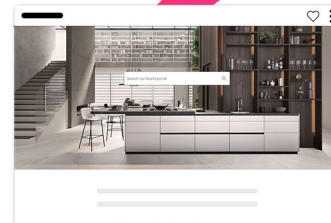


LEICHT®

How LEICHT Simplified Content Distribution & Cut Internal Requests by 70%



INTRODUCTION

LEICHT, a premium kitchen manufacturer from Waldstetten, Germany. As the company grew, managing and distributing brand assets became complex, straining internal teams and creating inefficiencies for partners.

OBJECTIVE

LEICHT aimed to provide its partners and internal teams with self-service access to brand materials, eliminate manual distribution tasks, and ensure consistent brand compliance across markets.

CHALLENGES

LEICHT's content distribution relied on manual sharing via email, phone, or Dropbox, with sales reps creating their own links, resulting in inconsistencies, delays, extra workload, and no visibility into usage or brand compliance.

Key Data

Industry: Kitchen Manufacturer
Use Case: Brand Portal
Content Source: Agravity
Number of Portals: 1

CUSTOMER FEEDBACK

"The Smint.io team has been incredibly solution-focused. They are always accessible and supportive, making the entire process smooth."

Head of Business Development Digital

Results

- ✓ Cut internal requests by 70% through self-service access
- ✓ Ensured brand consistency with approved, up-to-date materials
- ✓ Saved time and boosted efficiency by replacing manual tasks

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