

**NEW BRAND, BROADER MARKET AMBITION**

# **PBS Network unveils the next stage of its B2B commerce platform**

**PBSeasy becomes enchase: new brand, integrated PIM, AI-driven data quality, EDI/WebEDI and agentic commerce for business & workplace supplies in the European B2B market.**

Stuttgart, 13 May 2026 - PBSeasy becomes enchase. At the Supplier Workshop 2026 in Stuttgart, PBS Network GmbH has unveiled its new brand and with it the next stage of its platform. The new name stands for the ambition to reshape B2B commerce in Europe: product data, systems, partners, AI capabilities and transactions are to be brought together more closely than ever within one integrated platform.

With this rebranding, PBS Network is making visible what has been emerging over the past years: what used to be a set of individual project and data solutions has become a scalable platform for digital B2B trade. Today it connects product data, data quality, the dealer network, multi-channel distribution and order processes in one system. On this foundation, enchase is set to become the most modern e-commerce data and transaction platform in the European B2B space.

The new claim "set your commerce in place." sums up that ambition in a single sentence. enchase brings data, processes and trade relationships to where they belong. In a market in which product information, target channels, compliance requirements, orders, EDI processes and system integrations are ever more tightly entangled, the platform is meant to provide orientation, speed and future-readiness.

*"B2B commerce is not getting any simpler - but it can be organised much better. With enchase, we are giving the next stage of our platform a name. Our goal is to connect product data, PIM, artificial intelligence, EDI and transaction processes in such a way that vendors and retailers can manage their digital trade processes centrally, efficiently and with future-readiness."*

- Christoph Eberz, Managing Director, PBS Network GmbH

## **From the PBS assortment to business & workplace supplies**

With enchase, PBS Network couples the rebrand with a strategic opening of the platform. Its roots remain in the office-products industry - paper, office supplies, stationery and classic office assortments. Going forward, however, the platform extends much more broadly into business & workplace supplies.

That covers everything organisations need to operate and to equip their workplaces: from office supplies and personal protective equipment to cleaning and hygiene products, breakroom supplies, facility supplies, MRO consumables and adjacent operating-supplies categories.

This extension follows a clear market logic. Retailers, buyers and organisations no longer procure along historic industry borders, but along concrete needs. A modern B2B commerce process must therefore be able to connect many assortment worlds - with consistent data quality, clear target-channel requirements, reliable compliance information and digital ordering processes.

That is exactly what enchase is being built for. The platform is intended to support vendors and retailers not only in the classic PBS business, but also to bring adjacent B2B assortments into B2B commerce -

data-driven, transaction-ready and ready for the age of agentic commerce. The new name signals this broader ambition: enchase aims to become the most modern e-commerce data and transaction platform for business & workplace supplies in the European B2B market.

*"We come from the PBS world - and that experience remains a core part of our DNA. But the requirements of our distributors, vendors and system partners reach far beyond it. With enchase we are opening the platform up to business & workplace supplies and laying the foundation to bring adjacent assortments into B2B commerce - data-driven, transaction-ready and ready for the age of agentic commerce."*

- Christoph Eberz, Managing Director, PBS Network GmbH

## From data project to platform

The new brand is more than a new visual identity. It stands for the strategic evolution of the platform. enchase connects a European B2B network with structured product data, industry-specific quality checks and digital order processes. At the supplier workshop, the platform was characterised by around 1.1 million articles, 300 manufacturers, more than 1,500 retailers and more than 400 automated quality checks.

This is the foundation for a new platform logic: product information is not just collected, but checked, enriched, validated per channel and tied into commerce processes. Vendors can supply their data more efficiently, retailers receive better and more reliable information, and digital ordering processes are easier to automate.

A central building block of this evolution is a proprietary, fully integrated PIM system. It is designed to allow vendors to maintain, structure, validate and distribute their product information centrally - across different target channels, without additional silo tools or duplicated data work. The PIM is not a separate add-on, but an integral part of the enchase platform.

## AI as the platform's intelligence layer

A further focus of the new platform strategy is the deep integration of AI capabilities. enchase is to do more than just transport data - it is meant to actively improve, check and make data usable. This includes AI-driven quality checks, automated enrichment, text and keyword generation, classification support and intelligent validation for different target channels.

enchase understands AI not as an isolated add-on feature, but as an intelligence layer inside the platform. AI is meant to help where complexity arises: in checking mandatory attributes, assessing data quality, enriching product information, preparing target channels and answering whether a product is truly usable for modern digital procurement processes.

The goal: noticeably reduce the burden of data maintenance, data quality and international distribution for vendors - while at the same time increasing the reliability of information for retailers, marketplaces, systems and, going forward, AI agents.

## Agentic commerce: the next customer is an agent

With enchase, PBS Network is also preparing the platform for the next evolutionary stage of digital trade: agentic commerce. These are trade processes in which AI agents do not just display information but take on concrete tasks in the purchasing and selling process - from identifying needs to product recommendations, price and availability checks, all the way to preparing or triggering orders.

For vendors, this means a fundamental change of perspective. Visibility no longer comes from being listed in a web shop or catalogue alone. Products must be understood, evaluated and recommended by AI agents - and then transitioned directly into an ordering process. That requires structured product data, current availabilities, clear conditions, compliance information, trust and a working digital order path.

This is exactly where enchase sees the strategic advantage of its own platform: it connects product data and orders in one system. Where classic PIM providers often stop at data maintenance, and pure EDI providers focus on transactions, enchase brings both worlds together - complemented by data quality, compliance, target-channel logic, the dealer network and AI-driven workflows.

*"Agentic commerce does not begin with the chatbot. It begins with good data, reliable processes and digital ordering capability. Anyone who wants to be recommended by agents tomorrow has to be machine-readable, trustworthy and transaction-ready today. That is exactly what we are building enchase for."*

- Christoph Eberz, Managing Director, PBS Network GmbH

## Data, trust, commerce and insights in one platform

The future platform logic of enchase rests on four layers: data, trust, commerce and insights. The Data layer covers structured product information, attributes, media, prices and classifications. The Trust layer adds quality checks, compliance data, rights, traceability and auditability. The Commerce layer represents availability, conditions, EDI, WebEDI, orders and confirmations. The Insights layer is to enable benchmarks, demand information and channel-specific analytics.

This combination is decisive for agentic commerce. An AI agent needs more than a product description; it needs a controlled, dependable answer: which product fits the need? Is it available? Is the data complete? Does the provider meet the relevant requirements? Are valid conditions in place? Can it be ordered directly? enchase is meant to answer exactly these questions through the platform.

## What changes for customers and partners

For existing customers and partners, the operational basis remains stable. PBS Network GmbH continues to exist as the legal entity, existing contracts remain valid, contact persons and team remain unchanged. What is new: the brand name, the public identity, the domain, the design system and the sharpened platform positioning under enchase.

The new name does not stand for a break, but for continuity at the next level. The platform continues to evolve - with integrated PIM, AI-driven data processes, WebEDI, e-invoicing, marketplace connectors, cloud migration, ISO 27001 preparation and first agentic-readiness pilots.

For vendors this creates clear benefits: more central and more intelligent product data management, more efficient channel distribution, automated improvements in data quality, better representation of compliance requirements and early preparation for AI-driven procurement processes. Retailers benefit from better data, more efficient ordering processes, higher transparency and new digital services.

## Outlook

With enchase, PBS Network is taking the next step from an industry network to an integrated European B2B commerce platform. The ambition of the new brand is clear: business & workplace supplies, product data, PIM, artificial intelligence, transactional capability and agentic commerce - brought together in one platform.

This turns product data into real commerce capability - and digital processes into a future-proof foundation for vendors, retailers and the new AI-driven procurement channels.

## **enchase - set your commerce in place.**

### **About enchase**

enchase is the new brand of PBS Network GmbH for a European B2B commerce platform. The platform supports vendors, manufacturers and retailers with the central management, checking and distribution of product data, with PIM and data-quality processes, with multi-channel distribution, EDI, WebEDI and digital ordering processes. The goal is to bring product data, trust, commerce and - going forward - agentic commerce together in one integrated platform.

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