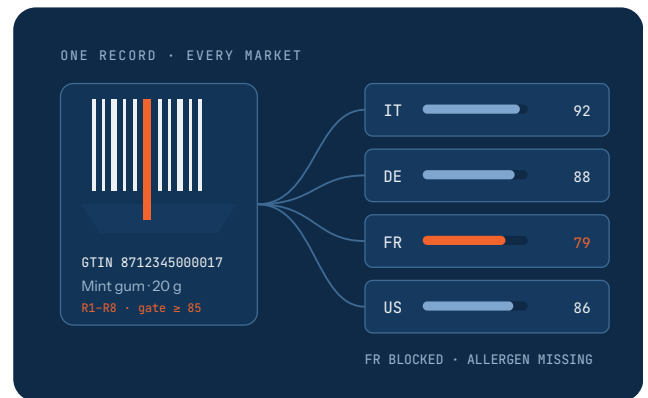


PRODUCT DATA • PIM & MASTER DATA FOR FOOD AND CONFECTIONERY

ProductKeel

GS1-ready product data that holds its course. One record. Every market.

ProductKeel gives multi-country food and confectionery manufacturers one governed, GS1-ready product record, with a module per market on top. Each contributor group fills only its own block. Rules check every value on save, a calculated quality score decides the gate, and every change is logged. Deterministic by design: governed rules and workflow, no AI.



THE PROBLEM

One product, many copies, no single right answer

Each country keeps its own copy of a product in spreadsheets, e-mails and ERP screens. Local teams change material data straight in the ERP, so the global record and local reality drift apart. When a retailer rejects a listing or a label shows the wrong allergen, nobody can say which value was right, or who changed it. Requests for new fields keep growing; the team does not.

“Every product we launch gets described again and again: by R&D, packaging, marketing, every country and every retailer.”

HEAD OF MASTER DATA, CPG MANUFACTURER

Every market

re-enters and re-checks the same attributes, while launches wait for missing data

30-12-2026

EUDR due diligence applies; US Red 3 and China GB 7718 follow in 2027

No trail

of who changed a value, or which copy was right, when a listing is rejected

WHY BUY

Check the record before it leaves the building

Regulators, retailers and data pools keep asking for more fields, and the deadlines are dated. ProductKeel catches errors while people type, so wrong allergens and missing label data are stopped before publication. It is light to start: configured on screen, one database per customer, no AI cost per use.

✓ A GS1-based core of 162 attributes for food and confectionery

✓ Italian market module worked out: 294 attributes, 117 local

✓ The same input always gives the same finding

TRUST & DATA



Each customer workspace is a separate database. Sign-in is protected against brute force, and suspended workspaces cannot sign in.



No AI, analytics or third-party processors. Fonts are self-hosted, so pages make no calls to outside services.



Integrations today: CSV import. ERP, GDSN data-pool and digital-asset connectors are not built, so ProductKeel sits beside your data pool.

WHO IT IS FOR

CHANNEL PARTNER

For master-data and PIM consultancies and SAP integrators

A governed product-record layer for your CPG clients

- Sold by you under the ProductKeel brand, a Khaya solution; we build and run the platform.
- Recurring revenue per workspace per year, growing with every market module your client switches on.
- Your consultants configure attributes, rules and workflow on screen, without a software release.

GROWING FIRM

For mid-sized food and confectionery manufacturers in a few markets

Replace country spreadsheets with one checked product record

- Start with one market and twenty of your own products.
- Each group sees only the fields it owns, so forms stay short and clear.
- Runs on ordinary web hosting, with no AI usage costs to budget for.

ENTERPRISE & LARGE CONSULTANCY

For multi-country CPG groups and large system integrators

One governed record across every market you serve

- A market can differ from the global value only through a logged, reportable override.
- Gates pass only with zero blocking findings and a score at the threshold.
- Works before or beside an enterprise suite, as the governed product-record layer.

HOW IT WORKS

01

Create or import

A steward creates an item or imports a CSV. ProductKeel checks the GTIN check digit and duplicates, then opens the market record.

02

Fill your block

Each contributor group fills only the block it owns. Values save field by field; edits outside your own blocks are refused.

03

Fix the findings

Rules R1–R8 run on every save and block, warn or inform. Correct the value, or open an override with a reason.

04

Pass the gate

An approver moves the record through the workflow. It passes only with no blocking findings and a score of at least 85.

05

Trace and report

Every change is logged with who, when, old and new value, and source. Quality pages show each market's state.

WHAT YOU GET

01

One record, every market

A global core of 162 GS1-based attributes, with a module per market on top.

02

Four field types

Every field is inherited, local, derived or system-set, so nobody keeps a silent second copy.

03

Overrides with a reason

Local differences from the global value are logged, explained and reportable.

04

Rules while you type

Configurable rules R1–R8 block, warn or inform, in English and Italian.

05

Quality score, gates

The score is calculated from the rules, never typed in. Gates are pass or fail.

06

Full change log

Every write recorded: who, when, before and after, and the source.

COMMERCIALS

PRICING

Indicative: per organisation workspace per year, plus a fee per active market module. No Khaya Credits needed, because ProductKeel makes no AI calls.

HOW TO START

Start with one market and twenty of your own products, configured on screen with your attributes, rules, workflow and contributor groups.