



Franke Australia transforms its go-to-market strategy using **Bynder CXUC** as its retail enablement hub

10-12

fewer manual hours per month on content distribution



1-3

fewer hours a week spent on content requests

5 hours a week

saved per marketer

Background

Franke is a global leader in domestic kitchens, delivering high-quality, design-led solutions across 40+ countries. With its products sold through major retailers like E&S and Harvey Norman, Franke needs to ensure every retailer has instant access to compliant, brand-approved, channel-ready content tailored to each customer's needs.

Challenge

Franke relied on OneDrive before Bynder, meaning assets had to be manually emailed to retailers—a slow, error-prone process. Inconsistent branding was rife, content ROI was low, and promotional campaigns lacked a unified go-to-market strategy.

Solution

Franke is now using Bynder's [CX User Community \(CXUC\)](#) as its go-to retail enablement hub. Now, retailers and employees have instant, self-serve access to product imagery, guidelines, and campaign materials organized by brand, product category, and use case.

“Our retailer partners are really happy with Bynder. It delivers everything at their fingertips, improving both the ROI and reach of our campaigns.”

— Ben Pike, Online Marketing Assistant at Franke Australia

Franke is bringing solutions to market faster without bottlenecks, content is used to its full potential, and its lean marketing team saves time to focus on higher-value initiatives.

Want to see Bynder in action?

Free consultation, zero commitment.

 **Book a demo**