

PRESS RELEASE

JANUARY 15, 2026

When product information is scattered everywhere, BART brings order

In the garden as in the store, everything depends on **clear product information**.

However, for manufacturers and specialized distributors, the reality is often more complicated: **multiple distributor formats, matrices to complete, media to keep up to date, and constantly changing requirements**.

Product data that meets the challenges of the sector

Present at the JDC Garden trade show, BART provides a **concrete response** to these everyday challenges. The solution centralizes all product information in a **single platform**, designed to **structure, secure, and distribute** data simply to teams, tools, customers, and e-commerce channels.

With BART, product data and media are always up to date. Filling in **FAB-DIS templates** is made easier and adapting information to distributors' formats and templates is automated. Data is adjusted quickly, **without weighing down the organization or slowing down teams**.

Delegate to focus on what matters most

To go even further, **BART offers Delegated BART Exploitation (EBD)**. Companies can entrust the complete management of their product information to a **dedicated support team**: collection, organization, updating, and distribution. **This saves real time** so you can focus on your product lines, customers, and sales performance.

At JDC Garden, BART caters to gardening and DIY retailers who want **data that is as reliable as their products**. Clear, controlled, and ready-to-distribute product information to effectively meet customer expectations.

ABOUT BART

BART is a **product information management solution** dedicated to **specialized retailers**. It allows you to **centralize, structure, and distribute** product data and media, while **automating** their adaptation to the requirements of distributors and e-commerce channels. BART helps companies **regain control of their product information** and turn it into a real operational asset.

Find us at the JDC Garden trade show

Hall **2** - Stand **T127**

Press Contact

Camille ARNAUD
Responsable Communication
carnaud@telamon.eu
<https://bart-f.fr/>