

## **Productsup named SaaS winner of Red Herring Global 100**

**BERLIN, 5 November, 2018** - Productsup, the platform powering end-to-end product content flow for the world's leading commerce players, is proud to be recognized as a winner of Red Herring's [Top 100 Global](#) award.

The Berlin-headquartered tech company is one of only three German companies to make the list this year and one of two European brands in the "Cloud computing SaaS, PaaS" category.

The Top 100 Global list recognizes the leading private companies from North America, Europe, and Asia, and celebrates the innovations and technologies they bring to their respective industries.

Productsup acts as a centralized platform powering the seamless transfer of product content to channels like Google, Facebook and Amazon for the world's favorite brands and retailers, including Fortune 500 icons. The company has pursued international expansion plans, now with offices in 10 different locations around the world and a growing team of over 100 FeedFighters.

Red Herring's editorial staff evaluated the companies on both quantitative and qualitative criteria, such as financial performance, technology innovation, management quality, strategy, and market penetration. This assessment of potential is complemented by a review of the track records and standing of startups relative to their peers, allowing Red Herring to see past the "buzz" and make the list a valuable instrument of discovery and advocacy for the most promising new business models from around the world.

CEO and co-founder at Productsup, Johannis Hatt, says that since its inception in 2010, the platform has focused on innovation to support the need for agile product content and a seamless, end-to-end data flow.

"In today's retail landscape, commerce players need to stay agile, connected to their customers and equipped to stay relevant in the ever-changing matrix of new and existing channels and innovations in consumer technology," Johannis Hatt said.

"Our vision is to become the product content network of the commerce ecosystem, interconnecting product content between brands, retailers and third-party data suppliers with marketing, retail and shopping channels worldwide." he added.

Red Herring's Top 100 Global list has become a mark of distinction for identifying promising companies and entrepreneurs. Red Herring editors were among the first to recognize that companies such as Facebook, Twitter, Google, Yahoo, Skype, Salesforce.com, YouTube, and eBay would change the way we live and work.

“Choosing the companies with the strongest potential was by no means a small feat,” said Alex Vieux, publisher and CEO of Red Herring. “After rigorous contemplation and discussion, we narrowed our list down from hundreds of candidates from across the globe to the Top 100 Winners. We believe Productsup embodies the vision, drive and innovation that define a successful entrepreneurial venture. Productsup should be proud of its accomplishment.”

Productsup was the Europe winner in 2016 and has since expanded into a leading global product for digital transformation.

## **About Productsup**

Headquartered in Berlin, Germany, Productsup provides a leading solution for product content integration, syndication and feed management. The cloud-based, centralized platform enables a seamless transfer of product content from brands, manufacturers, and retailers to marketing and shopping channels around the world. It empowers commerce players to be agile and stay at the forefront of digital transformation.

Proudly German but passionately global, Productsup has 10+ offices in all corners of the world, spanning from London to Sydney, with stopovers in Mexico City, Detroit, and Singapore.

The award-winning SaaS solution is trusted by 800+ customers worldwide, including Fortune 500 listed companies. By the time you have finished reading our boilerplate, more than 9+ million products will have been exported on the platform.

Visit [www.productsup.com](http://www.productsup.com) to learn more.

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