



SUCCESS STORY

the **nu⁺company**

@pixx!o





The challenge

- 1 Clear media overview
- 2 Easy access
- 3 Customizable (file) download size


About the nu company

The nu company is the first German company to manufacture sustainable chocolate bars. The start-up is known for its ambitious goals: healthy snacks, fair trade, plastic-free packaging, and tree planting. Besides, the company creates quite a stir by ensuring politicians and industries stay up to date on issues within environmental policies through exceptional marketing.

 Green food start-up

 70 employees

 Leipzig, Germany

 Founded 2016

*pixx.io gives the nu company
uncomplicated access to
all media.*

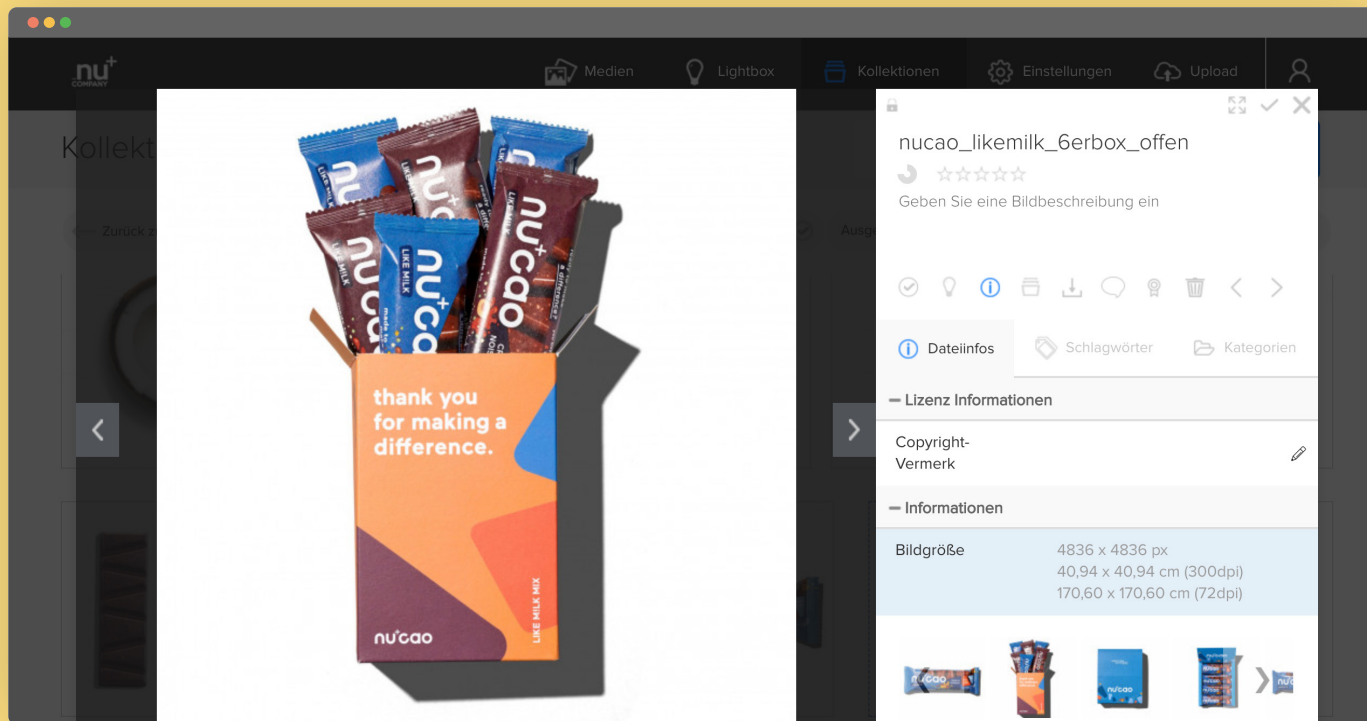


The starting point

The nu company relies on a holocracy management model, ensuring a flat hierarchy. Additionally, modern social media marketing is their strong point, which shows - hitting 60.000 followers on their Instagram page.

Reaching a position of such influence would be unthinkable without a large arsenal of images; in the case of the nu company, large means handling around 4.000 media files. That's a lot of material to manage, which usually means organizational chaos is just around the corner.

Creative director Cora Schmelzer describes the company's problems: „We have grown, meaning more people need access to our media. On top of that, we have more images to manage overall, making it difficult to get everyone access. Another struggle is that we can only save and download images in one size, which can be annoying, especially for colleagues who don't have image processing programs on their PCs and have to download huge file formats.“ The more the team expands, the more relevant media management becomes. It's obvious: An image management solution is needed, so creativity and digital work can go hand in hand.



The solution

With pixx.io, organizing media is child's play. Already during upload, tags are assigned, and stored metadata is imported automatically. Cora affirms: „One of my favorite features includes the tagging function during upload - especially since tags can still be changed at a later time.“ And thanks to the smart pixx.io search, users only have to enter a specific keyword and get all matching images within seconds.

pixx.io makes this possible, as all files are compiled in one place and can be retrieved simultaneously regardless of where you are. The e-commerce, design, and social media teams now finally have easy access to the nu company's media pool and can download selected files in no time. All photos, graphics, and videos can be downloaded in the appropriate format - or just a portion can be cropped out. Furthermore, all the nu company must do when sharing certain media with third parties is share their PR folder. Certainly, the marketing agency abroad also receives collections tailored to their needs with just one click.

Cora is satisfied with other features as well: „I really like the filter functions and think it's great that collections are shareable. Besides, the fact that you can crop images before downloading them is terrific!“ pixx.io helps support the team during their growth: The nu company is no longer concerned about the availability of images and can fully dedicate time to other important tasks.

3.000

Media files

5

User

160 %

Efficiency
improvement



the **nu⁺company**

*„The availability of images is increased,
and everyone can use them in the
format they need.“*

Cora Schmelzer
Creative director

About pixx.io

pixx.io's media space is the one place for all your images, graphics, videos, audio files, licenses, feedbacks, and authorization processes. Be ready to quickly and easily organize and share any files you need.

pixx.io's H.U.L.A. search (highly usable, less annoying) makes sure you find your files in seconds with filters, autocomplete search and direct access to your most frequently used files. Plus, with integrated license management and flexible user permissions, you'll always be on the safe side. You decide who has access to your files and features. pixx.io enables smooth and secure collaboration with colleagues, internal teams, freelancers, agencies, or third parties because, with us, sharing is easy. You can share either individual content or entire collections with just a few clicks. And what's more, you ask? You can use all these features while you sit back and relax.

pixx.io is just the thing you were looking for and offers all the features you need. So if you're ready to find some peace of mind and organize your file clutter: pixx.io is the way to go!



We've made you curious, and you want to try pixx.io? Find more information on our website or register for free and without commitment in just a few clicks. If you have any questions, please do not hesitate to contact us at any time!

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