



Vaimo partners with Bluestone PIM to expand tailored product information management solutions



Stockholm, Sweden, Feb. 5, 2025—Vaimo, one of the world’s most respected experts in digital commerce and customer experiences, is pleased to announce its new partnership with Bluestone PIM, a leading provider of API-based product information management solutions. This collaboration reflects Vaimo’s commitment to offering tailored PIM solutions that empower businesses to manage and optimize their product data efficiently across all sales channels.

Bluestone PIM’s innovative, headless, and API-first approach aligns seamlessly with Vaimo’s mission of delivering flexible, scalable, and future-ready solutions to its clients worldwide. The partnership further enriches Vaimo’s PIM service offerings, providing clients with a broader spectrum of options to meet their unique business needs.

“As businesses navigate the challenges of today’s complex multi-channel demands, having a robust and adaptable PIM solution has never been more important,” says Robin Carlsson, Managing Director, Nordics, at Vaimo. *“Bluestone PIM’s modern, API-driven design is a game-changer—it gives us the flexibility to create tailored solutions for clients, whether they’re scaling up their operations or fine-tuning how they manage product data.”*

Vaimo has a long history of delivering best-in-class digital commerce and PIM solutions, helping its clients achieve operational efficiency and drive growth. The partnership with Bluestone PIM builds on this legacy by introducing an additional option for businesses looking to leverage cutting-edge technology to manage their product information.

About Vaimo – vaimo.com

Vaimo is one of the world's most respected experts in digital commerce and customer experiences. For us, experience is everything. It is at the heart of all we do, and we are leading the way in delivering on it in these fields: Digital Commerce , Content Management , Data Management, Insights & Activation

As a full-service digital experience agency, we deliver consulting, design, development, support, and analytics services within all four fields.

We are a global partner with a local presence, focused on cultivating close, long-term relationships with our clients. We work with brands, retailers, manufacturers, and organizations all over the world and have over 600 employees based in offices in more than 15 markets across EMEA, APAC, and North America.

About Bluestone PIM – bluestonepim.com

Founded in Norway in 2016, Bluestone PIM is at the forefront of the PIM industry and a pioneer in integrating GenAI, delivering a cloud-native, microservice-based, API-first, and headless PIM solution recognized for its adaptability and comprehensive capabilities. Bluestone's commitment to enabling businesses to manage their product information efficiently makes it a frontrunner in the global PIM market.

As the first MACH-certified PIM vendor recognized by the MACH Alliance, Bluestone PIM is an AWS Technology Partner and part of AWS ISV Accelerate.

With a robust ecosystem of over 700 APIs and a dynamic Marketplace featuring 40+ Apps, Bluestone PIM empowers enterprises like Sainsbury's, St.Gobain, Dolby Technologies, Intersport, and other major international brands to optimize and enhance their commerce platforms for sustained success in the digital age.

Contact

Ella Molin
Head of Marketing
ella.molin@vaimo.com