Faster Product Data, Fewer Legacy Limits

Case Study

ZEEMAN   Bluestone PIM   lab digital

ZEEMAN

Company Name: **Zeeman textielSupers B.V.**

Industry: **Retail**

Sector: **Clothing & Apparel**

Location: **Netherlands**

Sales channels: **Physical stores (1,300+ across Europe), e-commerce (zeeman.com), mobile app**

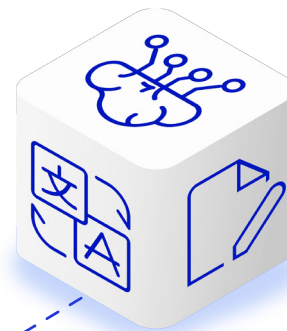Number of SKUs: **40k**

Time of implementation: **Under a year**
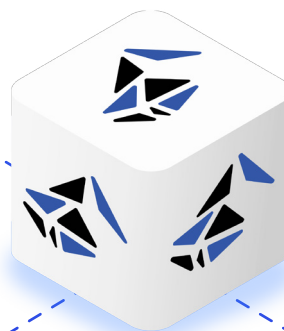
Implementation Partner: **Lab Digital**

Adobe InDesign Sync

AI Linguist

Algolia Product Search Engine

Commercetools Connect

Business Use Case

Zeeman aimed to modernise its e-commerce stack, speed up product data enrichment processes and reduce dependency on legacy systems.

Key Outcomes		
Reduced localisation time 6 weeks → 1 week	Established foundation for personalised customer journeys	Future-ready architecture to support growth

> "
> Before Bluestone PIM, it took six weeks to get product information localised. Now, we're down to about one week and that's a huge improvement. We're automating even more using APIs, which Bluestone makes easy."
>
> **Alex Bloemendal**
> Zeeman

Zeeman, a leading European retailer, was looking to modernise its e-commerce operations. Its legacy tech stack was limiting innovation, slowing product content localisation, and complicating integrations with logistics, payments, and other partners. Localising product data alone took up to six weeks – a bottleneck in fast-moving retail.

At the same time, customer expectations were shifting. With growing demand for personalisation and seamless shopping across channels, Zeeman knew it required a flexible, future-proof platform to support growth and deliver better experiences.

The Challenge

- Outdated infrastructure limited innovation
- Time-to-market delays (localisation took up to 6 weeks)
- Complex partner integrations (payments, logistics, etc.)
- Rising customer expectations for personalisation

The Implementation

Zeeman began a major digital transformation, aiming to replace legacy systems with a flexible and scalable architecture built for long-term growth. Bluestone PIM's MACH-certified platform was chosen as the foundation for managing and enriching product data across all markets.

Bluestone PIM × Lab Digital
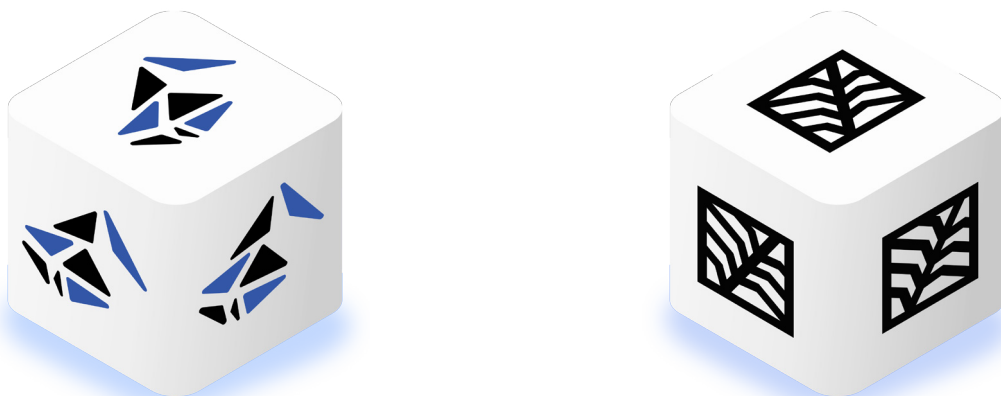
To support the rollout, Zeeman partnered with Lab Digital, a specialist in composable commerce with proven technical expertise. Their Evolve accelerator helped fast-track the implementation, enabling a full transition from planning to go-live in under a year.

Evolve is a GraphQL-based composable framework that integrates cleanly with MACH technologies. It allowed Zeeman to iterate quickly and connect APIs efficiently across its stack.

Lab Digital also ensured smooth integration between Bluestone PIM and Zeeman's broader ecosystem, including the PLM, logistics, e-commerce, and product search systems. Their work delivered a streamlined, scalable setup that supports future business needs.

"
Bluestone integrates seamlessly with our MACH architecture. Its advanced and flexible modeling capabilities make it easy to configure a wide range of product setups, supporting future expansion of both products and their content. With built-in connectors and straightforward integration, we can efficiently deploy content to Commercetools and Algolia."

Vincent van den Brink
Business Analyst
Lab Digital

Data Migration Scope

At the start of implementation, roughly 20,000 SKUs were migrated, including product content in six languages and associated digital assets.

The PIM now supports around 40,000 SKUs, reflecting both catalogue growth and improved localisation capabilities.

Key Implementation Highlights

- Smooth onboarding of product data from legacy systems.
- Localisation handled via Bluestone PIM contextual content features.
- Custom enrichment logic to streamline product publishing.
- Defined workflows to ensure data quality and governance.
- AI Linguist used for multilingual content generation and proofreading.
- Integration with InDesign to automate product sheet creation.
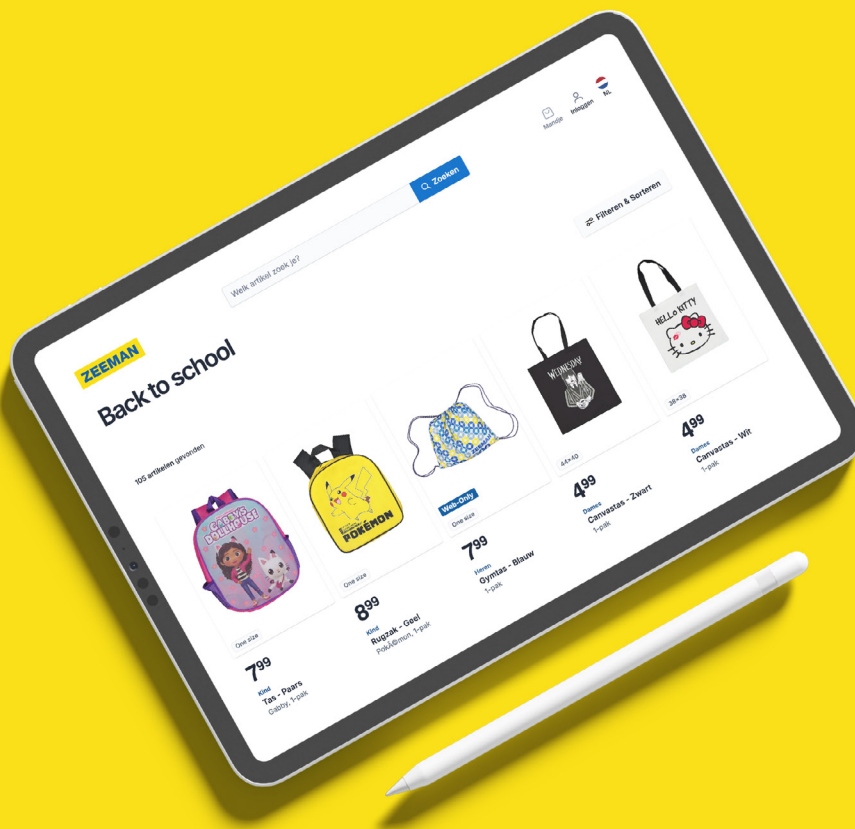
The Solution

Bluestone PIM became the essential layer for preparing content for the end customer. While Zeeman continues to use its PLM system to manage raw product data internally, PIM is at the core. The platform enabled their teams to transform their raw data into enriched, localised, and conversion-ready product content, optimised for a personalised customer journey across multiple touchpoints.

How We Enable Zeeman's Success

- **API-first infrastructure** to easily integrate with Zeeman's MACH enabled commerce stack and boost innovation
- **Headless architecture** to provide flexibility and enable a future-proof strategy for growth
- **AI Linguist** to automate translation, enrichment, proofreading of product descriptions and speed up localisation
- **InDesign integration** to streamline the creation of print and digital product catalogues
- **Algolia integration** to power fast, multilingual product search on their e-commerce platform
- **Evolve** (via Lab Digital) to accelerate frontend rollout and commerce integrations
- **Categorisation and product specific attributes** to set up the core foundations for personalised customer journeys

The PIM system is seamlessly integrated across the entire commerce stack. It now serves as a foundation for sale ready product content, ensuring consistency, accuracy, and efficiency in the management of all product data.

The Results

Within months of adopting Bluestone PIM, Zeeman saw measurable improvements across core operational areas:

- Localisation speed improved dramatically, with time-to-market reduced from six weeks to just one week.
- Personalised product experiences were made possible through structured product information and contextual data layers.
- Future-ready architecture was established, enabling Zeeman to scale efficiently into new markets and platforms.
- Improved product information quality across their entire catalogue, reduction in duplications and fewer manual errors.
- Manual processes reduced, freeing up time for the team to work on innovative projects rather than being stuck in the details.

Looking Ahead

Zeeman's journey illustrates the tangible benefits of a product information management-first approach. By prioritising agility and structured product data, the company has laid the groundwork for deeper personalisation, omnichannel consistency, and international growth.

Let's talk!

See Bluestone PIM in action

- Discuss your product information needs and challenges

- Learn how PIM software can benefit your business

- Receive a live Bluestone PIM overview with one of our experts

Schedule A Demo

Bluestone PIM