OBX

FOR BRANDS

Your image portal, on the open standard

Open Brand Exchange gives your retailers an image portal with your name on it, where they search and download images and article data. Because it is built on the open standard, their software can also receive everything automatically.

Your systems
PIM, ERP, DAM or a folder

→

Your image portal
on the open standard, with your name

→

Your retailers
in the browser and in their own software

How it works

1

Set up your image portal

Use the free image portal, hosted by a partner or by yourself. Already have an image portal? Ask your vendor about support.

2

Add your products

Fill in the Excel template, or let your PIM, ERP or a shared folder deliver every night, with no manual work.

3

Your retailers take it from there

Retailers log in, paste their EAN list and download. Their software receives the same content automatically.

What you deliver

Images, the way you meant them

Packshots, model shots and details, with their order, view, usage rights, embargo and whether AI was involved.

Article data per size

Style number, colour, EAN per size, season, description, material and care, in several languages.

Changes travel along

A replaced packshot or a withdrawn image reaches your retailers by itself.

Why open

Free

The standard and the software cost nothing. At most you pay for hosting, or for a provider if you prefer to outsource it.

Yours

Your content lives on your own server or with a provider you can leave. Every portal speaks the same language.

One channel instead of many

One publication for all your retailers. No more file transfers, emails with zips or a separate integration per store.

For brands

Your retailers search your image portal and download images and product data, with access per retailer. Because it is built on the open standard, their software can also receive everything automatically.

An image portal with your name on it

Your image portal carries your name: “MAISON NOOR · Brand portal”, on your own domain if you like. Retailers request access, and you decide per retailer.

- Search and filter by brand, season, collection and product type
- Paste a list of EANs and see what is available and what is missing
- Download one photo, one article, or a zip of a whole selection
- In the format they need: original, web (2000 px) or square
- Article data as a spreadsheet, including material and care

Straight into their webshop

Retailers can let their webshop, PIM or POS software receive your products automatically. For that they request an API key in your image portal: a personal password for their software.

- Matched to the right article and size by EAN
- Changes arrive by themselves, including items you withdraw
- Usage rights, embargo date and whether AI was used, with every image
- Software that supports the standard works with every brand

Automatic upload

Your image portal collects your products by itself, for example every night. New collections go online sooner, without manual work.

- Every night from the export of your PIM or ERP, without extra software
- Or from a shared folder: whatever is saved there is published
- Only what changed is sent, so updates are quick
- One clear layout for the data and one naming rule for photos, such as MN-1001_NVY_1.jpg

You remain the owner

Open Brand Exchange is a standard, not a platform. You run your own image portal, or a partner runs it for you.

- Hosting it yourself is free: the software is open source
- Or leave it to a partner, and switch partners at any time
- See who downloads what, per retailer
- You decide who gets access, to which brands, and whether originals are allowed

What you manage yourself

Catalog	brands, articles, colours and sizes, images and their order
Imports	upload or fetch on a schedule, with a clear message for every row that failed
Retailers	approve or reject requests (with a reason), invite or block accounts
API keys	personal passwords for your retailers' software: shown once, renewable or revocable at any time
Automatic upload	your export collected on a schedule, and a message when a retailer requests access or an import finishes
Statistics	downloads and use per retailer
Settings	logo, accent colour, welcome text, default usage rights and your own domain

Hosting

Each brand has its own image portal. Install it on your own server with one command, run it on Cloudflare Workers, upload it to ordinary web hosting, or let a partner host it.

1. Your own server (recommended)

Rent a small Linux server, point your domain at it and run one command.

2. Cloudflare Workers

No server to manage: the portal runs on your own Cloudflare account. Click the button, sign in and follow the steps.

3. Ordinary web hosting

The PHP edition runs on ordinary European web hosting with PHP and a database, for example at TransIP, Strato or OVHcloud. No commands needed.

Three editions, one portal

The three editions do the same thing and have the same admin and retailer portal. Choose what fits your hosting; you can switch later.

Your own domain

Use a subdomain such as brands.your-brand.com or b2b.yourbrand.com. Retailers then see your name, and your address stays the same when you change hosting.

Frequently asked questions

What does it cost?

The standard and the software are free. If you host it yourself you pay only for your hosting. A provider charges its own prices, which you find on its own website.

Do we need a developer?

Not for the basics: start with the Excel template, and your image portal can collect your export every night without code. A developer only helps if you want to connect your PIM or ERP directly.

Is this another platform we have to join?

No. Every brand runs its own portal, on its own domain if it likes. There is no central platform that holds your content.

Who decides which retailer gets access?

You do. Retailers request access, and you approve or reject each request. You can also choose which brands a retailer sees and whether originals may be downloaded.

Can we switch providers later?

Yes. Every portal speaks the same standard and every provider listed here lets you export all your content. Your own domain stays the same.

Is it ready?

Yes, version 0.3: the specification, the three portal editions and the tools are released and free to use. It is early days: the first brands are joining now.

What is ready, and what is coming

Ready in version 0.3 READY

- Your own portal with an admin, in 25 languages, on your own domain
- Upload your Excel export and photos by hand, or have them collected every night
- Automatic delivery from your PIM, ERP or a shared folder
- Access requests, invitations and API keys for your retailers' software
- Three editions: your own server, Cloudflare Workers and ordinary web hosting

Coming next COMING

- The first public release, with one-click installation
- Providers who run a portal for you
- The first real brands in the directory

Next step

Get started with your Excel template	openbrandexchange.com/en/for-brands/#start
Choose how to host it	openbrandexchange.com/en/hosting/
For developers	openbrandexchange.com/en/developers/

Questions, or want to take part from the start?

We are looking for brands that want to help shape the first version: which systems do you use, and how many retailers do you serve? Email us.

hello@openbrandexchange.com · openbrandexchange.com

Open Brand Exchange Foundation (in formation)