

**Dynamic Highway is the UK promotional merchandise industry's comprehensive data sharing platform.**

**The system takes live feeds of products with actual standard & special pricing, plus stock information, directly from industry suppliers to distributors.**

The supplier data is shared to multiple platforms saving the time and cost of data collection for distributors, and saving the time and cost of data sharing for suppliers.

Whilst product data is available from each supplier, Dynamic Highway is a central source for all supplier data, creating efficient, hassle-free, cost-effective, and commercially beneficial data collection for distributors.

Launched in February 2025, the journey continues to add more and more supplier data.

A live list of all suppliers in Dynamic Highway is available to all Sourcing City distributor & supplier customers from the Sourcing City Home Page.

## Where the Supplier Data goes from Dynamic Highway:

sourcing city PLATINUM

Powered by Dynamic Highway

### Sourcing City Platinum

Sourcing City is the UK market leading trade sourcing service.

Sourcing City Platinum provides all of the features in Sourcing City, with the additional benefit of being powered by Dynamic Highway, which is fed directly with price & stock data from suppliers.

Our users see actual standard prices, individual special pricing, and stock information. (Plus, Catalogue Group Pricing, if applicable.)

**Sourcing City has 370+ subscribing distributor companies with over 2,000 daily users.**

sourcing city SKIN SITES

Powered by Dynamic Highway

### Sourcing City Skin Sites

Sourcing City build off the shelf Skin Sites using the Dynamic Highway data.

These skin sites are branded as a distributors own and used by their customers to source products.

**There are currently over 100 Sourcing City Skin Sites.**

dynamic highway DATA FEED

BESPOKE DISTRIBUTOR WEBSITES

### Dynamic Highway

Dynamic Highway is the industry data sharing platform.

All product data is directly fed to Dynamic Highway by suppliers. This data includes actual standard prices, individual special pricing, and stock information.

Distributors can select products, and then feed the data to, and automatically update, their own bespoke websites.

Distributors add their own markup/margin to products.

**There is also Private Highway for your 'own confidential suppliers' that may not be in DH.**

promotional office

Connects to Sourcing City

### Promotional Office

Promotional Office is the UK marketing leading Business management software.

The system connects to Sourcing City and users can take product, and price information directly into a quote, also the product data and supplier is added to their own database for repeat use.

**There are currently over 650 Users in 110+ Distributor Companies.**



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dynamic highway

sourcing city PLATINUM

## About Us

Dynamic Image Ltd, who trade as Sourcing City, was founded in 2003.

Today the company have a range of market leading brands & services which effectively create an 'Industry Hub'.

The company's range of business enhancing services to the promotional merchandise trade include: Trade Sourcing | Skin Sites | Data Sharing | Business Management Software | Trade Exhibitions & Events | Industry News | Market Report & Statistics | Purple Club.

