



Press release

New Marketing Service: Daiber launches Media Cloud

Albstadt, November 2021. As of now, Gustav Daiber GmbH makes a new media cloud available to its dealers at <https://cloud.daiber.de>. With this cloud, extensive image and information material on the products of JAMES & NICHOLSON and myrtle beach is available, clearly arranged, in one place. A central function is sharing current product and lifestyle pictures, which Daiber updates continuously.

Suitable for Christmas time and the textile collection 2022, Gustav Daiber GmbH gives a present to its dealers: the new media cloud with a clearly arranged and appealing user interface, with the provided product and lifestyle images as well as continuously updated video and logo files. A main advantage is that now all the media files of the brands JAMES & NICHOLSON and myrtle beach are available, concentrated in one place. Moreover, besides dealers, for example also their service providers and customers can easily register independently and download the requested files, since no sensitive data are provided. Among the new functions are the clearly arranged administration of the downloaded files via one's own dashboard as well as sharing customer-specific picture galleries in the form of 'shopping baskets' by the dealer.

Image files exist with high resolution, in a compressed version and as isolated images. The new service makes data transfer between us, our dealers and their target groups much easier and faster with the data really being current. 'We attach particular importance to taking work off our dealers' hands. In the future, they will no longer have to maintain and provide their own image databases – instead, from now on our dealers will be able to share their project-specific selections with their customers with a click,' says Tobias Seidel, Head of Marketing & Business Development at Daiber.

Extended search function for media and products

Among the new functions of the media cloud is, besides the extended single search function, a new multiple search function with the option to filter the search for several search terms at the same time. With both search functions, users can differentiate according to media and products. Whereas the search function for media leads to the display and downloading option of image and video files, the search for products goes one step further. It shows additional information such as the product description,

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technical details on colours, features and material as well as linked image and video files of the requested product. Another special feature: With the multiple search function, both via a manual entry and an imported excel list, dealers can search for several files at the same time. This is much more user-friendly than the previous version and provides the opportunity for dealers, service providers and other partners always to work with the latest data.



The new media cloud enables Daiber, their dealers and their dealers' partners to easily find and share image and information material. (Source: Daiber)

You will reach the new media cloud at <https://cloud.daiber.de>.

For more information on the company, the products and image material for downloading please also visit www.daiber.de/en.

For information about sustainable products by JAMES & NICHOLSON and myrtle beach, go to www.daiber.de/en/company/sustainability/products.

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About Gustav Daiber GmbH

Gustav Daiber GmbH was founded in 1912 by Gustav Daiber in Ebingen in the Zollernalb district of Baden-Württemberg. Starting with the production of materials for the textile industry such as rubber bands, sewing threads and buttons, the company today is one of Europe's largest manufacturers with a uniquely wide range of the latest corporate fashion products. For Daiber, another milestone in history began with the dawning of the new millennium: The private labels of JAMES & NICHOLSON, for high-quality corporate and functional wear, and myrtle beach for headwear and accessories, are revolutionizing the market for first-class corporate fashion. The company's key pillars are promotional, sports, leisure, business and workwear. Management is led by Kai Gminder, who heads the fourth generation of the company, and Christof Kunze. Daiber employs 120 people and their headquarters are located in Albstadt. Gminder cites decisive factors for the successful development of the family business as: social and ecological responsibility, high quality, internationality as well as a good eye for fashion, technology and lifestyles.

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