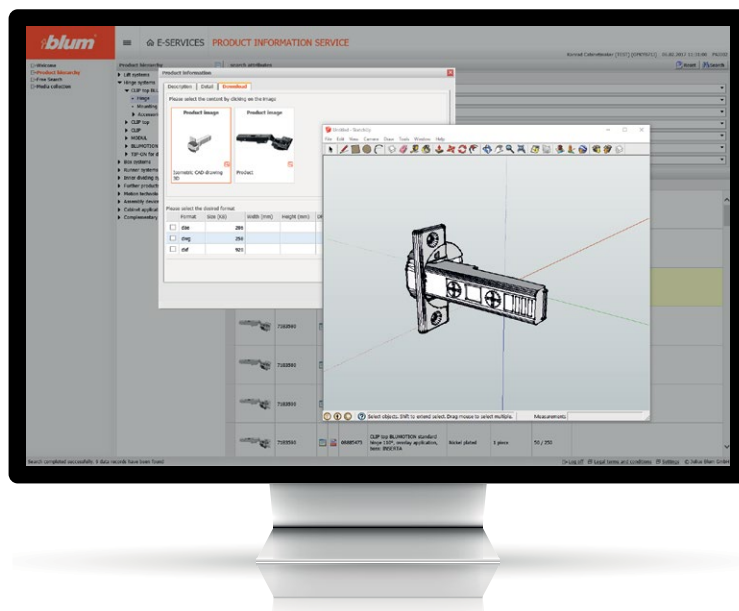
Diverse media

In addition to photos, you can find videos, brochures and other documents here to help you with your marketing projects.





Product Database



Benefits

Support customers faster

Quickly locate product information and technical details.

Improve accuracy

Reference current information directly from the manufacturer.

Explore new opportunities

Discover additional products and solutions to expand your offering.

Comprehensive product information in one place

The Product Database provides detailed information across the entire Blum product range, helping your teams quickly find the information they need.

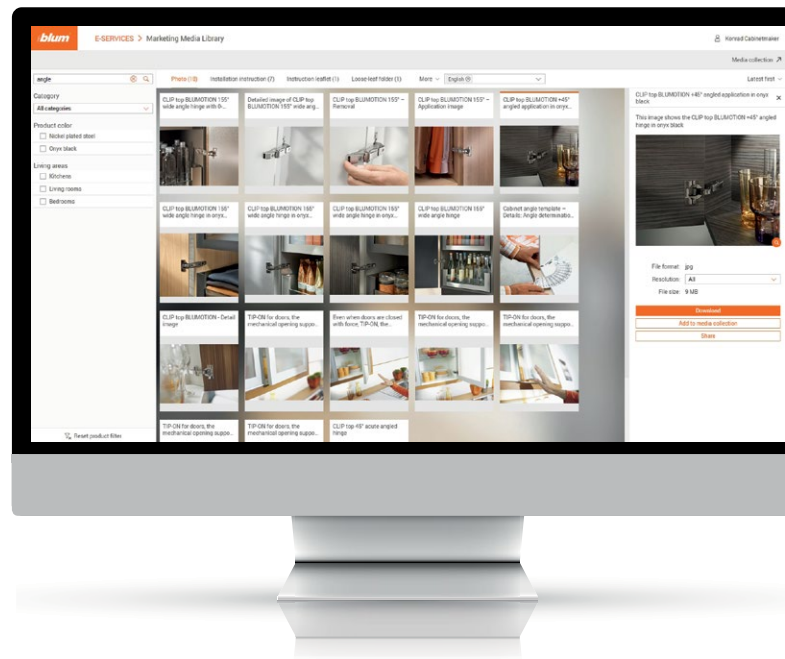
Search by product category or keyword to access product specifications, technical information, documentation and downloadable resources.

Available information includes:

- Product descriptions
- Technical specifications
- Product features
- Installation information
- Planning and assembly drawings
- CAD data



Marketing Media Library



Benefits

Save time

Access ready-to-use content without creating materials from scratch.

Ensure consistency

Use current, manufacturer-approved assets across all customer touchpoints.

Support marketing efforts

Create engaging campaigns using professional imagery and videos.

Professional marketing content at your fingertips

The Marketing Media Library provides access to a wide range of marketing assets that can be used across your digital and print channels.

Quickly find and download approved Blum content to support websites, ecommerce platforms, newsletters, social media campaigns, flyers, presentations and more.

Available assets include:

- High-resolution product images
- Lifestyle photography
- Product videos
- Brochures and catalogs
- Marketing materials



Interested?

If you are interested in this service or others complete the Services for Distributors Request Form at the following link:

blum.com/s4d



11

production plants around the world, including the USA



More than

30

subsidiaries and representative offices



With more than

2100

patents worldwide, Blum is one of Austria's most innovative companies.



Over

30

years of apprenticeship at Blum US



Customers in over

120

markets on every continent

blum®



The company was founded in Höchst, Austria by Julius

Blum in **1952**



9944

employees around the globe



Blum produces lift, hinge, drawer and pocket systems for cabinetry – complemented by assembly devices, organizational inserts and services.



In line with our philosophy of global customer benefits, everyone should benefit from Blum products – from manufacturers and distributors to furniture installers and end consumers.



Blum has implemented numerous sustainability initiatives to reduce its environmental footprint – certified to ISO-14001 since 1997.



ISO 9001
Certified Quality System



ISO 14001
Certified Environmental System



ISO 50001
Certified Energy System

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800-438-6788
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