

CASE STUDY

Centralized product data, faster launches, and instant GS1 compliance



Kersten Home Deco is a European wholesaler of home accessories and decoration. The company supplies a broad assortment of products to retail clients across multiple markets.

The challenge of manual processes slowing growth

Kersten Home Deco, a leading European wholesaler in the home accessories sector, faced increasing pressure to deliver rich, up-to-date product content to a growing base of retail partners. However, their product information was scattered across spreadsheets, legacy ERP systems, and disconnected folders. This slowed time-to-market and led to errors and inefficiencies.



With over 9,000 SKUs to manage and the need to comply with GS1 standards and other retail data pools, Kersten needed a solution to centralize, enrich, and distribute product information more effectively.

Why Sales Layer

To transform their data operations, Kersten partnered with Innovadis to implement Sales Layer PIM, a platform built to unify fragmented product content and accelerate omnichannel readiness.

The decision was based on:

- **Direct GS1 integration for fast and accurate syndication**
- **Intuitive UI for marketers and content teams**
- **Structured onboarding tools that reduce manual work**
- **Scalability to support future growth and system integrations**

Sales Layer PIM quickly became the digital foundation for product content across all of Kersten's sales channels.

Ready to scale with confidence

The new system has improved collaboration between teams, reduced costly errors, and shortened the path from product creation to retail availability. Kersten now benefits from greater control over product content, real-time updates, and the ability to meet evolving market demand all from one powerful platform.

With Sales Layer, they've not only met GS1 requirements, they've built a scalable, future-proof digital infrastructure for continued growth in the home décor market.

To ensure GS1-ready success, Sales Layer partners with trusted implementation experts like Innovadis.

With over 30 years of experience, Innovadis is a leading provider of digital solutions, specializing in PIM implementations and GS1 integrations.

In this project, Innovadis played a key role by providing:

- Extensive knowledge of GS1 standards and integrations
- A proven, adaptable implementation methodology
- A multidisciplinary team covering data, systems, and training
- Full support from initial setup to ROI tracking

"With its intuitive interface, it takes very little time to train new users. While experienced users will benefit from the more advanced functionalities of the application, literally everybody can help to create or maintain master data within hours... not days or weeks."

Romain Boddaert
Operations Management

Together, Sales Layer and Innovadis deliver a best-in-class solution that simplifies GS1 compliance, enhances data accuracy, and drives measurable business value from day one.

Discover Sales Layer for yourself and see what it could do for you

Just powerful, fully-featured PIM, free for thirty days.

[Try it for free](#) →



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