With Plytix, ColorCase is now updating and creating new products faster— 500% faster to be exact.

"

"Since we started using Plytix, we have seen an increase of over 500% in product updates and listing creations, as well as a reduction in the time required to accomplish this—from weeks to days."
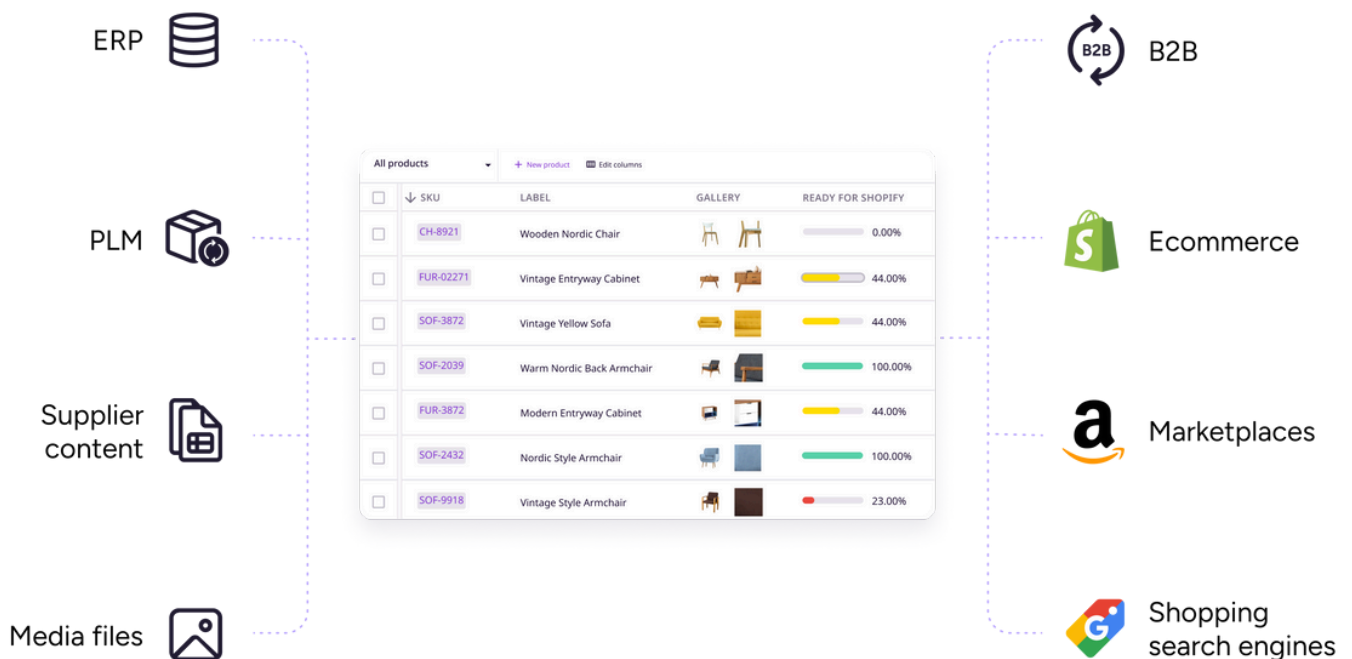
Tyler Kinzie, Director of Operations at ColorCase

"

It's not just one thing that made this happen—it's a combination of features added up. Here are some of the powerful tools that help boost companies' productivity.

Product Data Management

Central source of truth
Impact level: Moderate

Plytix gives companies one trusted place to manage product data, helping teams work faster and smarter. With everything organized and accessible, there's less time wasted searching for information or fixing mistakes. Fewer errors and less back-and-forth mean teams can focus on getting things done and driving results.

Team collaboration

Impact level: Moderate

Plytix makes teamwork easier without putting product data at risk. Custom views and permissions let teams access what they need without changing what they shouldn't.
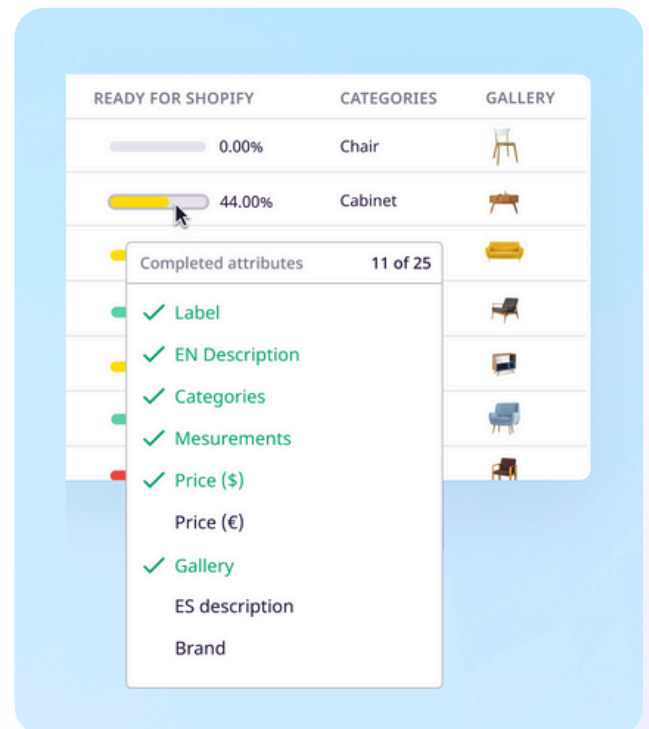
This keeps communication clear and prevents costly mistakes.
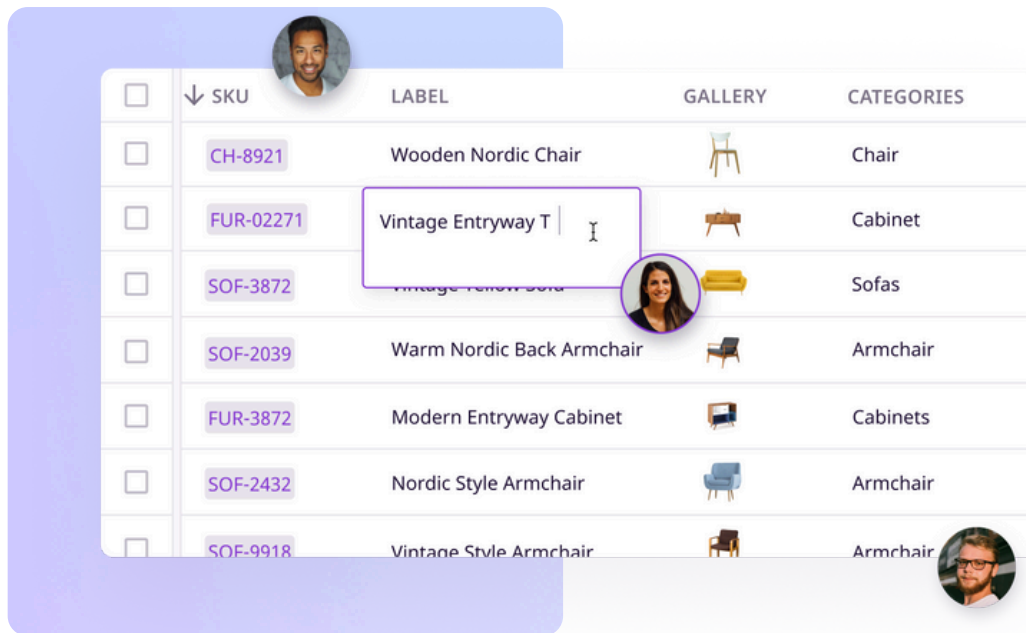
Tracking product completion

Impact level: Low

Plytix helps companies quickly spot gaps in their product data to keep it accurate and complete. This feature speeds up data enrichment, helping them improve customer experience, launch faster, and meet compliance needs.
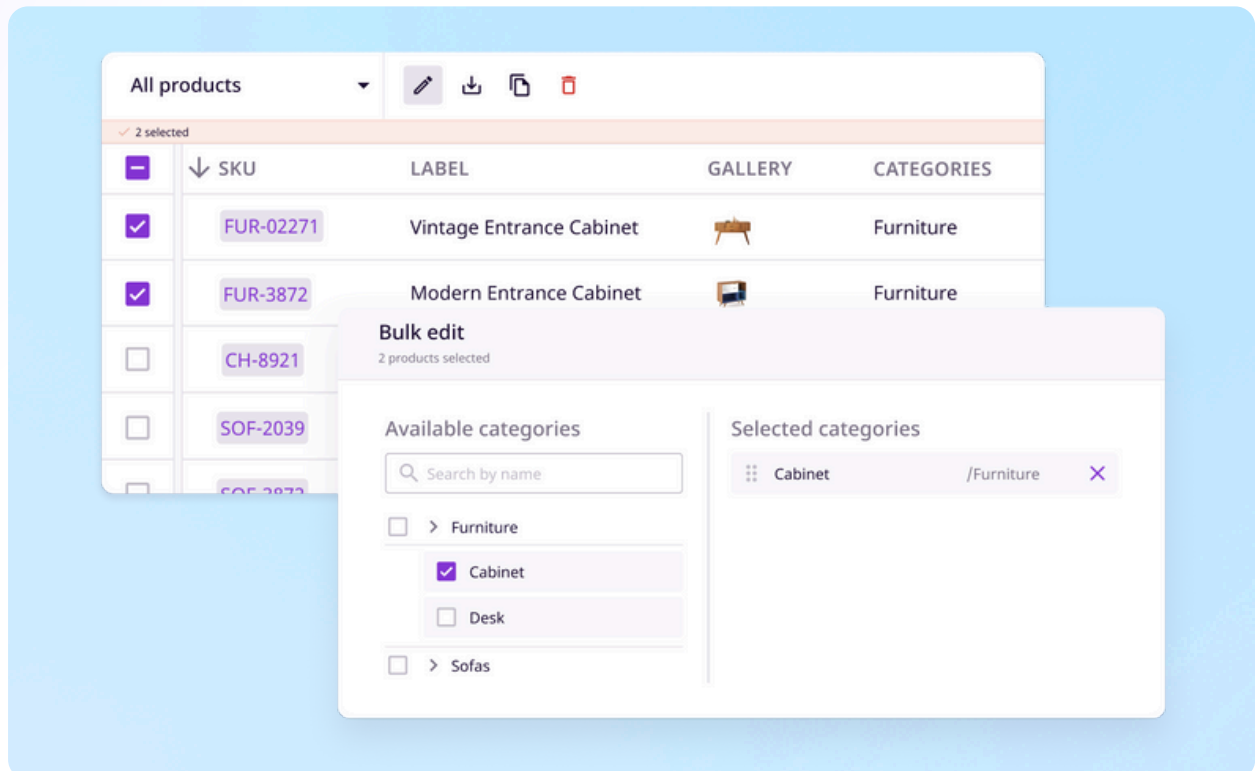
Data enrichment

Bulk actions
Impact level: Moderate

Companies easily update, add, or remove product information in bulk with Plytix. Whether they're adjusting prices, adding new products, or cleaning up descriptions, they can manage large catalogs efficiently. A huge feature for any company with a large catalog.

Inheritance
Impact level: Moderate

Companies save time by setting up shared product details that apply across multiple items. They update once, and the changes carry over automatically. That way, they don't have to repeat the same edits over and over again.
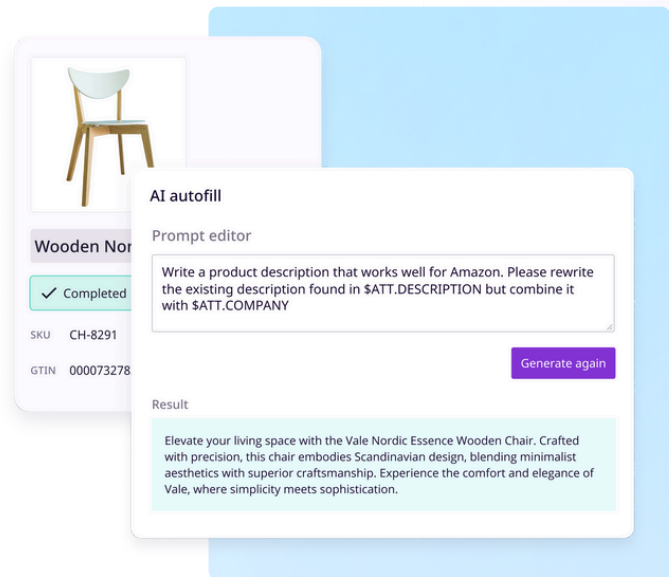
Contextual product data enhancements

### AI-driven data optimization

Impact level: High

Plytix uses AI to generate brand-consistent copy and localize content for international markets. This powerful feature cuts down the time spent on content creation and translation, helping businesses get products ready for sale faster.

Computed attributes

Impact level: High

Businesses transform product data with computed attributes—smart formulas that handle calculations automatically. They can calculate upcoming sale dates, format prices, or build product names—all with computed attributes. It's an easy way to save time on manual updates and keep data accurate.
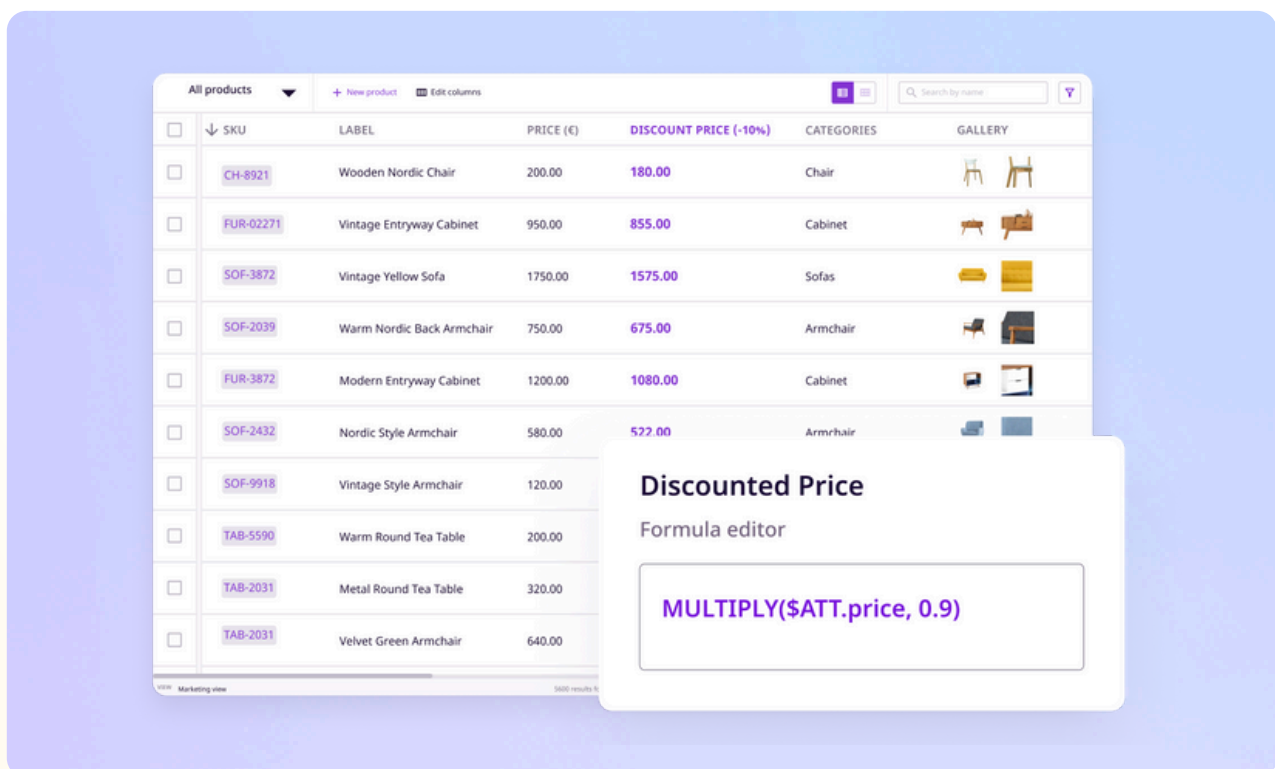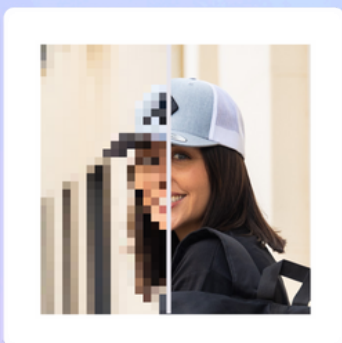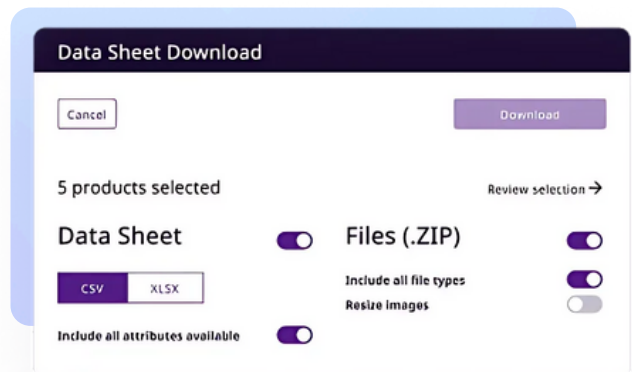
Graphical Product Data Enhancements

Product Data Sheets
Impact level: High

Plytix helps businesses create customized product data sheets for their B2B partners with ease. Whether it's pricing, specifications, or key details, these sheets are simple to generate and tailor for different audiences—saving them hours on manual formatting.

Image background removal
Impact level: High

Companies quickly remove backgrounds from product images to create clean, professional visuals that stand out online with Plytix's Image Background Remover. This feature saves hours of manual editing, helping teams get product images ready for ecommerce sites, catalogs, and marketing materials faster.

Image Upscaler
Impact level: High

Plytix's Image Upscaler improves image sharpness, brightness, and overall quality to present products in the best light. By enhancing images directly in Plytix, businesses skip the need for extra editing tools, making the process faster and more efficient.

### Digital File Resizer and Formatter
Impact level: High

Companies can easily resize and reformat images to match the requirements of different platforms and marketplaces with Plytix. This cuts down on manual adjustments, helping upload product visuals faster and stay focused on selling.

B2B sales enablement

Brand Portals
Impact level: High

With Plytix, businesses give retail partners easy access to up-to-date product information, images, and marketing materials with customizable online catalogs. This reduces back-and-forth requests, giving teams more time to focus on other tasks.
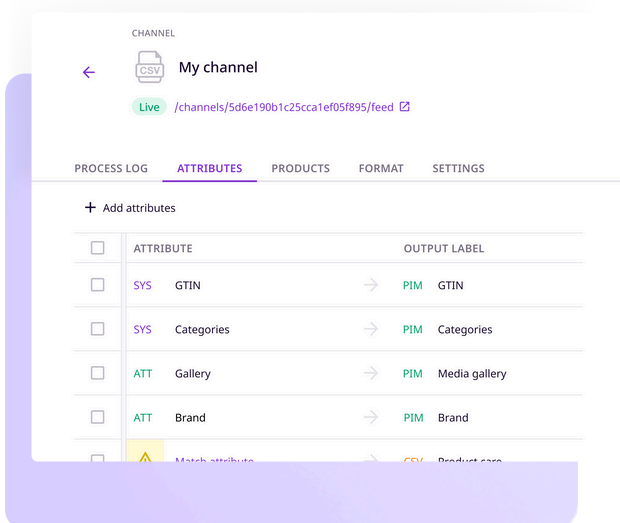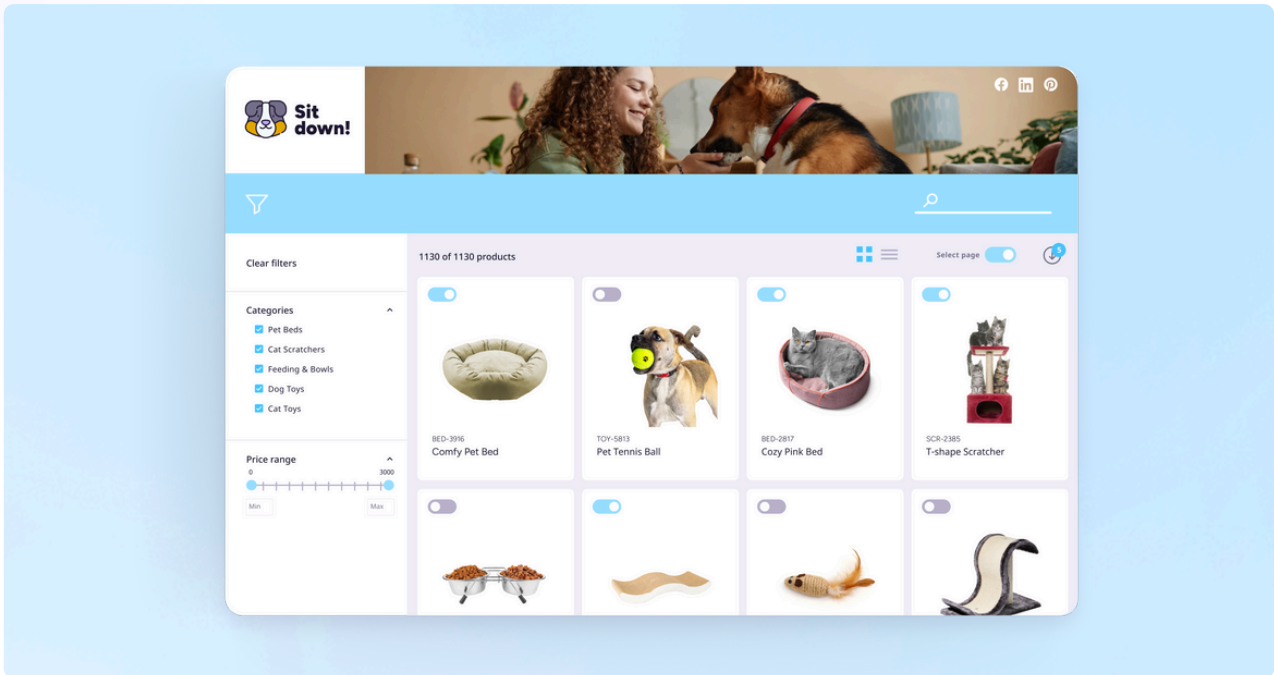
## Retailer Templates
Impact level: High

Plytix helps businesses adapt their product data to fit each retailer's specific requirements. From attribute names to layout details, teams can format data without starting from scratch every time—cutting down on repetitive work and speeding up delivery.

Multichannel commerce

Multichannel publishing
Impact level: High

When using Plytix, businesses publish product data across websites, social media, and marketplaces without the hassle. Make updates once, and they'll automatically apply across sales channels—saving time spent making changes in multiple places.
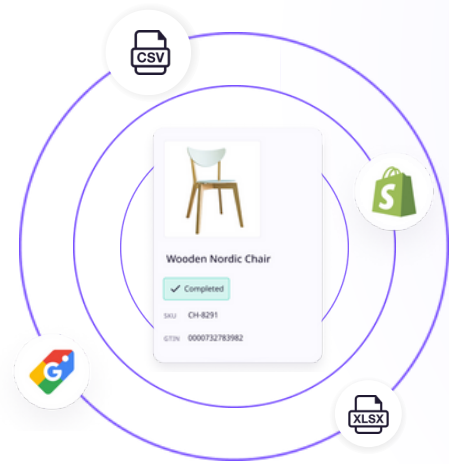
### Integration capabilities
Impact level: High

Plytix connects with ecommerce platforms, ERPs, marketplaces, and more, keeping product data consistent across all systems. This automated data flow cuts down on manual updates and reduces the risk of errors, giving teams more time to focus on growth.

Product Listing Optimization
Impact level: High

Plytix makes it easy to create optimized listings for different channels without messing up core data. Businesses add custom descriptions and attributes for each platform, so products rank higher and stay organized—saving time and giving products the best chance to stand out.
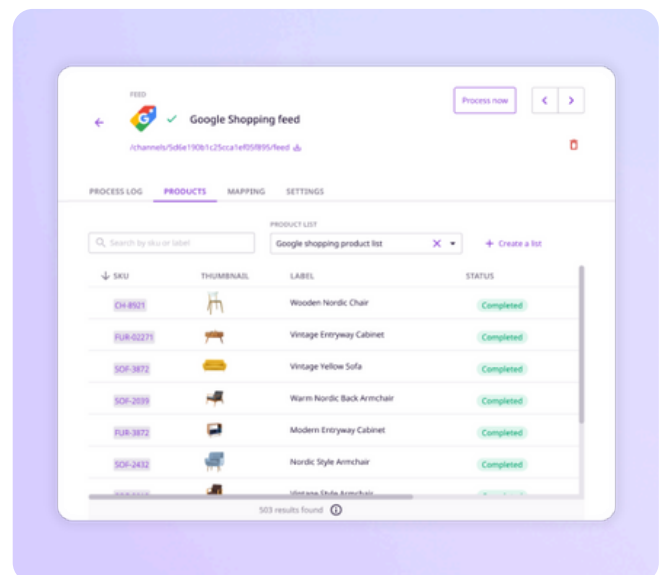
The Results

Teams spend 50% less time updating product information

Companies manage over 2x more SKUs without adding extra staff

Businesses now deliver products to market 24x faster

plytix