

At a glance

**Food solutions
company **SpartanNash**
stocks digital shelves
4x faster with Bynder**



The background

SpartanNash is a grocery retailer, wholesaler, and food distributor operating nearly 200 stores and servicing over 2,100 independent grocers across the US. The company also supplies military commissaries, pharmacies, and e-commerce retailers.

From packaging and promotional coupons to digital shelf assets, SpartanNash has a variety of content demands across a complex supply chain. As it looked to scale, the company needed a single system of record that embraced an omnichannel approach to content delivery, powering every brand and product experience.

The solution with Bynder

With its composable infrastructure, pre-built integrations, and AI-powered capabilities, Bynder has become the content engine driving SpartanNash's omnichannel growth strategy. Now that regional teams and supply chain partners are aligned on a single platform, the company is delivering on-brand, channel-ready shopping experiences at scale.

At a glance



“Bynder’s omnichannel approach to content operations is helping us automate workflows across the content lifecycle and reduce the number of applications we need to manually maintain.”

— Kurt Denison, IT e-commerce Manager at SpartanNash

E-commerce growth through automation

With [CX Omnichannel](#), SpartanNash automatically delivers optimized, channel-ready product imagery directly from the Bynder platform to third-party marketplaces like Grubhub—no manual resizing or uploads required. Bynder also ensures real-time updates across live product listings, supporting agile, always-on e-commerce experiences.

“Grubhub had very specific image requirements. [CX Omnichannel](#) helps distribute our OwnBrand product imagery automatically without any need for manual resizing or uploading.”

SpartanNash’s e-commerce revenue grew 15% last year through its third-party marketplace channels, with Bynder’s integrations playing an increasingly important role in accelerating speed to market and improving conversion rates.

Stocking digital shelves 4x faster

SpartanNash connects Bynder with its product information management (PIM) system to serve its network of independent grocers with market-ready assets in record time. This integration automatically syncs product information into Bynder, where every

asset is enriched with tags, metadata, and dynamic delivery URLs tailored to each retailer’s exact specs. By automating this workflow, marketers have scaled the delivery of digital shelf content from **10 to 40 product UPCs per week** on average, accelerating speed to market while enabling partners to self-serve the assets they need without bottlenecks.



Faster order fulfillment, online and offline

Bynder's value as a single system of record extends beyond the digital shelf and into the warehouse, too. By integrating with SpartanNash's automated order picking and fulfillment system, Bynder feeds real-time product visuals to warehouse robots for product retrieval without manual intervention. QA is easily maintained, orders are fulfilled more accurately, and products are moved to the shelf faster, digitally and physically.

Keeping retailers happy with market-ready content hubs

With [CX User Community](#), SpartanNash creates curated content hubs that empower retailers and internal teams to self-serve the right assets and guidelines, tailored by brand, product, and use case. This ensures every launch is executed with speed, consistency, and confidence, while internal teams save time, align better, and maximize the impact of every asset.

“Independent grocers have responded positively, empowered by [24/7 access to the digital assets they need.](#)”

Faster content production

[Bynder Studio](#) and the [Adobe Creative Cloud](#) integration help SpartanNash meet the content-hungry demands of modern retail without straining resources. Brand-approved templates enable regional teams to quickly create and localize ad flyers, product promotions, and coupons at scale.

“Grocers, agency partners, and media outlets can now use Bynder [to find, create, and distribute brand and product assets](#) that best support our brands across every channel and market.”

Want to see Bynder in action?

Free consultation, zero commitment.

 **Book a demo**