



CI HUB launches new Integration supercharging Frontify

Frankfurt, May 28, 2025 — CI HUB, the market-leading Digital Asset Connector, has announced a powerful new integration with brand management platform Frontify.

This new plugin enables creative, marketing, and business users to access their Frontify DAM assets directly within the tools they already use—such as Adobe Creative Cloud, Figma, Microsoft Office, and even their local file system via CI HUB Drive.

This integration empowers teams to work smarter, faster, and always on-brand—delivering a highly advanced workflow experience.

Key Features of the CI HUB Integration for Frontify:

Designers, content creators, and brand champions can now supercharge their tools with instant access to brand-approved assets from Frontify's DAM.

- **Access assets instantly** from Frontify's DAM within tools like Adobe Creative Cloud, Figma, Microsoft Office, and more.
- **Eliminate unnecessary uploading/downloading of assets** to keep your production flowing.
- **Keep your team on-brand**, by using only the most up-to-date, approved assets.
- **Track assets easily**, with CI HUB's Link Panel – keeping everything connected and accountable.

The Frontify platform unifies guidelines, templates, and assets to transform how marketing teams create on-brand content on a global scale.

“There's no easier, faster, or more reliable way to bring a brand vision to life than with CI HUB,” said Andreas Michalski, CEO of CI HUB. *“By integrating with Frontify, we're making it effortless for teams to stay creative and consistent—globally, in real time, and in the tools they already love.”*

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About CI HUB

CI HUB is the industry standard in-app connectivity software. Manage and use content from source systems like DAM, PIM, cloud storage, stock provider, and work management systems within your favorite apps intuitively. Founded in Germany in 2018, CI HUB software is used by clients like Ford, Zurich, T-Mobile, FedEx and hundreds more as an integral part of their creative workflows



CI HUB software is available for apps from Adobe Creative Cloud, Adobe Express, Microsoft Office 365, Salesforce (marketing cloud) and Google Workspace, as well as for WordPress, SharePoint, Figma, or Sketch, and it allows multiple connections. Whether you work in the creative department, as a brand manager or owner, in planning, sales, legal, or digital rights management – you can access verified and compliant content in real-time from anywhere in the world.

Accessing source systems via a web browser was yesterday. Accessing content and tasks within applications is the new way to work. The CI HUB Connector family includes CI HUB Connector Professional, CI HUB Connector Corporate, and CI HUB Drive. Learn all about them [here](#).

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