



SALSIFY |



JOHNSON BROTHERS
· SINCE 1953 ·

Johnson Brothers Onboarding

Salsify is the best solution for brands to onboard product content to Johnson Brothers.

Johnson Brothers has partnered with Salsify to onboard rich product content from our suppliers! By using Salsify, suppliers will be able to publish their most up-to-date content to the Johnson Brothers catalog and maintain a consistent brand experience, educate trade customers and sales representatives, and help their products stand out on JB Hub, the Johnson Brothers ecommerce platform used by tens of thousands of on- and off-premise buyers.

Why Use Salsify to Connect to Johnson Brothers

- ✓ **Increase traffic**
Attract more customers to your product pages by improving visibility of your products in JB Hub, the Johnson Brothers digital catalog.
- ✓ **Increase conversions**
Drive an increase in sales and conversion rates by building a great trade buyer shopping experience.
- ✓ **Get to market faster**
Quickly publish content and product data for new products and hit the ground running.

**Johnson Brothers and
Salsify Resources**

Johnson Brothers Partnership Page:

<https://www.salsify.com/retailers/johnson-brothers>

Request a Demo of the Salsify PXM Platform:

<https://www.salsify.com/pages/product-demo-request-brand>