

ECIJA ASSISTS STARTUP NUBESK IN ALLIANCE WITH GS1

Posted on 25 July 2022



Category: [Deal & transactions](#)

Tags: [Adalberto Méndez](#), [alliance](#), [ECIJA](#), [fintech](#), [Mexico](#), [startup](#), [sx1](#)



ECIJA Mexico, with support from the Spanish office, has assisted the Mexican startup Nubesk, in its alliance with GS1, a barcode development company, for the implementation of a new software.

Thanks to this operation, the tool "Syncfonia Imágenes", will be strengthened and will allow downloading thousands of images in an agile way, through a special web interface, as well as transforming images massively according to the requirements of each business.

"This strategic alliance between the two technology companies will undoubtedly result in a great increase in efficiency when it comes to managing e-commerce online inventory through Nubesk software," said lead partner **Adalberto Méndez**.

Nubesk is a web-based digital asset management software (images and text) that allows to produce, manage, adapt and edit the content of product cards in e-commerce. In this sense, the SaaS tool allows to optimise and manage images of products marketed online.

ECIJA's team in Mexico was led by partner **Adalberto Méndez** (pictured), supported by senior associates **Georgina García** and **Berenice Sagaón**. ECIJA's team in Spain was led by partner **Cristina Villasante**, supported by senior associate **Covadonga Maestro**.