

The Automated Product Catalog



The e-commerce that runs itself —
enrich, automate and distribute your
entire product catalog.

A Stockholm team rebuilding product data

Founded

2024

Built by e-commerce and AI operators.

Based in

Stockholm

Sweden — serving brands across Europe and the US.

Clients

70+

Global brands running their catalogs on Emfas.



PROBLEM

An industry-wide bottleneck

Product data is the backbone of every channel — and it is still handled by hand.

01

1 in 10 people in e-commerce work with managing product data.

02

Most work happens in PIMs built for human input — or worse, spreadsheets.

03

Brands struggle with scattered, manual AI workflows.

WHAT

The E-Commerce That Runs Itself

Emfas is an AI-first product information management (PIM) system that helps e-commerce brands manage and enrich their product catalogs.

You decide how much runs on autopilot: fully automated end-to-end, or with a human-in-the-loop reviewing and approving before anything goes live.

Scale without scaling headcount

Emfas automates e-commerce operations so brands can focus on being brands.

Instantly unlock new channels

Distribute data across platforms, markets and marketplaces in one click.



What we help you with

95%

less time spent on catalog enhancement

Enrich

Automate

Distribute

01

Enrich

Turn raw supplier and PLM data into rich, on-brand product content — automatically.

- Alt text
- Translations
- SEO, AEO & GEO ready

02

Automate

Set rules and keep your catalog complete and consistent — run it fully automated or with a human-in-the-loop.

- Custom Glossary
- Completeness
- Review & approve

03

Distribute

Schedule and publish enriched products to any channel or marketplace.

- Shopify & Centra
- Feeds
- Amazon, Zalando

Bring your strategy to market faster

01

Localization

Sell in every language — translate your catalog into the markets you operate in and the ones you're growing into.

02

Launch faster

Automate the repetitive work and reduce time-to-market so your team can focus on the campaign drops.

03

Win every channel

Push enriched, consistent descriptions everywhere — built for SEO and AI-driven discovery.

Connects to your stack

Native integrations with the
platforms e-commerce brands
actually use.



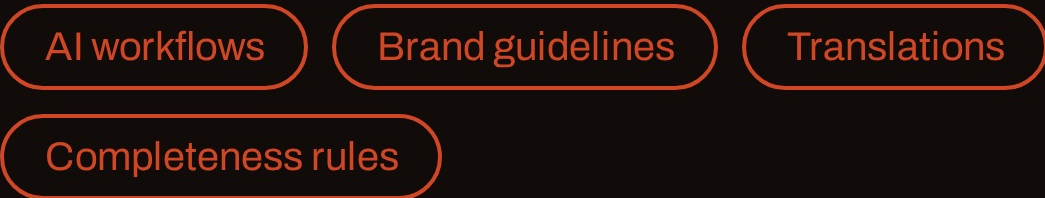
Data imports

Emfas handles your raw data and enables bulk imports.



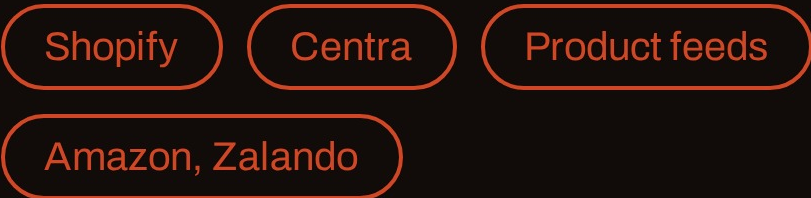
Enrichment core

Emfas turns product data into store-ready content — automatically.



E-commerce & marketplaces

Your platform runs commerce — Emfas runs your product data.



Raising profitability across the e-commerce industry

95%

Less time spent on catalog enhancement

80%

Cost and lead time savings

100%

Product data coverage for SEO & AEO

Measured across 70+ brands running enrichment, automation and distribution on Emfas.

Trusted by 70+ brands, from launch to marketplace



“Speed and scalability are critical as we continue to grow. Emfas has become a valuable partner, helping us improve efficiency and support that growth.”

A Retro Tale



“This is the best thing that has happened this whole year”

Antonella Basagni, Creative Copywriter —
STRONGER



“The setup was so good that product data just isn't the thing that chases us anymore.”

Meroda Cosmetics

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