Catsy Unveils AI Based Smart Copy Creation for Industrial Brands

Catsy and AI Based Smart Copy Creation

CHICAGO, IL, UNITED STATES, October 3, 2025 /EINPresswire.com/ -- Industrial brands can now generate product descriptions in bulk across personas, channels, and languages with one click.

- Good news for manufacturers: Catsy has unveiled its comprehensive AI-based Smart Copy Creation tool, making it the only PIM solution offering automated content generation across multiple variables simultaneously.
- Flashback: Marketers had to use AI one product at a time and one attribute at a time. This is not only tedious but also outright impractical for manufacturers with a lot of volume of SKUs.
- The big picture: Manufacturing marketers and catalog managers spend thousands of hours writing product descriptions. Sales teams wait weeks for catalog updates. Catsy's Smart Copy Creation reduces tedious work, writes better quality copy, and frees up valuable time for brands to focus on revenue-driving opportunities.

What makes Smart Copy different from generic copy generation? Catsy's Smart Copy cranks out product description variations for:

- Bulk creation: Write copy for hundreds of SKUs at once
- Persona targeting: DIY weekend warriors vs. seasoned contractors
- Tone optimization: Spec sheets vs. benefit-driven sales copy
- Channel customization: Distributor portals need different lengths than websites
- Multi-language translation: Generate multi-language descriptions for single SKUs
- Locale adaptation: Inches for US based distributors, millimeters for Canadian distributors
- Attribute flexibility: Optimized for any product spec in your product arsenal

Between the lines: Generic PIM vendors generate copy the same way ChatGPT does. Catsy's AI understands manufacturing contexts, compliance requirements, and buyer personas that matter to industrial brands.

Product managers launch massive catalogs in hours, not weeks. Marketing teams stop playing copy editor and start doing real strategy work. Customers actually learn from your product descriptions and can relate to them personally.

- In the real world: A leading electrical components manufacturer used Smart Copy to generate 5,000 product descriptions in six languages for their spring catalog launch. What typically took their team three months was completed in two days, with descriptions that actually improved technical accuracy while speaking to different buyer needs.

- The technology behind it: Catsy's Smart Copy leverages industrial-specific AI models trained on millions of technical specifications, safety standards, and B2B buying patterns. For example, Unlike generic AI, Catsy's smart copy generator understands the difference between DIN rail terminal blocks and standard terminal blocks—and why contractors care about that distinction.

- Quality control built-in: Every AI-generated description passes through Catsy's completeness scoring engine, ensuring technical specifications are accurate, compliance language is included, and brand voice remains consistent. Marketing managers can review and approve in bulk, with smart filters highlighting any descriptions that need human attention.

- Early adopter thoughts: "We were skeptical about AI understanding our complex hydraulic fittings catalog," says a product manager at a major industrial manufacturer. "But Smart Copy not only got the technical details right—it created features and titles that our sales team said were better than what we'd been writing for 20 years. Our distributors are actually asking how we improved our content so quickly."

Integration that actually works: Smart Copy pulls directly from your existing Catsy product data, digital assets, and completeness scores. No more finding outdated product copy on distributor sites six months after an update.

- The ROI is immediate: Beyond time savings, manufacturers report 60% fewer customer service inquiries about product specifications and a 35% increase in quote-to-order conversions. When customers can actually understand what they're buying—in their language, for their use case—they buy more and return less.

- Looking ahead: Catsy's product team is already developing Smart Copy 2.0, which will generate dynamic content based on real-time market conditions, competitor pricing, and seasonal demand. Imagine product descriptions that automatically emphasize cold-weather performance in January or contractor bulk pricing during construction season. The future of industrial product content is intelligent, automated, and already here.

- Beyond descriptions: Smart Copy transforms every piece of product content. Generate compelling product titles optimized for each marketplace's search algorithm. Create feature bullets that highlight different benefits for Amazon customers versus your B2B portal. Translate technical specifications that maintain accuracy across 50+ languages. One industrial valve manufacturer now manages 15,000 SKUs across 8 languages and 12 channels—all from a single Catsy dashboard.

- Title optimization that drives discovery: Generic titles kill conversions. Smart Copy crafts channel-specific titles that balance SEO requirements with readability. Your "SS316 1/4 NPT BV" becomes "Stainless Steel Ball Valve 1/4 inch NPT, 316 Grade Industrial" on Amazon, while staying "316SS Quarter-Inch Ball Valve NPT Thread" for your technical catalog. Each title is optimized for where it lives, driving 3x more organic search traffic.

- Feature bullets that actually sell: Stop copying spec sheets into feature fields. Smart Copy transforms technical data into benefits that resonate with specific buyers. Your industrial adhesive's "350°F heat resistance" becomes "Withstands automotive engine temperatures" for mechanics and "Safe for commercial kitchen equipment" for restaurant suppliers. Same product, right message, perfect audience targeting.

- Translation without lost meaning: Technical translation is notoriously difficult—one wrong word can mean product returns or safety issues. Smart Copy's industrial-trained AI ensures "thread pitch" doesn't become "screw tone" in German, and safety warnings maintain compliance across all markets. A pneumatic tools manufacturer expanded to 12 new countries in one quarter, with perfectly localized content that their international distributors called "better than our local copywriters."

- By the numbers: Early users cut content creation time by 75% and saw conversion rates jump 40% across their digital channels.

The bottom line: Catsy turns your biggest content headache into your secret weapon against competitors still doing everything manually.
What's next: The feature launches today for all Catsy customers. Manufacturing companies ready to automate their product content can explore Catsy PIM & DAM to see how Smart Copy Creation transforms their workflow.

What is Catsy and How it Works?

Catsy is the leading all-in-one Product Information Management (PIM) and Digital Asset Management (DAM) platform designed to help brands, manufacturers, and distributors deliver a consistent, powerful product experience across every channel.

At its core, Catsy centralizes product data and digital assets into a single, unified source of truth—eliminating silos, reducing errors, and empowering teams to work smarter. Whether it's product specifications, images, videos, or marketing content, Catsy ensures that every detail is accurate, optimized, and ready for market.
Here's how Catsy works:

- Centralize – Import all product information and digital assets into one secure, cloud-based platform.
- Enrich – Enhance product content with detailed attributes, SEO-ready copy, and approved

brand assets.
- Collaborate – Streamline workflows with version control, approvals, and team-wide visibility to accelerate time-to-market.
- Distribute – Publish enriched product content seamlessly to Shopify, Amazon, eCommerce platforms, print catalogs, and beyond.

The result? Faster launches, consistent branding, and a scalable foundation for omnichannel growth. Catsy isn't just software—it's a strategic partner that helps businesses unlock efficiency, reduce costs, and deliver a superior product experience to customers worldwide.

Ceejay Teku
Catsy
+1 312-212-0086
hello@catsy.com

This press release can be viewed online at: https://www.einpresswire.com/article/854975459