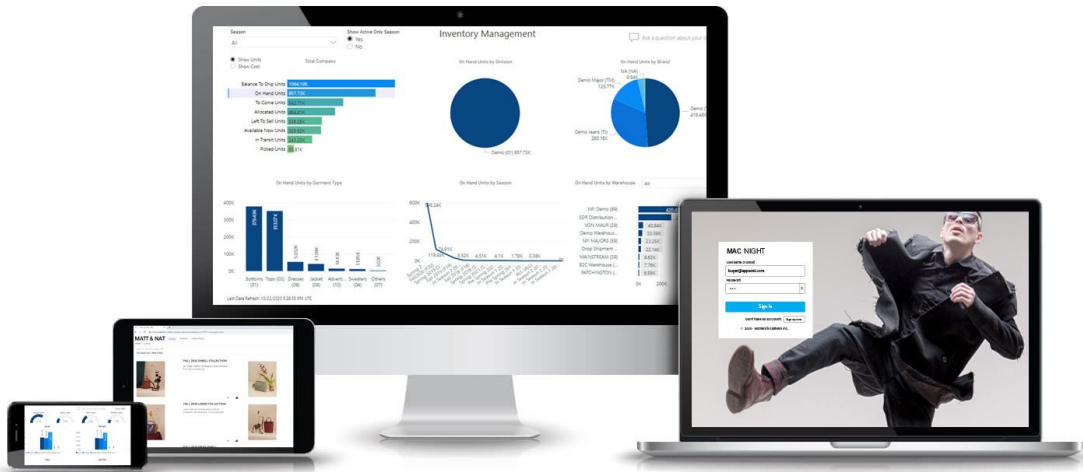


trenza central

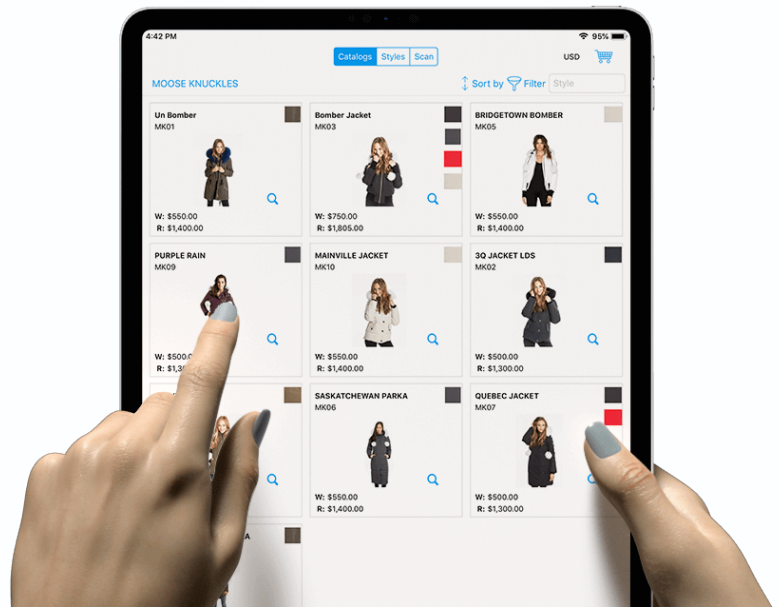
Trenza: the wholesale ecommerce platform for B2B and B2C



Trenza is a suite of web and iOS applications that enable businesses to save time and improve collaboration on the sales process with all your business channels. At the heart of the **Trenza** suite of products is **Trenza Central**.

Within **Trenza Central**, style marketing information can be managed, multiple image types associated, hierarchy levels established, catalogs created and the connections to your business partners can be managed.

Trenza Central is the main layer that will allow you to rely on a single source of truth related to your products, inventory, and order status.



trenza central

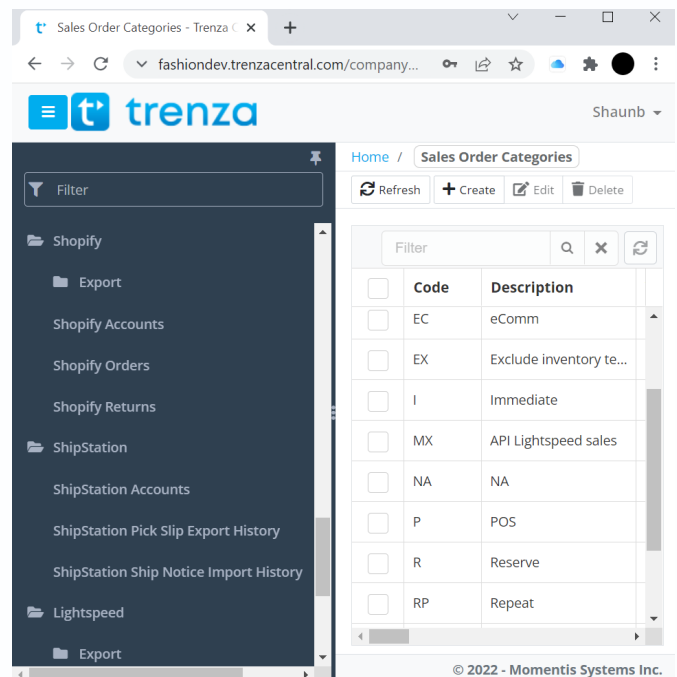
Trenza: the wholesale ecommerce platform for B2B and B2C

Catalogs can be created and shared with any number of B2C or B2B applications, for example **Trenza Shop**, **Trenza Sell**, Shopify, BigCommerce, Salesforce Commerce Cloud, NuOrder, Joor, Lightspeed to name a few.

Create catalogs specifically for each channel or customer specific catalogs, utilizing the products data from a common source to avoid duplication of effort and errors.

Your marketing department and product team will utilize **Trenza Central** to realize the following benefits:

- Enriched style information
- Marketing catalogue creation
- Create the ultimate customer experience for your buyers through branded imagery with unlimited product images including 360 degree views



This tool works hand in hand with the **Trenza Shop** and **Trenza Sell**.

