



UniformMarket

Vendor Data Import

Preparing Catalogs For Loading Into The
UniformMarket Product Library

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Introduction To Product Display in the UMPL

UniformMarket works with vendors to include as much information about their products as possible. There are certain “basic” pieces of information that are required, such as a product name, style number and price. After that, there are numerous extra pieces of marketing information you can supply about your products, such as color swatches, additional images and keywords.

The UniformMarket Product Library displays products from vendors with these common elements:

Basic Product Information

1 Image

2 Color Swatches

3 Name

4 Style and/or ID

5 Price

6 Description

7 Options (color, size, fit...)

Unisex Poplin Flyer Short Sleeve Shirt

Item Code: EG_1215

\$23.50

Features:

- 65% poly/35% cotton 4.25 oz. wt.
- Poplin weave
- VISA soil release finish
- 2 Flap pockets with buttons
- 2 Functional epaulets
- Machine washable
- Unisex sizing XS – 4XL

[Click here for Edwards Garment Size Charts](#)

Place holder for UPC

Options:

Color: Choose:

Fit: Choose:

Size: Choose:

Price: \$23.50

That’s all there is to it for the basics!

There are additional details about the formats of the different pieces of information to be found in the Product Anatomy section. That is where you will find answers to questions about what to include in the Style/ID and description areas, for example, and how to deliver the information to UniformMarket.

But first, let’s talk about categories.

Product Categories

The ability for an authorized retailer to successfully sell a vendor's products online, however, is dependent on more information than just the basics. The products must be "organized" and for this the retailers rely on their vendors to assist them. The most efficient way to organize products are by creating "categories" – which, when selected on a website, display the products assigned to that category.

Categories come in many, well, categories. There are product types, such as shirts, pants and gloves. There are product styles, such as formal, casual or sportswear. There are product features, such as hi-visibility, stain-resistant and 100% polyester. This information is very helpful to the online shopper in browsing a website full of products.

UniformMarket uses the categories supplied by vendors as the basis from which to organize a catalog of products. An authorized dealer may adjust these categories to fit their needs, but the UMPL provides a vendor's catalog with a certain set of categories pre-loaded.

Top Level Categories

Here is an example of how a category structure looks on a website:



The screenshot shows the UniformMarket Vendor Catalog website. On the left, a 'Categories' sidebar lists various categories. A mouse cursor is pointing at the 'Security' category. On the right, a 'Subcategories of Security' panel is open, showing a list of subcategories. Numbered callouts (1-4) highlight specific elements: 1 points to the 'Security' category in the sidebar, 2 points to a category image in the main grid, 3 points to an individual category name in the main grid, and 4 points to the subcategories list in the right-hand panel.

There are no set rules for how to categorize products on a website. In general, UniformMarket organizes products into the same categories that a vendor uses to display products on their own website, or in the vendor's printed catalog.

Creating Subcategories

There are top level categories; such as "Security". And then there are subcategories beneath that category, separating all the "Security" products that the vendor offers, for example, into categories; such as "Shirts, Pants, Gloves, etc."

Here is how one of those subcategories looks on a website:



1 List of subcategories
Example: "Shirts, Pants, etc"

2 In individual category
Example: "Shirts"

3 Products assigned to "shirt" category

The screenshot shows the UniformMarket Vendor Catalog interface. On the left, a 'Categories' dropdown menu is open, showing 'Security' as the selected category. A subcategory dropdown for 'Security' is also open, listing 'Shirts', 'Pants', 'Blazers', and 'Accessories'. An arrow points from the 'Shirts' subcategory to the main product grid. The grid displays several shirt products, each with a price and availability status. A mouse cursor is shown clicking on the 'Shirts' subcategory in the dropdown menu.



Product Anatomy

UniformMarket defines “a product” as the presentation of all the possible combinations in which a single item can be ordered. For example, if a manufacturer sells a item called “Two Pocket Security Shirt” then all the colors, sizes and lengths that shirt comes in are considered part of that one product. A “red” version and a “navy” of the “Two Pocket Security Shirt” are not two separate products as far as the UMPL is concerned.

Why? Because they are, ideally, presented on the same webpage for the shopper. An online shopper does not want to have to click on one page to see the red shirt and click on a separate page to see the blue one; they would rather see them both on a page called “Two Pocket Security Shirt” and select which color they would like.

This approach reflects the best-practice of every leading eCommerce expert and website owner.

To facilitate this method of presenting products, the UMPL created a structure to define products, all their options and corresponding unique SKUs.

Product Options

Product options are the elements that manufacturers use to style and measure the items they sell.

Examples of commonly defined product options are:

- Color (Red, Navy, etc.)
- Size (numeric – 2, 4, etc.)
- Size (alpha – L, XL, etc.)
- Neck Size (16, 16.5, etc.)
- Sleeve Length (32, 33, etc.)
- Waist (32, 34, etc.)
- Fit (regular, tall, petite, etc)
- Inseam (33, 34, etc.)
- Length (regular, long, etc.)
- Finish (silver, gold, etc.)
- Width (1 inch, D, etc.)

The UMPL defines a unique set of product options for each manufacturer. The reason for this is each manufacturer has slight or dramatic variations in how they scale their sizes, or describe their colors.

In order for a catalog of products to be presented well online, these product options must have the right data in each. It is confusing if a shopper sees just “Size” and does not know if it is the neck, sleeve or length. When preparing the



information to be loaded into the UMPL there must be a way for each product option to be a recognized column in a spreadsheet, or defined by a code somewhere so UniformMarket can distinguish between different options. (Said another way... a list of products with every size in one column on a spreadsheet and no explanation of what is a waist measurement and what is a dress size will not import into the UMPL properly.)

Once the product options are clearly understood, it is time to define SKUs.

Defining Product SKUs

A Stock Keeping Unit (SKU) in the UMPL is defined by Manufacturer SKU ID, which is commonly a UPC code or the manufacturer's equivalent code. This SKU ID represents a unique combination of associated product options.

UniformMarket has built the UMPL on a "true SKU" basis. This means that when a shopper orders a product, they can't "accidentally" order a color and size combination that does not exist in the real world. In order to have your product match its true SKUs your data must be prepared to account for EVERY possible combination of product options available.

For example, say you manufacturer a shirt called "Fancy Server Shirt" in the colors red and white. You stock the shirt in 3 sizes: small, medium and large. There would then be 6 true SKUs for that product. A "small, red shirt" would be one SKU. The same red shirt in size medium would be a different SKU ID, and in large, a third SKU.

Here is an example of how the information for this product would look:

MANUFACTURER	PRODUCT NAME	COLOR PRODUCT OPTION	SIZE (ALPHA) PRODUCT OPTION	SKU ID (UPC code or manufacturer code)
ACME Shirt Company	Fancy Server Shirt	Red	Small	987524234657
ACME Shirt Company	Fancy Server Shirt	Red	Medium	987524244236
ACME Shirt Company	Fancy Server Shirt	Red	Large	987524282200
ACME Shirt Company	Fancy Server Shirt	White	Small	987524233589
ACME Shirt Company	Fancy Server Shirt	White	Medium	987524222986
ACME Shirt Company	Fancy Server Shirt	White	Large	987524211220

Notice that the SKU ID is unique for each color and size combination of the Fancy Server Shirt represented above. Notice also that the product options were

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clearly defined in the column headings as “color” and “size (alpha)”. This type of setup is critical to having your products display properly in the UMPL.

Well, what if there are more options than just two, doesn't that get complicated? Yes, it does. But the same rules apply to how a SKU must be defined. A column would be added for each product option needed to create the SKUs for that product.

If you were selling work pants that came in different colors, with specific waist and inseam measurements, a true SKU would be one individual color, one waist measurement and one inseam measurement. A pair of work pants might have hundreds of true SKUs associated with it.

Here is an example of how some of the information for this product would look:

PRODUCT NAME	COLOR PRODUCT OPTION	WAIST PRODUCT OPTION	INSEAM	SKU ID (UPC code or manufacturer code)
Work Pants	Navy	33	32	WP_NV_33_32
Work Pants	Navy	33	33	WP_NV_33_33
Work Pants	Navy	33	34	WP_NV_33_34
Work Pants	Navy	34	32	WP_NV_34_32
Work Pants	Navy	34	33	WP_NV_34_33
Work Pants	Navy	34	34	WP_NV_34_34

Why do the SKU IDs look different? In this example, we are showing how a manufacturer's SKU ID might look if the manufacturer does not have UPC codes. In that case, the SKU ID should be a style code, or identifying code of some kind that can be used by the manufacturer's authorized retailer to order the product. In this example, the manufacturer uses an abbreviation for the product name “wp”, for navy “nv”, and then adds information about the waist and inseam measurements at the end.

When preparing the information a manufacturer is free to name their product options and create SKU IDs to fit their product lines. UniformMarket asks that manufacturers use THEIR codes wherever possible. The information should always match the product and SKU information your authorized retailers are accustomed to.

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Creating Descriptions

A product name is rarely enough information for an online shopper to make a purchasing decision. The examples used above -- “Fancy Server Shirt” and “Work Pants” – would not motivate a shopper to purchase a product they have not ordered before. Perhaps a fantastic photograph would be enough to make a decision, but for most shoppers a description of the product plays a critical role in the purchasing process.

There are no absolute requirements in the UMPL regarding product descriptions. Some manufacturers have elaborate, well constructed marketing statements about each product. Others have no descriptions. Guess which products sell better online?

Descriptions can have information about fabrics, fabric treatments, special closures, style choices, textures, colors, size ranges,

The best-practice method that the UMPL deploys is to have a series of bullet points about each product. This allows the information to display in a clean, digestible, consistent manner across the authorized dealer’s online stores.

Here are two simple examples:

Fancy Server Shirt

Features:

- Stylish server shirt appropriate for both casual and fine dining service
- Single, stitched pocket on left chest
- 60/40 Poly/cotton, Teflon treated fabric
- Collar buttons
- Available in three colors
- Sized from XS to 2XL

Work Pants

Features:

- Heavy Denim work pants
- 5 pocket, durable construction
- YKK zipper and metal closures adds strength
- Available as unhemmed or in stock inseam measurements

UniformMarket encourages manufacturers to supply THE SAME descriptions of their products used that you have on your own website.

When preparing the description to be imported into each product, UniformMarket prefers HTML formatted information. If this is not possible, then plain text will be just fine.

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Here is an example of how a description would look in HTML:

```
<p>Features:</p>  
<ul>  
<li> Heavy Denim work pants </li>  
<li> 5 pocket, durable construction </li>  
<li> YK K zipper and metal closures adds strength </li>  
<li> Available as unhemmed or in stock inseam measurements </li>  
</ul>
```

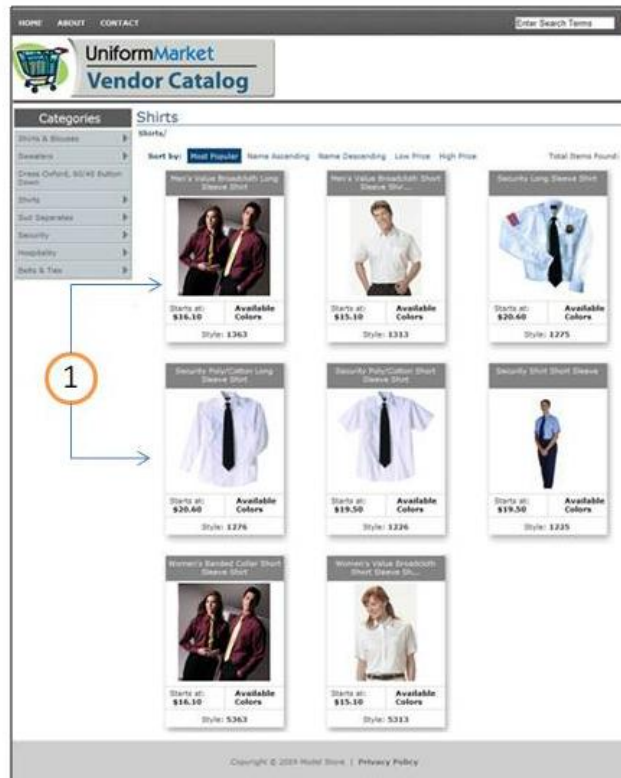
Image Formats

A picture is worth a thousand words! And a picture of each of your products in the different colors they come is worth many times more than that!

The UMPL is built to accept photos, images and line drawings and display them appropriately for each product. The most basic images are product thumbnails, product images and color swatches.

Product Thumbnail images are used to represent the product on a category page.

1 Product Thumbnails



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Product Images are usually larger versions of the thumbnail images that show twice the detail. Color Swatches are small images that show an example of a particular color or fabric pattern.



1 Product Image

2 Color Swatches

1 Unisex Poplin Flyer Short Sleeve Shirt

Item Code:EG_1215

\$23.50

Features:

- 65% poly/35% cotton 4.25 oz. wt.
- Poplin weave
- Vise soil release finish
- 2 Flap pockets with buttons
- 2 Functional epaulets
- Machine washable
- Unisex sizing XS - 4XL

Click here for [Edwards Garment Size Charts](#)

Place holder for UPC

Options:

Color: Choose:

Fit: Choose:

Size: Choose:

Price: \$23.50

The UMPL will display alternate views of products as well. So, if a product comes in multiple colors or patterns and images are available for each color, then by clicking on a color swatch the alternate image will display.

Ever better? If a picture is available in a much larger size (1500 pixels wide), the UMPL will offer the shopper a “zoom” option so they can see the details of the pattern, stitching, pocketing, etc.



1 Product Image

2 Color Swatches

3 Model Image
Large detailed image used in the zoom feature.

1 Photo **Zoom**

3 EMAIL A FRIEND

Options:

Color: Choose:

Size: Choose:

Price: \$23.95

Qty:

ADD TO CART & CONTINUE SHOPPING ADD TO CART & VIEW CART



Putting It All Together

The following documents and information will guide you in how to send the data, images and materials to UniformMarket for importing into the UMPL.

Product Data

Product information should be formatted and sent using the UniformMarket Product Library import spreadsheet template.

[Click to Download](#)

Product Images

UMPL Product Image Conventions & Management

PAGE LAYOUT/STRUCTURE:
IS:HEADER IS:SUB:HEAD IS:PAGE:OVERTABLE:TOP

DESCRIPTION

- 1 Large image position from the product record or replaced when shopper clicks on a search in position 2. If another product image or image of the product in that color on a model is available it will display in position 1 and display a large image in position 3, if available.
- 2 Swatch images
- 3 Large Detail images that are seen only when available and shopper uses zoom tool Could be a model or alternate image detail.
- 4 Alternate images of a product, if available.

IS:FOOTER

SIZE AND NAMES STYLE CONVENTIONS:

#	IMAGE	FILENAME	SIZE	FOLDER
	Product Thumbnail	PRDT_ID_COLOR_SM.JPG	150 MAX H or W	IPRDT
	Product Large	PRDT_ID_COLOR_LG.JPG	300 EXACT W	IPRDT
1	Swatch	MFH-CODE_COLOR_SW.JPG	60 X 60 EXACT	ISW
1	Model Large	PRDT_ID_COLOR_MOD_LG.JPG	300 EXACT W	IMOD
3	Model Large Detail	PRDT_ID_COLOR_MOD_XL.JPG	1500 MAX W	IMOD
1	Line Art Large	PRDT_ID_LINE_LG.JPG	300 EXACT W	ILINE
4	Alternate Swatch	PRDT_ID_ALT1_SW.JPG	100 X 100 EXACT	IALT
1	Alternate Large	PRDT_ID_ALT1_LG.JPG	300 EXACT W	IALT
3	Alternate Large Detail	PRDT_ID_ALT1_XL.JPG	1500 MAX W	IALT

DIRECTORY STRUCTURE ON SERVER:
 ABSOLUTE PATH: http://umpl.uniformmarketstores.com/UMPL/UMSS/graphics/MFR_CODE/FOLDER/FILENAME

2011/12/10

Product images should be formatted and sent using the UniformMarket Product Library Image Conventions Management template.

[Click to Download](#)

Sending Files

Files can be delivered to UniformMarket via FTP. To request FTP access information or to send files at any time, please contact:

UniformMarket Product Team
umpl@uniformmarket.com



UniformMarket

How To Contact UniformMarket

Sales & Customer Service

858-345-1212

sales@uniformmarket.com

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224-406-8840 x 201

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