



Vendor "Product Data Catalog (Part 1)" text-file standards¹

Advantages of Standards

To Retailers: Many retailers desire standardized product data to reduce data entry time and errors associated with human processing (especially capturing UPC information). Industry standards are necessary to maximize the efficiency of automated product data integration (mapping) to retail ERP or POS systems.

To Vendors: Vendors receive catalog requests from many retailers who have differing format requirements causing the vendor to create many one-off catalog outputs or failure to satisfy retailer need for product data. If most retailers adopt a single standard catalog format then vendors will see a significant reduction in individualized catalog requests and one-off efforts leading to a reduction in labor, quicker ability to deliver the catalog, and greater retailer satisfaction.

Background: Locally.com has a text file standard for product data 'Catalog' to help retailers and vendors. This standard is lightly modified from a previous Outdoor Industry Association B2B Working Group standard. At one time or another approximately 150 OIA and SIA vendors have generated catalog information partially or fully complying with this standard. Part 1 covered here supports product data creation. Visit our website for information about Part 2² which is used to provide descriptions, style and sku images, and other extended product data and web content.

Participating Retailers & Vendors: Locally offers powerful tools for brands and retailers to better help direct online shoppers into local stores to buy your products. The Vendor Catalog is a key part to this ecosystem.

Retailers: Locally.com facilitates distribution of vendor catalogs to retailers by allowing approved retailers access to participating vendors catalogs AT NO COST TO RETAILERS! (If you are new to Locally.com ... Retailers can receive a variety of other benefits from Locally.com AT NO COST, including in-stock display of Retailers products on Locally.com and display on participating Vendors dealer locators and "in-stock" status on product pages. See Locally.com [FAQ](#) page for details.)

Vendors: You help your retailers reach customers with your products when you provide Locally.com your catalog data³. Locally.com offers a "Free Level", but Vendors can more proactively support their retailers and take advantage of other powerful tools by participating with Locally.com at "Catalog" and "Tools" level (starting at \$50/month). Locally.com pricing is incredibly easy to determine using Locally.com [pricing calculator](#).

Download this document [here](#) or visit Locally.com [FAQ](#) for more information.

Product Data 'Catalog' - sample data

Col #	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Header Title	Brand	CatalogID	StyleID	StyleName	Gender	VendorSKU	UPC_EAN	UnitCost	UnitMSRP	ColorCode	Color	Size1	Size2	Currency	UnitMAP	Category1	ImageURL_style	ImageURL_sku
Example Items	Burkenstock	11/22/16	1234	Arizona Soft Footbed	Mens	1234-23-d	123456789456	45	90	NA	Taupe Suede	44		€		Footwear	http://a2.zassets.c	http://a1.zassets
	Marmot	FW2016	Ab10	RGB Stove	n/a	Ab10	654321112236	60	100	NA	NA	NA		\$	90			
	Marmot	FW2016	34551	Tech Climb Pant	Womens	34551-432-Med-Reg	353535444445	25	50	432	Flame Red	Medium	Reg	\$				
	Marmot	FW2016	34551	Tech Climb Pant	Womens	34551-432-Med-Tall	353535444444	25	50	432	Flame Red	Medium	Tall	\$				

¹ This document was updated .. 11/22/16 (removal of locally fields) and 8/15/15 (minor rearrangement and drop of 1 OIA B2B v2.0.3 fields)

² Locally.com also has several data "addendums" for supporting less common data cases (such as pricing in multiple currencies, ...)

³ Vendors can delivery seasonal catalogs whenever they wish, though products won't display on Locally.com site until the catalog has been processed, and "best practices" for support of retailer product data creation is delivery of catalog at least 4 weeks in advance of preseason ordering deadlines and **ideally at the time of line showings** and print catalog delivery.

File Standards - technical details

- a) File specification is tab delimited text though many participants will find that the text file can be viewed and manipulated very well in excel. Many users will be more familiar with comma separated (.csv). Use of tab separated files (.tsv) reduces possibility of import errors due to extra comma's in any of the product data fields. (Catalogs delivered as excel or .csv file is technically not to standard but may meet business requirements between partners and is satisfactory when delivering files to Locally.com as long as column count renders correctly)
- b) Standard characters: limit characters to UTF-8 character encoding.
- c) The file consists only of the header **row (headers required in first row and required to be exactly the 18 field names** of the specification in order separated by "tab" character (ASCII character 11), with no additional white space, letters can be in any mix of upper and lower case) and one row of product information per sku. Each row must be separated by a "new line" consisting of "carriage return" and "line feed" (ASCII characters 15 and 12). All rows will always contain the required 18 fields (with 17 tab characters) regardless of whether each field is populated. Use of comma separated fields doesn't technically meet standards, but may meet business requirements between partners and is satisfactory when delivering files to Locally.com as long as column count renders correctly)
- d) Columns 1-12 are "required" and fields 13-18 are optional (though tab delimiters are not); when a product doesn't have a value for any of the required fields the field should be populated with "n/a" or "N/A" instead of left null⁴
- e) Best Practice: file naming standards recommendation: consistent file naming simplifies file management for all, but there is no required standard. Current recommendation is concatenated together following values (depending which present), separated by (_) underscores, with no spaces, terminating with any version info (date?) and file extension.
 - a. Example: [VendorName]_[Year]_[SeasonAbbrev]_[CatID]_[CatalogTitle]_[DateOfOrigination or VersionID].[FileExt]
 - b. Other catalog level information is usually communicated by the vendor at the time of catalog delivery but not currently within the catalog, this information often includes: Ship start and end, Terms, Order deadline, Season/year, Vendor Catalog name / number, Vendor / Vendor number, Catalog Delivery date, MAP expiration

Product Base Info

1. **Brand:** provides vendors w multiple brands to delivery single catalog (examples: Cascade Designs which includes MSR, Thermarest, Sealline, etc; and Scarpa which distributes Koflach and Rottefella); "best practice" is to populate
2. **CatalogID:** best practice is for vendor to populate w catalog name, second option with catalog issuance date (YYYYMMDD)
3. **StyleID:** Vendor Style Number or Style Code; needs to be UNIQUE per catalog⁵
4. **StyleName:** should not include any size or color information, "best practice" avoids including gender information; needs to be UNIQUE per catalog*
5. **Gender:** should only include the enumerated values: Mens, Womens, Unisex, Boys, Girls, Youth; best practice is N/A rather than null, no apostrophe; should be same for all skus within a style
6. **VendorSKU:** unique vendor sku for each item (if vendor lacks unique vendor sku, best practice is concatenating StyleNumber,-Color-Size); UNIQUE per catalog*
7. **UPC_EAN:** use for either UPC or EAN (if vendor uses both for same item U.S. retailers typically prefer UPC); needs to be UNIQUE per catalog*
8. **UnitCost:** standard "wholesale" cost; in US dollars unless noted in currency field, should NOT include \$ sign; not necessarily same \$ within a style
9. **UnitMSRP:** 'manufactures suggested retail price'; in US dollars unless noted in currency field, should NOT include \$ sign; not necessarily same \$ within a style
10. **ColorCode:** if vendor doesn't use color code, best practice is to populate w "N/A" or "ONE COLOR"; indicating that lack of color value isn't due to data error
11. **ColorName:** if product doesn't have color data, best practice is to populate with ONECOLOR or N/A
12. **Size1:** while technically optional due to products that don't have size, best practice is to populate all products and use ONESIZE or N/A where needed

Optional info

13. **Size2**
14. **Currency:** used to indicate currency; if null will be interpreted as U.S. dollars; THIS IS PART OF PRIMARY KEY (vendors will repeat sku info when providing multiple currencies in single catalog; vendor can also provide alt currency addendum? locally can address as download option for retailers when catalog has multiple currency options (and languages?))
15. **UnitMap:** "minimum advertised price"; in US dollars unless noted in currency field, should NOT include \$ sign; not necessarily same \$ within a style
16. **Category1:** vendor optionally provides their highest level of categorization, used by retailers to facilitate retailer sorting/processing of large catalogs using vendor taxonomy; vendors can include subcategory using slash (example Mens/Jackets/Waterproof)
17. **ImageURL_style:** helpful to retailer when available at catalog delivery, but vendor isn't expected to have image assets by "best practices" catalog delivery date; vendor is strongly encouraged to provide more thorough image info and URL's in supplementary "Part 2" data later in buying cycle
18. **ImageURL_sku:** helpful to retailer when available at catalog delivery, but vendor isn't expected to have image assets by "best practices" catalog delivery date

⁴ Use n/a or N/A as per wikipedia [style guide](#)

⁵ UNIQUE*: unless catalog includes multiple lines of single product to delivery prices in more than one currency