



## SUPPORTING TRU BLU BEVERAGES WITH STREAMLINED ONLINE CONTENT MANAGEMENT

When beverages manufacturer Tru Blu Beverages received a request from Coles to provide product information for their online marketplace, the Bizcaps Online Content Support (OCS) service was offered to make the process as simple and straightforward as possible.

**THE CLIENT:** Tru Blu Beverages, a major Australian supplier of non-alcoholic and non-dairy beverage products.

**THE NEED:** Tru Blu was asked to provide product data for over 200 codes to align with the Coles online marketplace requirements. The digital product content needed to be accurate and synchronised with Tru Blu's GS1 National Product Catalogue (NPC) published to Coles.

**THE SOLUTION:** With expertise in NPC/GDSN datapool publishing and online content management, Bizcaps supported Tru Blu in supplying all required product data, as well as providing ongoing content support services to maintain a flow of accurate, up-to-date product information.

**THE RESULTS:** Tru Blu was able to successfully provide all required product information to the Coles online marketplace, allowing their products to be sold via this digital platform. What's more, an end-to-end approach to online content management has made it easy for Tru Blu to maintain accurate, compliant and up-to-date product data, as well as introduce new products seamlessly.

*"When the request first came through from Coles, I was unsure how we were going to address the requirements and get all the information uploaded. When I spoke to Bizcaps, they knew exactly what we needed and were already familiar with the systems and platforms involved."*

**Harris Spyrou**

Marketing Manager, Tru Blu Beverages