



Damen Shipyards
finding assets 97%
faster with Bynder



BYNDER X DAMEN SHIPYARDS GROUP

Founded in 1927, [Damen Shipyards Group](#) is a defense, shipbuilding, and engineering conglomerate based in Gorinchem, Netherlands. On a mission to become the world's most sustainable shipbuilders, the family-owned company serves 120 countries worldwide.

With 12,000 employees across its 55 companies, Damen needed a single source of truth to access, collaborate on, and share digital assets from one location – especially after recently undergoing a rebrand.

Challenge

As a large company operating across many markets and time zones, the lack of centralization was a struggle.

Employees would often spend hours chasing down an image, and marketing materials weren't visible to those who needed them most. This resulted in duplicate content creation and a laborious creative process that was often a long back-and-forth over emails.

Solution

With Bynder's digital asset management platform, teams at Damen can now be much more self-sufficient in finding the assets they need within minutes. By having everything easy to find in one place, they're getting more value from their existing assets, and spending less resources on recreating misplaced content like before.

Sales and Marketing are collaborating better using [Asset Workflow](#) – and even Damen's Product and Research Development & Innovation (RD&I) teams are finding Bynder useful as an archive for their shipbuilding designs, helping to inspire new creations.

Results

Across the company, Damen Shipyards has reduced the average time spent searching for assets each week by **97%** – a huge improvement that now allows employees to focus on higher-value tasks.

Bynder has not only made finding assets more efficient, but also creating them too: hundreds of projects each month are centralized and streamlined with Creative Workflow for closer collaboration, and faster publishing.

215,000+

Assets stored
in the DAM

97%

Faster finding assets
on average

1,200+

Users

What's next?

Still early in its DAM journey, more and more teams at Damen Shipyards are starting to use Bynder for their content needs.

Its internal 'DAM Champions' are keen to take advantage of the platform's automation capabilities, too, with plans to leverage the [integration with Storyblok](#), their headless CMS. That way, they can directly access stored assets in Bynder from within Storyblok, and enjoy peace of mind that everything powering their website is automatically up-to-date and on-brand.

"Our time to market for new content has really improved by having everything centralized in one system."

— Kyra Muilenburg, Product Owner at Damen Shipyards

"Collaboration between marketing and sales is much better with Bynder. Our marketing teams are better able to support sales with the right materials such as brochures and campaign assets, but this has a lot of value for our Product and Research Development & Innovation teams, too."

"Before, our colleagues could spend 1 hour trying to find an image they needed. Because everything is now so organized in Bynder, it's taking a matter of minutes."

"We collaborate on hundreds of projects every month in Bynder's Creative Workflow module. Because we're such a big company, it's really helping give everyone more transparency on the creative process and ensuring that we're aligned before finalizing finished assets."

— Kyra Muilenburg, Product Owner
at Damen Shipyards