



From Weeks to Minutes: ShelterLogic's AI-Powered Translation Breakthrough

A CASE STUDY WITH





ABOUT SHELTER LOGIC

Founded in 1991, ShelterLogic Group is a leading manufacturer of outdoor lifestyle solutions, offering a range of high-quality shelters, garages, storage, and shade products predominately in North America, with global distribution.

With a diverse portfolio of 11 brands, including owned brands like Arrow Storage Products and Quik Shade to licensed brands like Tommy Bahama and Scotts Miracle-Gro, ShelterLogic serves both consumers and commercial markets through e-commerce, retail, and wholesale channels.

The company's innovative products and robust digital presence support customers wherever they need shade and storage.

ShelterLogic Seeks Solution for Efficient Content Translation & Management

ShelterLogic manages a diverse range of product content across its many brands and retailers, including detailed e-commerce listings, packaging, and instruction manuals. With no French speakers dedicated to translating Canadian online listings or packaging, and a heavy reliance on external agencies, translations to service the Canadian market became a recurring bottleneck, taking as long as three weeks for each round of content translations and updates.

Leveraging Salsify's PIM platform and Sitation's Managed Services, ShelterLogic was after a solution to improve both the creation and management of translations. With their upgrade to Salsify Advance, Sitation's Draft solution was a perfect fit as a content translation tool that can integrate with their existing processes via AI-powered workflows.

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CHALLENGES

- Long translation lead times
- Reliance on external vendors
- Limited internal oversight
- E-commerce readiness & product launch delays
- No dedicated French speakers on the marketing team

GOALS

- Shorten translation timelines
- Accelerate time-to-market
- Reduce translation costs
- Eliminate manual updates
- Enhance internal control & self-serve capabilities
- Streamline translations for e-commerce & packaging content

APPROACH

- Enable Draft's AI-powered translations
- Embed translation workflows into Salsify
- Replace third-party vendors with a self-serve process
- Deliver training for confident in-house use
- Configure workflows for French Canadian & Mexican Spanish

TRANSLATED CONTENT

- **Core content:** product display name, color, category, material, keywords, short and long descriptions, and up to 10 feature bullets
- **A+ content:** DIY instructions, warranty copy, "what fits" descriptions, and up to 12 A+ bullets and headers
- **Graphics content:** up to 5 banners, 10 infographic text bullets, 12 feature graphics text, and 16 alt text descriptions

Empowering Multilingual Core, A+, and Graphic Text Content

Sitation partnered with ShelterLogic to activate Draft as a translation solution integrated with their Salsify PIM platform. Draft enabled the ShelterLogic team to translate existing English content for hundreds of SKUs into French Canadian and Mexican Spanish. This replaced time-consuming manual processes and eliminated the need for third-party vendor coordination.

With tailored onboarding and training, Sitation helped ShelterLogic configure Draft's AI-powered workflows to generate consistent, accurate translations across product listings, A+ content, and graphics copy. All work is managed directly within Salsify, giving the team full control and flexibility to expand as needed.

KEY RESULTS

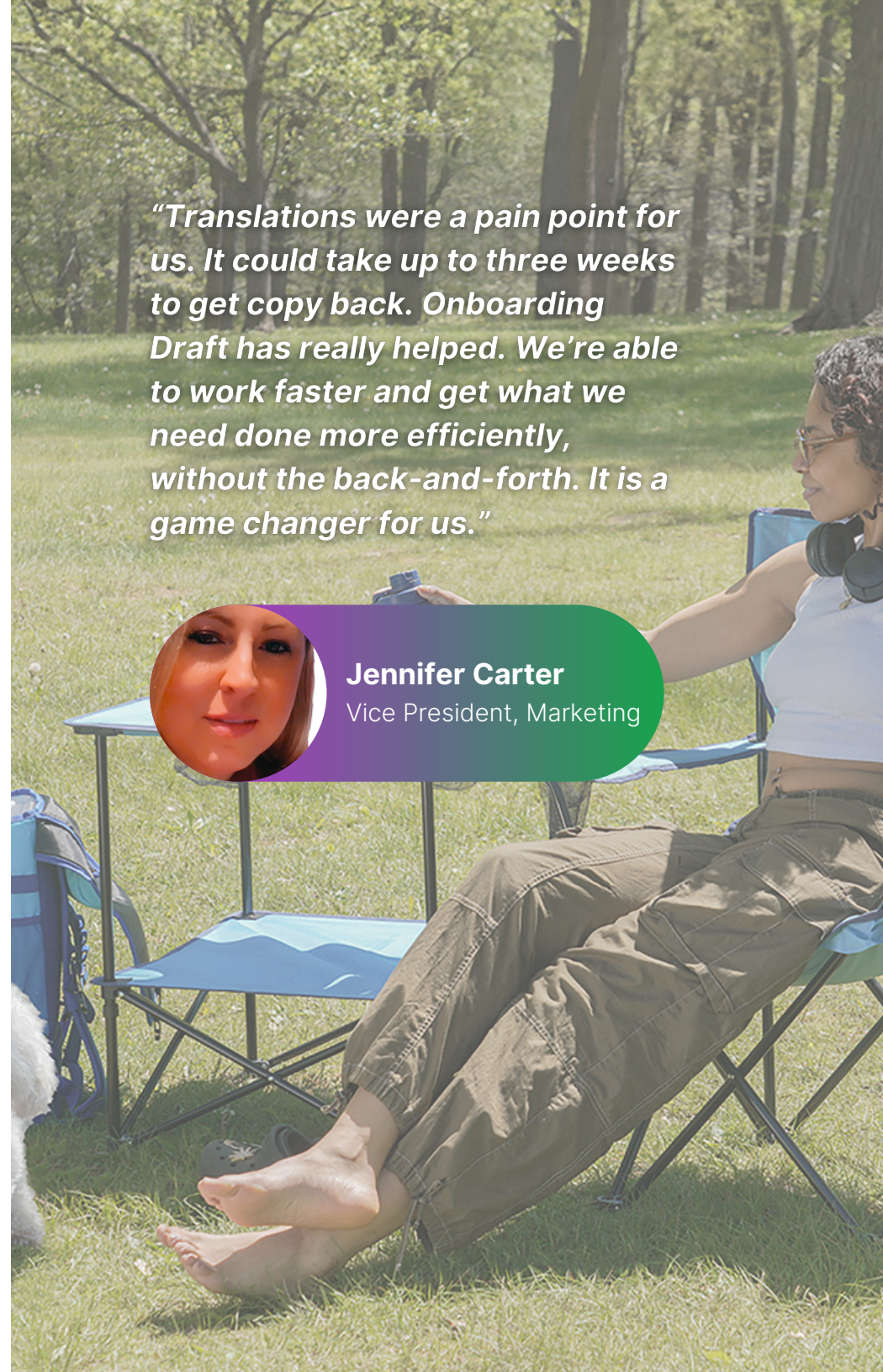
- **Accelerated Translation Timelines:** Reduced by more than **100x**, from approximately two weeks to minutes
- **High-Volume Output:** Over **1,600** product content components translated into French Canadian and Mexican Spanish to date
- **Salsify AI-Powered Workflows:** Scalability for new market and product translation needs
- **Comprehensive Content Coverage:** Translations span **core** content, **A+** content, and **graphic**-based messaging
- **Self-Serve Translation:** Replaced third-party vendors with an **in-house** translation process
- **Faster Time-to-Market:** Internal teams publish complete content with **fewer delays**
- **Cost Efficiency:** Reduced translation spend and freed internal resources

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"Translations were a pain point for us. It could take up to three weeks to get copy back. Onboarding Draft has really helped. We're able to work faster and get what we need done more efficiently, without the back-and-forth. It is a game changer for us."



Jennifer Carter
Vice President, Marketing





Wendy Hiltz
E-commerce Content
Manager

ShelterLogic's partnership with Sitation and Salsify demonstrates how in-house translation with Draft and AI-powered workflows drive meaningful improvements like reduced turnaround times, lowered costs, and increased content accuracy and consistency.

With support for French Canadian and Mexican Spanish, the company is now equipped to translate at scale and support product launches with greater speed and flexibility. This shift lays a strong foundation for future expansion into additional markets and languages.

Contact us today to learn how the power of AI can enhance your content process.

"By moving translations in-house with Draft and the power of Salsify Workflows, ShelterLogic cut turnaround time by more than 100x, improving speed from 2 weeks to minutes. This shift has significantly improved our time-to-market, enabled self-serve translations, and reduced reliance on third-party vendors, freeing up resources and accelerating content readiness."

ABOUT SITUATION

Founded in 2001, Sitation has quickly become a global leader in digital merchandising, offering a diverse selection of solutions to help brands, manufacturers, retailers, and distributors compete and win on the digital shelf.

We're proud to partner with the leading PIM & MDM solutions, offering best-in-class service and certified solution consultants to customers across the Automotive, B2B, Brand, Beverage & Alcohol, Furniture, Grocery, Hi-tech, and Retail verticals.

Some of the most recognized brands in the market, including Welch's, Campbells, Philips, BIC, Staples, and Bush Brothers & Company, trust us to support their merchandising initiatives.



Digital Merchandising Supercharged

ABOUT SALSIFY

Salsify helps thousands of brand manufacturers, distributors, and retailers in over 140 countries collaborate to make every product experience matter. The company's Product Experience Management (PXM) platform enables organizations to centralize all of their product content, connect to the commerce ecosystem, and automate business processes in order to deliver the best possible product experiences across every selling destination.

Learn how the world's largest brands, including Mars, L'Oreal, The Coca-Cola Company, Bosch, and ASICS, as well as retailers and distributors, such as DoorDash, E.Leclerc, Carrefour, Metro, and Intermarché, use Salsify every day to drive efficiency, power growth, and lead the digital shelf. For more information, please visit: www.salsify.com.



The PXM Platform for Modern Commerce