



# Customer Success Story: StoryTiles

What you can expect

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## Customer Success Story

# About StoryTiles

*“As the portal is well organized and user friendly, we believe that we can reach our goals without spending time on all requests. Now we have everything or-ganized and press from all over the world can find whatever they need on our Bynder portal.”*

Founder and Managing Director at StoryTiles



Dutch brand, StoryTiles, creates unique tiles that are miniature pieces of art based on the traditional Dutch Whites.

With her humorous and detailed collages, visual artist, Marga van Oers, brings all tiles to life. All tiles are manufactured traditionally and, for StoryWood, only sustainable wood is used.

“Tile your Home & Share your Story!”

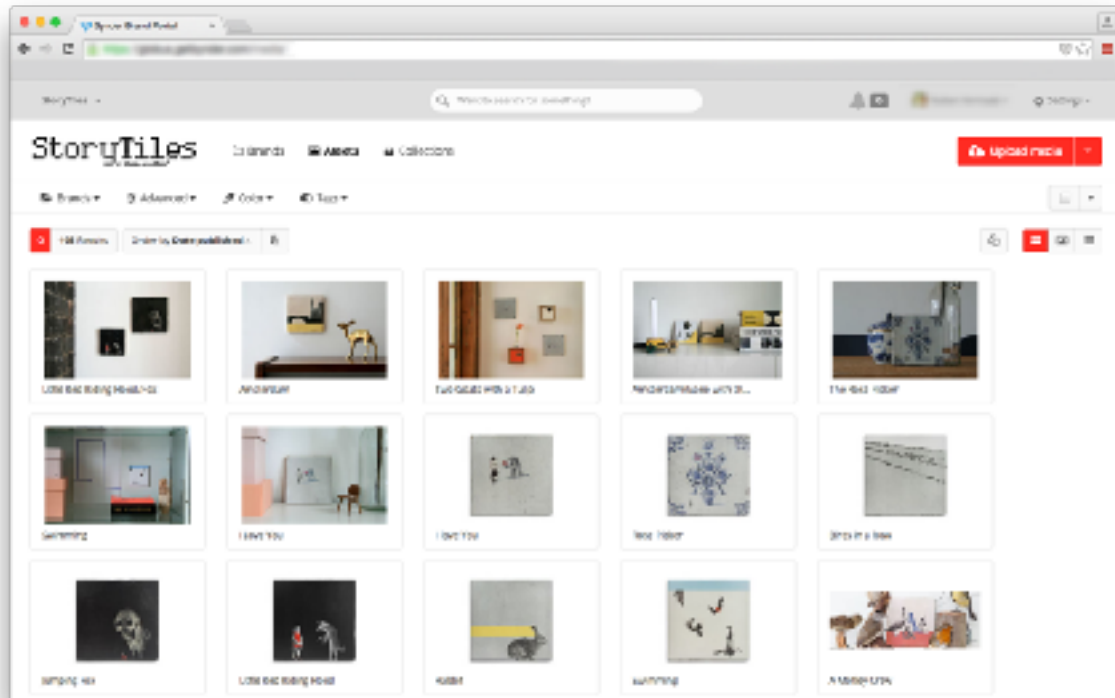
# Challenges

Founded in spring 2013, StoryTiles became popular over a short period of time. The Dutch brand, run by visual artist, Marga van Oers, and the Managing Director, received a huge amount of press and marketing requests.

Due to the unstructured management of their digital assets, it was challenging and time-consuming to handle all these requests.

There was no solution to effectively categorize digital media, such as high-resolution pictures of products, files and logos.

In order to solve these pain points, StoryTiles was looking for a new solution – one that enables them to improve the management and organization of their digital media so that they can manage press and marketing requests.Challenges



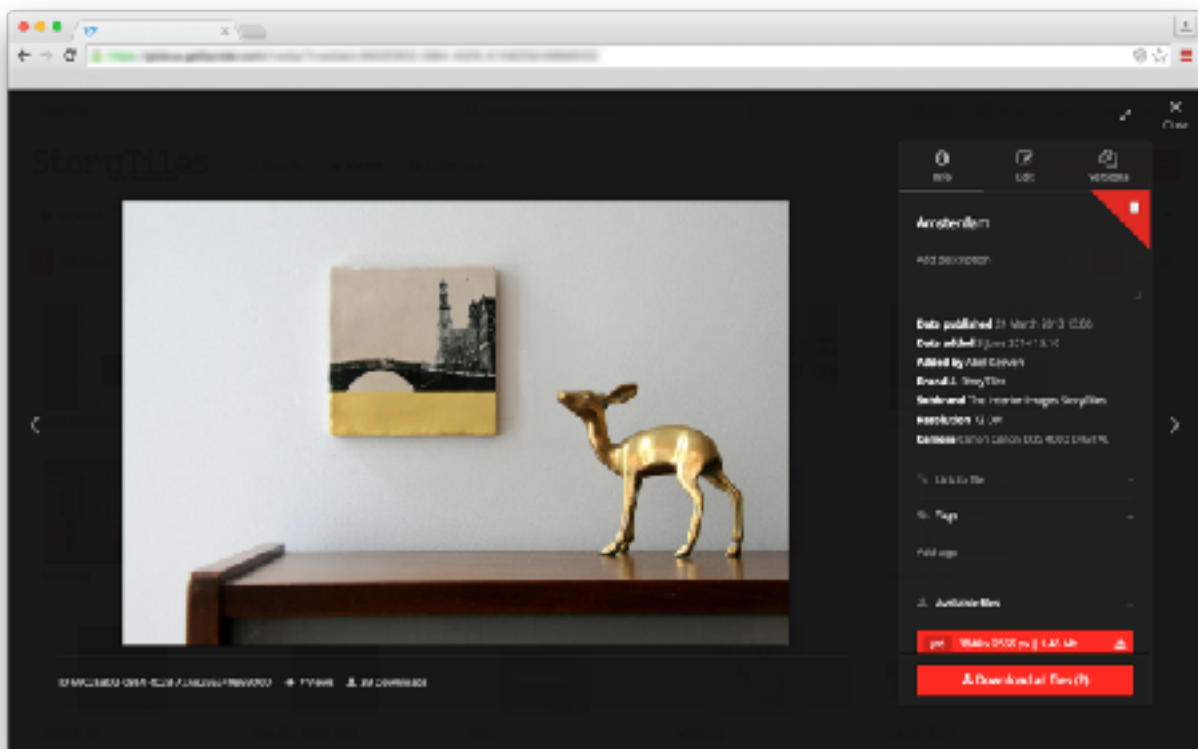
# How Bynder helped

*“We would recommend Bynder to everyone! From smaller to bigger companies. [...] It has helped us reach a greater service level for both clients and press.”*

Founder and Managing Director at StoryTiles

Using their Digital Asset Management module, the design company is now able to structure all their digital assets clearly, enabling press from all over the world to find relevant images or files in their brand portal easily.

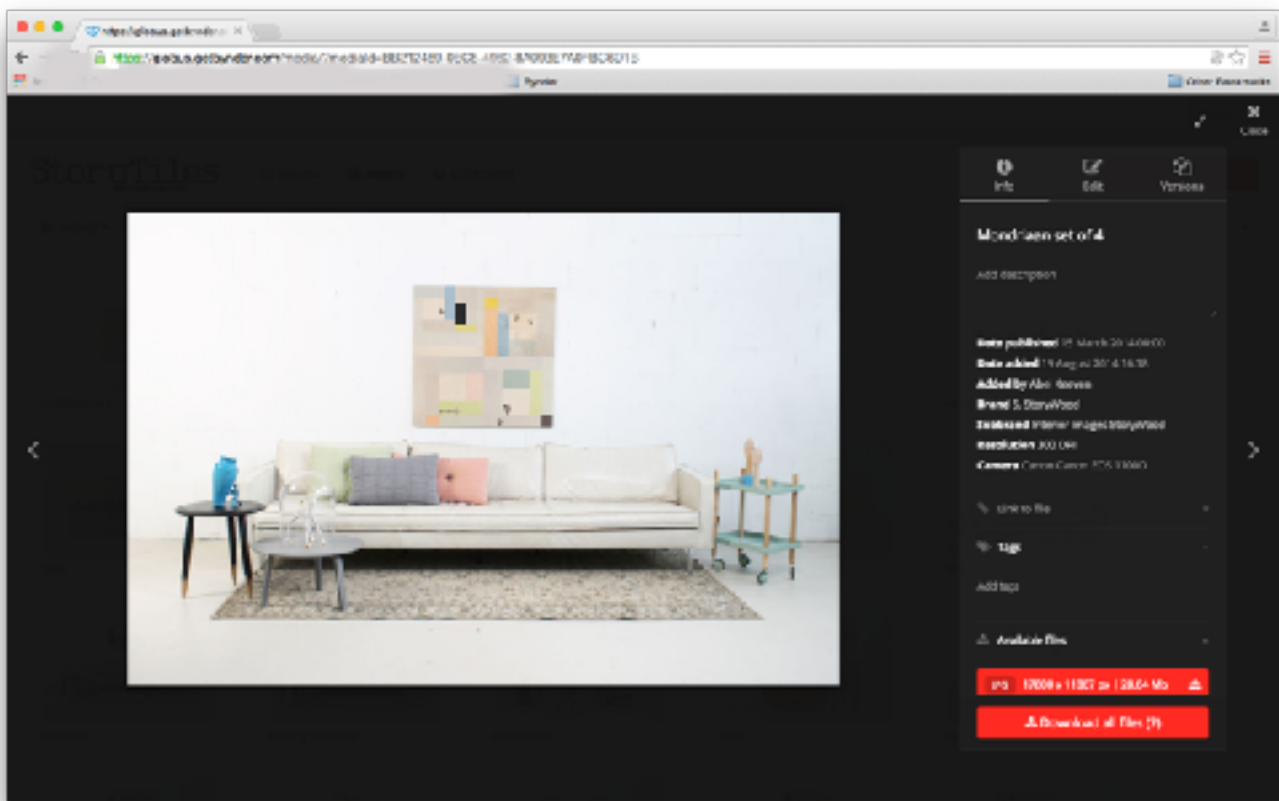
As a result, StoryTiles can reach their promotional goals without having to spend too much time on request.



# Benefits for StoryTiles

Thanks to Bynder's branding automation solution, StoryTiles now has a simple and user-friendly software to manage, organize and share their digital assets and files efficiently.

The Managing Director believes that Bynder led to 75% of their publications worldwide – more than they originally expected.



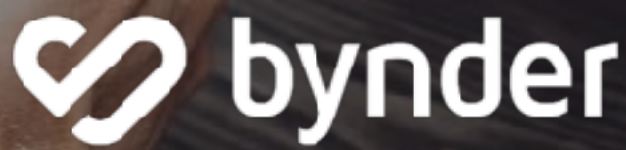


Some facts

## About Bynder

Bynder is the fastest way to professionally manage digital files. Its award-winning digital asset management (DAM) platform offers marketers a smart way to find and share creative files such as graphics, videos and documents. More than 250,000 brand managers, marketers and creatives from 450+ organizations like PUMA, innocent drinks and KLM Royal Dutch Airlines, use Bynder to organize company files; edit and approve projects in real time; auto-format and resize files; and make the right content available to others at the click of a button.

Founded in 2013 by CEO Chris Hall, Bynder is headquartered in Amsterdam with offices in Boston, London, Barcelona, Rotterdam and Dubai. For more information, visit [www.bynder.com](http://www.bynder.com) or follow Bynder on Twitter@Bynder.



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