



# LE MARQUIER

Optimal quality data to  
enhance a premium  
brand image

Succès client





Since 1971, the LE MARQUIER brand has been manufacturing and selling barbecues, planchas and high quality chimney and heating accessories. Having its roots in the South West of France, LE MARQUIER takes particular pride both in the **quality** of its products, which are certified and guaranteed to be of French origin, and in their unique **savoir-faire** in multiple areas, with its teams of blacksmiths, welders and draftsmen. The brand chose Quable PIM and its partner Synolia to strengthen the **quality** of its data and reinforce **collaboration** between its teams.



## The issues

### ✘ Processes which lacked modernity

**Out of date** data management, Excel files sent back and forth, Dropbox files sent but not monitored... all this resulted in **a huge loss of data**.

### ✘ Disparate product data

Product information wasn't the same on all the sales and brand distribution channels: websites, resellers, product catalogues, etc.

### ✘ A loss of time and productivity

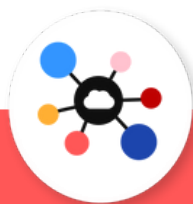
**Time consuming** tools and work methods meant that teams had neither a clean database, nor optimal data security.

## Quable enabled LE MARQUIER to:



### Equip itself with a reliable database

with homogenous, quality product information.



### To publish information efficiently

on the brand website, marketplaces and reseller websites.



### To centralize all the product data

in a unique collaborative platform.

Quable PIM enabled the LE MARQUIER teams to improve team productivity. By getting rid of time consuming tasks, they could reallocate their time to more valuable daily tasks.



### Ensure a premium brand image

Thanks to **qualitative** and **exhaustive** product data on all sales channels and an **optimized** product and customer experience.



### Improved collaboration

With the help of an **ergonomic**, easy to use platform, with **identifiable** features that make it easy for contributors to do their jobs **quickly**.



### A tailored solution

Made to fit LE MARQUIER's needs, with easy in-house **setup**. No need for third party intervention.

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Quable PIM is appreciated by contributors accross different departments for its ultra-connectivity and productivity.

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**Bastien Monet**

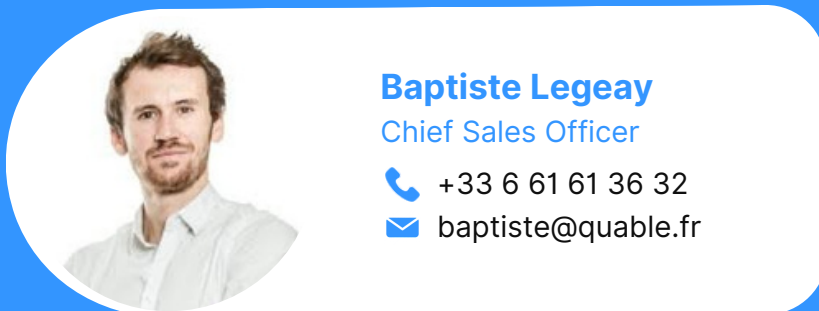
Digital and E-commerce Manager at  
LE MARQUIER

A propos de



**Quable is the product information PIM and DAM management solution for brands and manufacturers seeking growth.** Berluti, Cooperl, Club Med, Delsey, Gémo, and more than 150 big brands across 50 countries have chosen Quable PIM as their platform for omnichannel success. Quable was founded in 2013. Today 40 expert staff members manage 40 million products across the fashion, luxury, food retail and industry sectors.

**Discover the Quable PIM solution with a demo.  
Baptiste will be happy to answer your questions.**



**Baptiste Legeay**

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