Open Brand Exchange

FOR RETAILERS

Every brand's images and article data, in one consistent way

Brands that use Open Brand Exchange deliver their images and article data in one consistent way, whether you download by hand or use software.

The brand
publishes once

→

The brand's portal
the same for every brand

→

Your store
download or API, matched by EAN

What a brand portal gives you

Every brand runs its own portal, with its own name on it: for example "Kestrel · Brand portal".

Request access

Request access on the brand's portal. The brand approves, and you receive an invitation by email.

Search and filter

By brand, season, collection, product type or colour. Every article with all its images and data.

Paste your EAN list

Paste the EANs from your POS and see right away which articles are there and which are still missing.

Download the way you want

One photo, one article, your selection or everything in a filter as a zip. Original (if the brand allows it), web or square.

Article data as a spreadsheet

EAN per size, colour, material, care and description, ready for your own system.

What is allowed

Usage rights, the embargo date and whether an image was made with AI are shown with every image.

An API key for your software

Does your PIM, POS or shop software fetch images by itself? Then request an API key for your software. It first fetches everything and after that only the changes, including what the brand withdraws. Images are matched to your articles by EAN.

Finding a brand

Brands that choose to be listed are in the directory. If a brand simply gives you the address of its portal, that works too. openbrandexchange.com/en/directory/

Which software works with it

Open Brand Exchange is an open standard: any software can support it. Photopilot is building it into its software for retailers, and other vendors can do the same. You do not need any particular software: a browser is enough.

What is ready, and what is coming

Ready in version 0.1 READY

- Request access and sign in to a brand's portal
- Search, filter and paste your EAN list to see what is there and what is missing
- Download photos as a zip and article data as a spreadsheet
- An API key for your software: everything once, then only the changes
- Usage rights, embargo and AI provenance with every image

Coming next COMING

- More brands: the directory is just starting
- Plugins that bring images straight into Shopware and WooCommerce
- Support in more POS, PIM and shop software, as vendors add it

Is your brand not on it? Send them this

The fastest way to get a brand on board is for stores to ask for it. Copy this email, fill in the brackets and send it to your contact or sales rep at the brand.

Your product images and article data through Open Brand Exchange?

Dear [name],

We sell [brand] in our store and online shop. To present your articles well, we need your final product photos and article data: the EAN per size, material, care instructions and the images in the right order.

Today this often reaches us as loose files and emails. Would you consider Open Brand Exchange? It is a free, open standard that lets a brand publish its content once for all of its retailers:

- your own portal where we log in, search by our EANs and download;
- a standard API, so our software fetches images and data by itself;
- automatic publishing from your PIM, ERP or a folder of exports.

The software is open source: you can host it yourself for free or choose a provider. You decide who gets access and you see who downloads what.

More information: https://openbrandexchange.com/en/for-brands/

Kind regards,

[name]
[store]
[city]

The quickest way to get a brand on board is for stores to ask for it. A ready-made email to send your contact at the brand is on openbrandexchange.com/en/for-retailers/#switch-kit.

Frequently asked questions

What do retailers need?

A browser. Retailers with software that fetches images by itself can request an API key for that software.

Which image formats are there?

The original, exactly as you uploaded it, plus a web version (at most 2000 px), a square version and a small preview. Retailers choose what they need.

Does it keep information about AI and rights in the images?

Yes. Usage rights, the embargo date and whether AI was involved are part of every image. Originals are stored and delivered unchanged, including any embedded content credentials.

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.

Is it ready?

Yes, version 0.1: the specification, the three portals, the obx command and the conformance check are released and free to use. It is early days: the first brands are joining now.

Questions, or want to take part from the start?

We are looking for retailers who want to help shape the first version: which brands would you like to connect, and which software do you use? Email us.

hello@openbrandexchange.com · openbrandexchange.com

Open Brand Exchange Foundation (in formation)