

# WIN-WIN FOR OUR WEBSHOP PARTNERS

*Share your product data, expand your reach*

As a partner, you provide the product information. This helps us to build customer-friendly webshops for our opticians. This way, we put the suppliers' brand in the spotlight and boost sales.

The optician has accurate information and does not have to enter anything into the system himself - thus saving a lot of man-hours.

Moreover, we link our opticians' stock directly to the webshop. Another saving of time, resources and money. Win for the supplier, win for the optician!

*Sharing your product data:*

## **Why is this a good idea?**

Well, this way you get access to the webshop of our members. Their online sales channel automatically syncs with your company's input. So you are assured of 100% accurate product data on all of those sales channels. Your visibility increases and so does your reach.

## **For who?**

Our opticians are known for their quality and service, and this is translated into their webshops. Thanks to the extensive and accurate product information from our partners, they can also guide the customer online to choose the right glasses. The automated stock integration ensures that all frames are immediately available in the physical store and online webshop.

## Which product information?

Flanders Opticians collects all data in a product database. This concerns practical information such as:

- Product information (brand name, manufacturer, EAN code, etc.)
- Product description (color, shape, etc.)
- Product photos

The more information we can collect, the better.

## How to share?

The structure in which the data is delivered is not that important. We translate your data into our structure. Ideally, we receive product data before the launch of each collection, so that the opticians can always promote the latest collection.

There are two options:

1. With each new collection, you provide us the product information in a simple CSV or Excel file.
2. Or we create a link between your product database and ours. The benefit of this? Everything happens completely automatically. Link once, and you are done!

Expand the reach of your brand: contact us to share your product data and increase your reach via the Flanders Opticians webshops. Contact us for more information and have a look at the overview of the product data.

[VIEW PRODUCT DATA](#)

[CONTACT US](#)

## *Flanders Opticians, pioneers for independent opticians*

Our opticians believe in partnerships that make everyone better. Which is why at Flanders Opticians we join forces with companies that look up to the future.

From glass manufacturers to software developers: by working together, we pull out all the stops for our opticians. And we help our partners to increase their reach.

Our partners offer:

- Services that optimally support our opticians.
- Favorable conditions for their product(s).
- Support with events, purchases or digital innovation.

Our partners benefit from:

- Access to successful optical stores within one organization.
- More awareness among opticians with a rock-solid reputation.
- A sustainable commitment from the Flemish optical organization.

**CO-CREATE THE FUTURE OF OUR OPTICIANS.  
CONTACT US FOR MORE INFORMATION.**

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