ASA
BUSINESS INTELLIGENCE

PHCP & PVF INDUSTRY PRODUCT DATA STANDARD

OCTOBER 2024

PRODUCT DATA - BACKGROUND

During the 2022 Strategic Planning Retreat, ASA volunteer members discussed challenges with the state of the practice when obtaining digital product data from manufacturers to be utilized by plumbing wholesalers and distributors. Volunteers discussed the possibility of creating an industry product data library that would mirror the electrical industry and be the sole source of all product data, enabling distributors to better digitally compete against digital-first, "big boxes," and other competitors.

In response to members vocalized challenges, ASA convened a task group to explore this issue. The task group reported to the ASA Executive Committee that since there are existing efforts attempting to solve this issue, it is not efficient for ASA to duplicate effort.

It was suggested that ASA explore the possibility of standardized, governed, data set(s) to facilitate a faster and less customized way to obtain manufacturer product data for use by distributors in PIMs, ERPs and distributor eCommerce applications.

In September of 2022, ASA team members conducted discovery meetings to clarify the current state of product data creation and sharing and to understand specifics of the challenge. Subsequently, ASA hosted product data roundtable discovery meetings in Chicago. Seven manufacturers and six distributors were in attendance.

The purpose of these sessions was to facilitate discussion and broaden learnings specifically around the topic of manufacturer created product data information sets shared with wholesalers and distributors.

Distributors described a predominately manual process of managing as many as 14,000 products from hundreds of manufacturers often with one or two team members. Manufacturers noted that the volume, variety, and frequency of product data requests is growing at faster rates than pre-pandemic and are increasingly challenging to fulfill with existing resources.

<u>Initial participants:</u>
AO Smith
Bradford White
Bradley Corps
Delta Faucet
Elkay
InSinkErator
NIBCO Inc.
Zoeller Pump Company
Coburn Supply
Eastern Industrial Supply
First Supply
Lee Supply
Porter Pipe
Texas Plumbing Supply
Winsupply

Four years after the start of the pandemic that brought global supply chain disruption, Distribution is experiencing a dramatic increase in the demand for and use of data to plan, operate and manage the business of buying and selling products. Recent disruptive plays by big box and digital-first competitors make clear, investment in the use of data, digitization, and digital transformation is a cost of competing the industry can no longer delay.

AS-IS PROCESS (*create flow diagram*)

FORMATION of PRODUCT DATA STANDARDS COMMITTEE

ASA kicked off its first nationwide data governance effort in the fall of 2023. For the last 10 months, representatives directly involved in the syndication, dissemination, ingestion and use of product data from over 20 member companies have been meeting bi-monthly to contribute to establishing a standard for the sharing of product data between manufacturers and wholesaler/distributors. Convened and facilitated by ASA's VP of Innovation, the cross-functional data standardization committee is building a shared understanding of the current needs, current challenges, and wants and uses of industry product data with an eye toward the future of data governance and collaboration.

The assembled stakeholders and data stewards are building a framework for ongoing data quality, a feedback loop for continuous improvement as well as shining a light on the integral role of data as strategic business asset.

Committee members have demonstrated commitment to increasing confidence in the use and sharing of quality data beginning with a strategy of improving the current processes. We are learning to crawl before we walk following best-practices toward a data-enabled culture and shared data governance within our industry.

PERCIEVED BENEFITS

A product data standards committee provides the following benefits:

- Establish a network of product data stake holders
- Establish, maintain and publish a manufacturer product data contacts directory (Quick Links first release in July 2024)
- Establish, maintain and publish a wholesaler/distributor product data contacts directory (TBA)
- Build a cross-functional, shared understanding, of the of the use(s) of product data
- Build a conduit for ongoing communication, interpretation of data standards, acceptable use and 'rules of engagement'
- Increase data literacy – confidence in appropriate use of data & sharing of data
- Educate and mature the data culture

A consistent, clear, predictable product data standard could provide the following benefits:

- Manage and potentially reduce resource hours necessary to create product data sets
- Decrease miscommunication and manufacturer support for provided data sets
- Reduce product data inconsistencies

- Minimize human error by reducing the need for manual manipulation of product data
- Reduce confusion and misunderstanding when interpreting product data sets for use by distributors
- Increase usability of digital data for use in distributor ERPs and PIMs, etc.
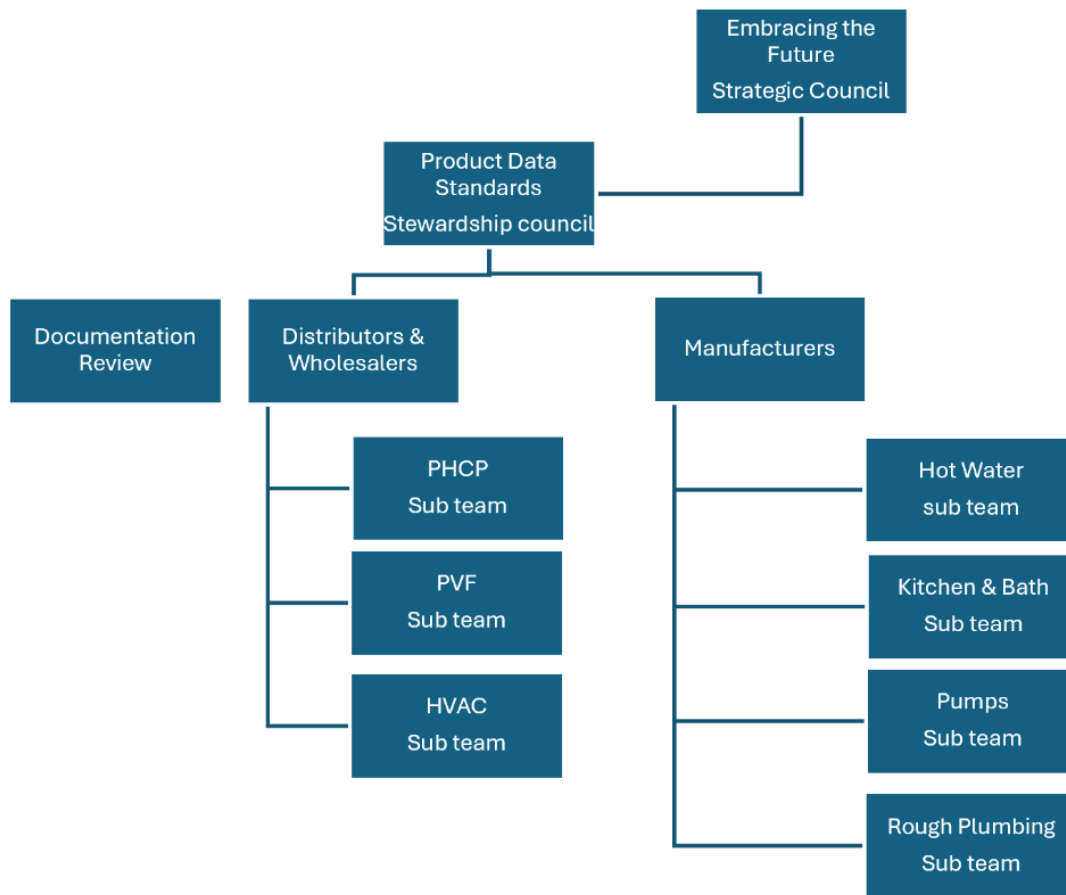- Support data quality and effect an increase in data integrity

PRODUCT DATA STANDARDS PARTICIPATING MEMBER COMPANIES

Current participants:
AO Smith
Bradford White
Bradley Corps
Coburn Supply
Delta Faucet
Eastern Industrial Supply
First Supply
Globe Union
InSinkErator
Lee Supply
Liberty Pumps
NIBCO Inc.
Oatey
Pepco Sales
Texas Plumbing Supply
The Commonwealth Group
Watts Water
Winsupply
Zoeller Pump Company
Zurn/Elkay

PRODUCT DATA STANDARDS COMMITTEE SUBTEAMS

Hot Water
Kitchen & Bath
Pumps
Rough Plumbing & Valves
Documentation
Communication & Education

PRODUCT DATA STANDARDS: ROLES & RESPONSIBILITIES

Manufacturers are the authors, owners, stewards and custodians of product data. They are responsible for the quality, accuracy, integrity and classification of their data. Additionally, they determine who receives access to their data and for what purpose that data may be appropriately used. They may also secure specific data elements based on the business need or requestor.

They will provide constructive input and proactive recommendations for ingestion and use of standardized data. In collaboration with wholesalers and distributors, they will update and evolve standardized data sets over time as well as develop and execute communication and education programs to support industry adoption.

Wholesalers and Distributors are the recipients and users of product data. They will provide constructive feedback and proactive recommendations for ingestion and use of standardized data. In collaboration with manufacturers, they will update and evolve standardized data sets over time as well as develop and execute communication and education programs to support industry adoption.

American Supply Association is the convener and facilitator for the industry level governance conversation. Acting as a liaison, ASA is the focal point for authorship and stewardship of resultant documentation.

PRODUCT DATA STANDARDS: GETTING STARTED APPROACH

By way of acknowledgement that manufacturer products/SKUs number in the millions, the PDSC agreed to utilize a pragmatic approach to begin the standardization process. To begin, the group looked across spreadsheets of product data from several of the participating manufacturers. From these data, an initial working spreadsheet was created containing over 100 columns of product data attributes that are common between manufacturers and products. For example, attributes like UPC, Manufacturer Name, Brand, Color, Short Description, etc.

Each product data attribute is discussed in detail, collaborating to create shared understanding of current usage, challenges, as well as seek potential alignment. Business metadata like a suggested field name, business definition, valid values, etc are defined. Attributes are currently documented in the following format:

Field Name: UPC Number

Column Definition	The twelve-digit Global Trade Item Number (GTIN-12) also referred to as Universal Product Code (UPC). These numbers are encoded in the UPC-A barcode.
Column Length	12
Null	This column may not be null
Potential Software Type Destination	ERP, PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	Consumer, tradesperson, showroom staff, counter staff
Valid Values	
Notes	This column is expected to contain twelve numbers for use in point of sale. The first eleven digits contain your company prefix and the Item Reference. The last digit is a check digit.
Suggested Business Logic	
Examples	034449946506

PRODUCT DATA STANDARDS: VERSION 1 TIMELINE

The target was to work through as many of the columns in the first pass spreadsheet before ASA Network 2024. By that time, we anticipate publishing a working draft for ASA members for constructive comment and reaction. The PDSC anticipates continuing to work through any remaining columns while the draft is out for comment.

PRODUCT DATA STANDARDS: BETA TESTING, PART 1 - MANUFACTURERS

As a portion of the strategy for testing and potential subsequent adoption of the agreed upon product data columns, three manufacturer participants have agreed to pressure test these potential changes within their organization. The goal is two-fold: to determine internal willingness to change the currently provided product data spreadsheets and to ascertain the feasibility to do so given actual constraints of data source systems, programming logic and people resources. As of August 2024, these conversations are in progress.

Anticipated next steps will be to attempt making the changes to product data spreadsheets, validate and address any unforeseen abnormalities before sharing with distributors for beta testing ingestion.

PRODUCT DATA STANDARDS: COMMUNICATION, ENGAGEMENT & EDUCATION

After designing, authoring, testing and executing an initial product data standard, the work of promoting awareness of and support for a standard will be necessary. Some potential channels of communication that have been defined are:

- ASA written communications (Insights articles, SHT, emails, etc)
- ASA webinars
- Embracing The Future Podcast – (coming soon)

Potential for additional channels has been suggested. For example:

- Develop/provide classes in partnership with the ASA Education foundation
- Create a reference library (in alignment with ETF mission) of data resources like examples and tutorials
- Create industry mentor program (distributors helping distributors)
- Create & facilitate data focused affinity groups (sub team alignment?)
- Adapt Innovation Summit → Innovation: Data + Digital

PRODUCT DATA STANDARDS: IMAGINED FUTURE

After designing, authoring, testing and executing an initial product data standard, ongoing additions, updates and deletions will be necessary to maintain a data governance program. Additionally, data governance may also address topics like:

- Product Data Policies – recommend intended, appropriate, permissible use of data
- Define best practices for data ingestions
- Potential alignment with existing governing bodies (e.g. GSI)
- Ethical use of data, data confidentiality, etc.
- Data education with legal lens: GDPR, CCPA/CPPA, etc
- Suggest partnerships with in-common ERP & PIM vendors (i.e. inRiver, Syndigo, Salsify)
- Explore automation of data sharing (e.g. use of APIs rather than spreadsheets)

PRODUCT DATA STANDARDS:

General Guidelines when creating/authoring product data for wholesalers & distributors:

- If a field does not 'naturally' have a value, leave it blank (do not insert N/A, n/a or not applicable, etc)
- If a field does not currently apply to your product, the guidance below does NOT intend to imply the manufacturer should 'create' an entry. Use good discretion.
- Use mixed case and avoid abbreviations wherever you do not find alternative instruction (eg Matte Black Faucet not M Blk FAUCET)
- Be aware that the Registered Trademark symbol, Copyright and other special symbols commonly 'blow-up' data imports, specifically into ERP systems.
- When describing dimensions, including words rather than special characters is preferable. (value + inches or mm NOT 12" or 3'6")
- There are noted challenges around the use of fractions vs decimals. Although many spoke favorably of the use of decimals, it was acknowledged that fraction use for pipe diameter is the expectation of a contractor customer
- Abbreviations in descriptions are often necessary to conform to field length limits in ERP systems. However, there is a need for a short description, a full length description and a web/ecommerce description from manufacturers to create uniformity
- Photos are generally preferred in jpeg format. If higher resolution is necessary, a tiff is suggested
- For digital use, a square aspect ratio picture is what is most often utilized.
- It would be helpful to have a picture of the item in the crate or box to support pick and pull
- It was noted that product renderings are generally acceptable
- 360 s area challenge because of the variation in angle of views provided as well as the count of views provided
- Specifications and installation documents are preferred in pdf

Field Name: Manufacturer Name

Column Definition	The formal name of the manufacturer of the product
Column Length	
Null	This column should not be null
Potential Software Type Destination	
Potential Audience	
Valid Values	
Notes	This column is expected to be mixed-case and may include numbers
Suggested Business Logic	
Examples	Delta Faucet, Bradford White, AO Smith, Whirlpool

Field Name: Brand Name

Column Definition	The formal name of the brand of a specific manufacturer
Column Length	
Null	This column should not be null
Potential Software Type Destination	
Potential Audience	
Valid Values	
Notes	This column is expected to be mixed-case and may include numbers. Omit special characters: copyright, trademark.
Suggested Business Logic	
Examples	Brizo, State, InSinkErator

Field Name: Catalog ID

Column Definition	A user-friendly catalog identification
Column Length	
Null	This column may be null
Potential Software Type Destination	
Potential Audience	
Valid Values	
Notes	Often a base set of numbers and letters to which manufacturers add subsequent digits to add accessories to the product. This column is expected to contain numbers and capital letters. This column may also contain dashes.
Suggested Business Logic	
Examples	

Field Name: Product ID

Column Definition	A unique number assigned to a product by the manufacturer
Column Length	
Null	This column should not be null
Potential Software Type Destination	
Potential Audience	
Valid Values	
Notes	Some manufacturers use UPC, part number, item number, model number, etc. Some manufacturers catalog number and product number are identical. This field may also contain dashes.

Suggested Business Logic	
Examples	

Field Name: Kit Code Indicator

Column Definition	A Yes or No code to indicate whether a product is a kit.
Column Length	
Null	This column may be null
Potential Software Type Destination	
Potential Audience	
Valid Values	Yes, No
Notes	This may be used to indicate a toilet bowl and tank combination. If this column value is Yes, then Component Number should not be null. This is a product kit that can be purchased by Component Numbers.
Suggested Business Logic	
Examples	Yes, No

Field Name: Component ID

Column Definition	The number or numbers (separated by a comma,no spaces) that indicate components of a kit.
Column Length	
Null	This column may be null
Potential Software Type Destination	
Potential Audience	
Valid Values	
Notes	This may be used to indicate a toilet bowl and tank combination. If this column value is Yes, then Component Number should not be null. Elkay uses component columns.
Suggested Business Logic	
Examples	In some cases, a concatenated list of Product Numbers.

Field Name: Color Code

Column Definition	The alpha-numeric code or abbreviation for a product color
Column Length	
Null	This column may be null
Potential Software Type Destination	
Potential Audience	

Valid Values	
Notes	This column is expected to contain numbers and capital letters.
Suggested Business Logic	
Examples	020, WHT

Field Name: Color Description

Column Definition	The name of the color of the product
Column Length	
Null	This column may be null
Potential Software Type Destination	
Potential Audience	
Valid Values	
Notes	This column is expected to contain mixed-case letters. This column is expected to contain a single word.
Suggested Business Logic	
Examples	White, Bone, Black, Chrome, Stainless, Bronze, Etc.

Field Name: Finish Description

Column Definition	The name of the finish(s) of the product.
Column Length	
Null	This column may be null
Potential Software Type Destination	
Potential Audience	
Valid Values	
Notes	This column is expected to contain mixed case letters. Proprietary color names should be placed in this field rather than in color. Where a product utilizes multiple finishes, separate finishes with the word 'and'.
Suggested Business Logic	
Examples	Oil Rubbed Bronze and Brushed Stainless, Matte Black, Vibrant Titanium, etc.

Field Name: UPC Number

Column Definition	The twelve-digit Global Trade Item Number (GTIN-12) also referred to as Universal Product Code (UPC). These numbers are encoded in the UPC-A barcode.
Column Length	12
Null	This column may not be null

Potential Software Type Destination	ERP, PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	Consumer, tradesperson, showroom staff, counter staff
Valid Values	
Notes	This column is expected to contain twelve numbers for use in point of sale. The first eleven digits contain your company prefix and the Item Reference. The last digit is a check digit.
Suggested Business Logic	
Examples	034449946506

Field Name: GTIN_13 Number

Column Definition	The thirteen-digit Global Trade Item Number also referred to as EAN. These numbers are encoded in the EAN-13 barcode.
Column Length	13
Null	This column may be null
Potential Software Type Destination	
Potential Audience	
Valid Values	
Notes	This column is expected to contain thirteen numbers for use in point of sale and is predominately used outside of North America. The first twelve digits contain your company prefix and the Item Reference. Note that the company prefix will begin with a 1-9. The last digit is a check digit.
Suggested Business Logic	
Examples	9523000000449

Field Name: GTIN_14 Number

Column Definition	The fourteen-digit Global Trade Item Number. These numbers cannot be used in EAN/UPC barcodes.
Column Length	14
Null	This column may be null
Potential Software Type Destination	
Potential Audience	
Valid Values	
Notes	This column is expected to contain fourteen numbers. The first digit is an indicator digit to indicate packaging level (1-8) or that the product is a variable measure (9). The next twelve digits contain your company prefix and the Item Reference. The last digit is a check digit.

Suggested Business Logic	
Examples	10614141000415

Field Name: Product Status Description

Column Definition	The current status of the product as designated by the manufacturer
Column Length	20
Null	This column may not be null
Potential Software Type Destination	
Potential Audience	
Valid Values	Pending: Product has not yet been made available for ordering New: Product is newly available for ordering Active: Product is available for ordering Discontinued: Product is no longer manufactured. Sell to deplete remaining available stock. Obsolete: Product is no longer manufactured. There is no available stock. Inactive: Product is temporarily not available for ordering.
Notes	
Suggested Business Logic	Pending: Product has not yet been made available for ordering New: Product is newly available for ordering Active: Product is available for ordering Discontinued: Product is no longer manufactured. Sell to deplete remaining available stock. Obsolete: Product is no longer manufactured. There is no available stock. Inactive: Product is temporarily not available for ordering.
Examples	Pending, New, Active, Discontinued, Obsolete, Inactive

Field Name: ERP_Product Short Description

Column Definition	An extremely brief description of the product in all capital letters.
Column Length	Recommended maximum field length 30-33 characters
Null	This column may not be null
Potential Software Type Destination	ERP
Potential Audience	Consumer, tradesperson, architect, designer, showroom staff, counter staff, accounting staff
Valid Values	
Notes	Utilize numbers and upper case letters. This description is often seen on a PO or invoice. Abbreviations are acceptable to support conformation to ERP field lengths. Omit special characters: copyright, trademark, information, asterisk, at sign, commas and parenthesis. Do not include manufacturer name, product collection

	or line name as those should be in stand-alone columns. Acceptable characters include period, hyphen or dash, forward slashes, and single or double quotes.
Suggested Business Logic	
Examples	

Field Name: Product Short Description

Column Definition	A brief, human readable, description of the product in title case.
Column Length	recommended maximum field length 136 characters
Null	This column may not be null
Potential Software Type Destination	PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	Consumer, tradesperson, architect, designer, showroom staff, counter staff
Valid Values	
Notes	Utilize title case. This description is often seen at the top of a product or catalog page. This description contains words highly utilized in key word searches and filters. Avoid abbreviating words. Numbers and special characters are acceptable: copyright, trademark, information, at sign, commas, periods, hyphen or dash, forward slashes, and single or double quotes. Do not include manufacturer name, product ID, product collection or line name as those should be in stand-alone columns.
Suggested Business Logic	*Product installation differentiator:* atmospheric vent, gas, electric, threaded, flanged *Product application differentiator or features:* single handle, pull down, tank, tankless, chair height, septic safe *Product type:* kitchen faucet, water heater, valve, sump pump, bath, bidet, toilet, bathroom vanity, garbage disposal with *Attributes:* technology, vent type, size, capacity, HP, connector type, GPM, GPF, flow rate, PSI, BTU in *Color:* stainless, chrome, white, black or *Material of manufacture:* brass, bronze, cast iron, carbon steel, stainless steel, porcelain, solid surface, quartz, plastic, *Provides:* water tight seal *Quantity:* if sold in multi pack
Examples	• Single Handle Pull Down Kitchen Faucet with Technology in Chrome

	• Pull Down Kitchen Sink Faucet with Three Function Sprayhead in Brushed Stainless • Brass Ball Valve with Solder End Connections provides Bubble Tight Shut-Off • 100-Gallon High Recovery Atmospheric Vent Natural Gas Water Heater • 1 HP Garbage Disposal • Model 123 Sump Pump

Field Name: Product Long Description

Column Definition	A human readable description of the product.
Column Length	No recommendation
Null	This column may not be null
Potential Software Type Destination	PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	Consumer, tradesperson, architect, designer, showroom staff, counter staff
Valid Values	
Notes	Avoid abbreviating words. Long description builds on what was included in short description but may add additional descriptors or information useful in product differentiation and selection. Numbers and special characters are acceptable: copyright, trademark, information, at sign, commas, periods, hyphen or dash, forward slashes, and single or double quotes. Do not include manufacturer name, product ID, product collection or line name as those should be in stand-alone columns. If you do not currently have a short and a long description, duplicate the short description as a long description.
Suggested Business Logic	*Product installation differentiator:* atmospheric vent, gas, electric, threaded, flanged *Product application differentiator or features:* single handle, pull down, tank, tankless, chair height, septic safe *Product type:* kitchen faucet, water heater, valve, sump pump, bath, bidet, toilet, bathroom vanity, garbage disposal with *Attributes:* technology, vent type, size, capacity, HP, connector type, GPM, GPF, flow rate, PSI, BTU in *Color:* stainless, chrome, white, black or *Material of manufacture:* brass, bronze, cast iron, carbon steel, stainless steel, porcelain, solid surface, quartz, plastic,

	Provides: water tight seal *Quantity:* if sold in multi pack
Examples	

Field Name: Product Marketing Description

Column Definition	A human readable, channel agnostic, description intended to market a product.
Column Length	No recommendation
Null	This column may not be null
Potential Software Type Destination	PIM, DAM, eCommerce, webpages, catalogs, marketing materials
Potential Audience	
Valid Values	
Notes	Marketing description is often related to the long description but may add focus at the product line or series level. Avoid abbreviating words. Numbers and special characters are acceptable: copyright, trademark, information, at sign, commas, periods, hyphen or dash, forward slashes, and single or double quotes.
Suggested Business Logic	
Examples	This field left intentionally blank

Field Name: Product Application Description

Column Definition	A human readable description intended to indicate the manufacturers intended application area or use for the product.
Column Length	Recommended maximum field length is 25
Null	This column may not be null
Potential Software Type Destination	
Potential Audience	
Valid Values	Residential, Commercial, Residential/Commercial, Industrial
Notes	
Suggested Business Logic	Residential: Product is intended for use in residential applications or settings Commercial: Product is intended for use in commercial applications or settings Residential/Commercial: Product is intended for use in either residential or commercial applications or settings Industrial: Product is intended for use in industrial applications or settings
Examples	

Field Name: Storage Capacity Number

Column Definition	The numeric capacity, in gallons, of the product.
Column Length	Recommended field length is 12
Null	This column may be null
Potential Software Type Destination	ERP, PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	
Valid Values	
Notes	This column is expected to contain only numbers with up to four decimal places.
Suggested Business Logic	
Examples	100.0000, 1.2000

Field Name: Storage Capacity Description

Column Definition	The is the capacity description of the product.
Column Length	Recommended field length is 7
Null	This column may be null
Potential Software Type Destination	ERP, PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	
Valid Values	Gallons
Notes	This column is expected to contain only letters with the word gallons spelled out.
Suggested Business Logic	
Examples	Gallons

Field Name: Collection Name Description

Column Definition	The name of a collection of visually matched products.
Column Length	No recommendation
Null	This column may be null
Potential Software Type Destination	
Potential Audience	
Valid Values	
Notes	A collection often represents a family of products that are visually similar. Collection name can assist customers in locating fixtures that the

	manufacturer intends to be matched together. Collection name is often trademarked (TM or R) by a manufacturer. Collection name may contain letters and/or numbers.
Suggested Business Logic	
Examples	Veil, Monrovia

Field Name: Series Name Description

Column Definition	The name of a series of products.
Column Length	No recommendation
Null	This column may be null
Potential Software Type Destination	
Potential Audience	
Valid Values	
Notes	A series often represents a family of products that have a relationship through product engineering generations or the addition of features. Series may or may not be trademarked (TM or R) by a manufacturer. Series name may contain letters and/or numbers and spaces.
Suggested Business Logic	
Examples	ProLine, Brute FT, Power Series

Field Name: Multi Function Product Indicator

Column Definition	A Yes or No code to indicate whether a product has one or more functions.
Column Length	Recommended field length is 3 characters
Null	This column may be null.
Potential Software Type Destination	PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	Consumer, tradesperson, architect, designer, showroom staff, counter staff
Valid Values	Yes, No
Notes	This may be used to indicate a shower head, hand shower or faucet with multi function spray types or settings. For example, Full spray, pulse, massage, etc.
Suggested Business Logic	
Examples	Yes, No

Field Name: Faucet Handle Quantity Description

Column Definition	The name of the number of handles on the product
Column Length	Recommended field length is 6 characters
Null	This column may be null

Potential Software Type Destination	PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	Consumer, tradesperson, architect, designer, showroom staff, counter staff
Valid Values	Single, Two, Three
Notes	This column is expected to contain mixed-case letters. This column is expected to contain a single word. This may be used to describe the count or number of handles on a bathroom sink faucet, kitchen sink faucet, bathtub faucet or a specialty faucet.
Suggested Business Logic	
Examples	Single, Two, Three

Field Name: Faucet Handle Style Description

Column Definition	The name of the style shape of handle(s) on the product
Column Length	
Null	This column may be null
Potential Software Type Destination	PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	Consumer, tradesperson, architect, designer, showroom staff, counter staff
Valid Values	
Notes	This column is expected to contain mixed-case letters. This column is expected to contain a single word. This may be used to describe the style, shape or type of handles on a bathroom sink faucet, kitchen sink faucet, bathtub faucet or a specialty faucet.
Suggested Business Logic	
Examples	Lever, Knob, Cross, Joystick

Field Name: Faucet Type Description

Column Definition	A human readable description of the type of faucet
Column Length	
Null	This column may be null
Potential Software Type Destination	PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	Consumer, tradesperson, architect, designer, showroom staff, counter staff
Valid Values	
Notes	This column is expected to contain mixed-case letters. This column is sometimes referred to as faucet installation type.

Suggested Business Logic	
Examples	Widespread, Single Handle, Centerset, Wall Mount, Bathtub, Vessel, Wall Mount, Pull Down, etc

Field Name: Nominal Size Number

Column Definition	Nominal Pipe Size is a North American standard used to measure pipe sizes in inches.
Column Length	
Null	This column may be null
Potential Software Type Destination	PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	Consumer, tradesperson, architect, designer, showroom staff, counter staff
Valid Values	
Notes	Generally, this is used to designate the approximate internal pipe diameter. Sometimes nominal pipe size is also listed with additional measurements for inside diameter (ID) and outside diameter (OD). If dimension includes a whole plus a fractional measurement, (eg one and one half inches) the whole and fraction should be separated by a '-' dash. If multiple dimensions are necessary, diameters should be separated with a lower-case letter x and no spaces.
Suggested Business Logic	Inlet, outlet, branch.
Examples	1/8, ½, 1-1/2x1-1/2

Field Name: Outside Diameter Number

Column Definition	Outside Diameter is a North American standard used to measure pipe sizes in inches.
Column Length	
Null	This column may be null
Potential Software Type Destination	PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	Consumer, tradesperson, architect, designer, showroom staff, counter staff
Valid Values	
Notes	Generally, this is used to designate the approximate outside pipe diameter. Sometimes outside diameter size is also listed with additional measurements for inside diameter (ID) and nominal pipe size (NPS or NS). If dimension includes a whole plus a fractional measurement, (eg one and one half inches) the whole and fraction should be separated by a '-' dash. If multiple dimensions are necessary, diameters should be separated with a lower-case letter x and no spaces.

Suggested Business Logic	Inlet, outlet, branch.
Examples	1/8, ½, 1-1/2, 12

Field Name: Inner Box Height Number

Column Definition	The height, in inches, of the inner box, product in box, or 'each' in box
Column Length	
Null	This column may be null
Potential Software Type Destination	PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	Consumer, tradesperson, architect, designer, showroom staff, counter staff
Valid Values	
Notes	The numerical height, in inches, of the minimum inner box, bag, pack, or crate. Anticipated decimal format includes three decimal places to the right. Note that there may be one or more 'each's' in an inner box however, this is the smallest package, saleable unit, or consumer unit.
Suggested Business Logic	This field should include no more than three places to the right of the decimal.
Examples	16.630

Field Name: Inner Box Width Number

Column Definition	The width (or depth), in inches, of the inner box, product in box, or 'each' in box
Column Length	
Null	This column may be null
Potential Software Type Destination	PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	Consumer, tradesperson, architect, designer, showroom staff, counter staff
Valid Values	
Notes	The numerical width (or depth), in inches, of the minimum inner box, bag, pack, or crate. Anticipated decimal format includes three decimal places to the right. Note that there may be one or more 'each's' in an inner box however, this is the smallest package, saleable unit, or consumer unit.
Suggested Business Logic	This field should include no more than three places to the right of the decimal.
Examples	18.250

Field Name: Inner Box Length Number

Column Definition	The length, in inches, of the inner box, product in box, or 'each' in box
Column Length	
Null	This column may be null

Potential Software Type Destination	PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	Consumer, tradesperson, architect, designer, showroom staff, counter staff
Valid Values	
Notes	The numerical length, in inches, of the minimum inner box, bag, pack, or crate. Anticipated decimal format includes three decimal places to the right. Note that there may be one or more 'each's' in an inner box however, this is the smallest package, saleable unit, or consumer unit.
Suggested Business Logic	This field should include no more than three places to the right of the decimal.
Examples	2.750

Field Name: Inner Box Weight Number

Column Definition	The weight, in pounds or ounces, of the inner box, product in box, or 'each' in box
Column Length	
Null	This column may be null
Potential Software Type Destination	PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	Consumer, tradesperson, architect, designer, showroom staff, counter staff
Valid Values	
Notes	The weight, in pounds or ounces, of the minimum inner box, bag, pack, or crate. Anticipated decimal format includes two decimal places to the right. Note that there may be one or more 'each's' in an inner box however, this is the smallest package, saleable unit, or consumer unit.
Suggested Business Logic	This field should include no more than two places to the right of the decimal.
Examples	30.75

Field Name: Inner Box Weight Description

Column Definition	The description of the weight, in pounds or ounces, of the inner box, product in box, or 'each' in box. The Inner Box Weight Description is normally association with the Inner Box Weight Number.
Column Length	Recommended field length is 2 characters
Null	This column may be null
Potential Software Type Destination	PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	Consumer, tradesperson, architect, designer, showroom staff, counter staff
Valid Values	lb, oz

Notes	Anticipated abbreviations are two characters in lower case. For pounds, please utilize lb with no trailing period. For ounces, please utilize oz with no trailing period.
Suggested Business Logic	
Examples	lb, oz

Field Name: NMFC Freight Classification Code

Column Definition	The National Motor Freight Classification is a standard code that provides a comparison of commodities moving interstate and intrastate.
Column Length	Recommended field length is 5 characters
Null	This column may be null
Potential Software Type Destination	PIM, ERP
Potential Audience	Counter staff, accounting staff, logistics staff
Valid Values	
Notes	NMFC assigns a freight class based on four criteria: density, handling, stowability, and liability. (https://nmfta.org/nmfc/) Freight class assignment ranges from 50 to 500. There are currently 18 classes ranging within these values. Format is 100.5.
Suggested Business Logic	
Examples	100.5

Field Name: Inner Box Dimensions Number

Column Definition	The numerical height, width, and length in of the inner box, product in box, or 'each' in box.
Column Length	
Null	This column may be null
Potential Software Type Destination	ERP, PIM, DAM, eCommerce
Potential Audience	Tradesperson, counter staff, warehouse staff, procurement staff
Valid Values	
Notes	The numerical height, width, and length, in inches, of the minimum inner box, bag, pack, or crate. Anticipated decimal format includes three decimal places to the right. Note that there may be one or more 'each's' in an inner box however, this is the smallest package, saleable unit, or consumer unit. Please separate each numerical dimension with an 'x' and do not include spaces.
Suggested Business Logic	

Examples	1.5x3.5x1.5

Field Name: Inner Carton Quantity

Column Definition	The numerical, whole number quantity of the count of individual products that make up the Inner Carton.
Column Length	
Null	This column may be null
Potential Software Type Destination	ERP, PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	Tradesperson, counter staff, warehouse staff, purchasing staff
Valid Values	
Notes	This field should contain a whole number. For example, if there are 6 'eachs' that make up an single inner carton, this value should be 6.
Suggested Business Logic	
Examples	3, 6, 12

Field Name: Inner Carton Height Number

Column Definition	The height, in inches, of the inner carton, 'products' in inner carton.
Column Length	
Null	This column may be null
Potential Software Type Destination	ERP, PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	Tradesperson, showroom staff, counter staff, warehouse staff, purchasing staff
Valid Values	
Notes	The numerical height, in inches, of the minimum inner carton. Anticipated decimal format includes three decimal places to the right. Note that this may also be referred to as a contractor pack.
Suggested Business Logic	This field should include no more than three places to the right of the decimal.
Examples	16.630

Field Name: Inner Carton Width Number

Column Definition	The width, in inches, of the inner carton, 'products' in inner carton.
Column Length	
Null	This column may be null
Potential Software Type Destination	ERP, PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	Tradesperson, showroom staff, counter staff, warehouse staff, purchasing staff
Valid Values	

Notes	The numerical width, in inches, of the minimum inner carton. Anticipated decimal format includes three decimal places to the right. Note that this may also be referred to as a contractor pack.
Suggested Business Logic	This field should include no more than three places to the right of the decimal.
Examples	16.630

Field Name: Inner Carton Length Number

Column Definition	The length, in inches, of the inner carton, 'products' in inner carton.
Column Length	
Null	This column may be null
Potential Software Type Destination	ERP, PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	Tradesperson, showroom staff, counter staff, warehouse staff, purchasing staff
Valid Values	
Notes	The numerical length, in inches, of the minimum inner carton. Anticipated decimal format includes three decimal places to the right. Note that this may also be referred to as a contractor pack.
Suggested Business Logic	This field should include no more than three places to the right of the decimal.
Examples	16.630

Field Name: Master Carton Quantity

Column Definition	The numerical, whole number quantity of the count of individual products that make up the Master Carton.
Column Length	
Null	This column may be null
Potential Software Type Destination	ERP, PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	Tradesperson, counter staff, warehouse staff, purchasing staff
Valid Values	
Notes	This field should contain a whole number. For example, if there are 36 'eachs' contained within the master carton, this value should be 36.
Suggested Business Logic	
Examples	3, 6, 12, 24, 36

Field Name: Master Carton Height Number

Column Definition	The height, in inches, of the master carton.
Column Length	
Null	This column may be null
Potential Software Type Destination	ERP, PIM, DAM, eCommerce, webpages, catalogs

Potential Audience	Tradesperson, showroom staff, counter staff, warehouse staff, purchasing staff
Valid Values	
Notes	The numerical height, in inches, of the master carton. Anticipated decimal format includes three decimal places to the right.
Suggested Business Logic	This field should include no more than three places to the right of the decimal.
Examples	16.630

Field Name: Master Carton Width Number

Column Definition	The width, in inches, of the master carton.
Column Length	
Null	This column may be null
Potential Software Type Destination	ERP, PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	Tradesperson, showroom staff, counter staff, warehouse staff, purchasing staff
Valid Values	
Notes	The numerical width, in inches, of the master carton. Anticipated decimal format includes three decimal places to the right. Note that this may also be referred to as a contractor pack.
Suggested Business Logic	This field should include no more than three places to the right of the decimal.
Examples	16.630

Field Name: Master Carton Length Number

Column Definition	The length, in inches, of the master carton.
Column Length	
Null	This column may be null
Potential Software Type Destination	ERP, PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	Tradesperson, showroom staff, counter staff, warehouse staff, purchasing staff
Valid Values	
Notes	The numerical length, in inches, of the master carton. Anticipated decimal format includes three decimal places to the right. Note that this may also be referred to as a contractor pack.
Suggested Business Logic	This field should include no more than three places to the right of the decimal.
Examples	16.630

Field Name: Web_Manufacturer Name

Column Definition	The formal name of the manufacturer of the product specifically for use on web pages
Column Length	

Null	This column should not be null
Potential Software Type Destination	Websites, ecommerce
Potential Audience	Consumer, tradespersons, architects, designers
Valid Values	
Notes	Manufacturers have varying practices when they represent products online. This name should align with how the manufacturer wants the end consumer to recognize the product's manufacturer. This column is expected to be mixed-case and may include numbers
Suggested Business Logic	
Examples	Delta Faucet, Bradford White, AO Smith, Whirlpool

Field Name: Product Image Name

Column Definition	The name of a product image or photo file.
Column Length	
Null	This column may be null
Potential Software Type Destination	ERP, PIM, DAM, website
Potential Audience	PIM, DAM, eCommerce, webpages, catalogs, marketing materials
Valid Values	
Notes	Ideally, the name of the image file would incorporate the model number or UPC of the product so that the image need not be viewed to associate it with the product. Most manufacturers provide a .jpeg or .tiff or .png file type. The primary image for the product is preferred in a square aspect ratio not less than 300x300. 500x500 or larger is preferable by many distributors. Subsequent images, including lifestyle images and 360s, need not adhere to the square aspect ratio.
Suggested Business Logic	Ideally, the name of the image file would incorporate the product name, model number, series number or UPC of the product so that the image need not be viewed to associate it with the product. Consider appending _image 1, _image 2, _lifestyle, _infographic, _front, _back, _side, _inpackage to file names to assist with differentiation.
Examples	

Field Name: Product Image Indicator

Column Definition	An indicator representing the file type of the product image or photo.
Column Length	
Null	This column may be null
Potential Software Type Destination	ERP, PIM, DAM, website

Potential Audience	
Valid Values	.jpeg, .tiff, .png
Notes	Most manufacturers provide a .jpeg or .tiff or .png file type. The primary image for the product is preferred in a square aspect ratio not less than 300x300. 500x500 or larger is preferable by many distributors. Subsequent images, including lifestyle images and 360s, need not adhere to the square aspect ratio.
Suggested Business Logic	
Examples	.jpeg, .tiff, .png

Field Name: Web_Product Image Link

Column Definition	A URL link to a product image or photo file.
Column Length	
Null	This column may be null
Potential Software Type Destination	PIM, DAM, website
Potential Audience	
Valid Values	
Notes	Ideally, the name of the image file would incorporate the model number or UPC of the product so that the image need not be viewed to associate it with the product. Most manufacturers provide a .jpeg or .tiff or .png file type. The primary image for the product is preferred in a square aspect ratio not less than 300x300. 500x500 or larger is preferable by many distributors. Subsequent images, including lifestyle images and 360s, need not adhere to the square aspect ratio.
Suggested Business Logic	Ideally, the name of the image file would incorporate the product name, model number, series number or UPC of the product so that the link need not be viewed to associate it with the product. Consider appending _image 1, _image 2, _lifestyle, _infographic, _front, _back, _side, _inpackage to file names to assist with differentiation.
Examples	

Field Name: Web_Product 360 Link

Column Definition	A URL link to a series of product images or photo files.
Column Length	
Null	This column may be null
Potential Software Type Destination	PIM, DAM, website, eCommerce
Potential Audience	

Valid Values	
Notes	Ideally, the name of the image file would incorporate the model number or UPC of the product so that the image need not be viewed to associate it with the product. Most manufacturers provide a .jpeg or .tiff or .png file type. Many manufacturers provide a series of 31 or 72 images to stitch together.
Suggested Business Logic	Ideally, the name of the image file would incorporate the product name, model number, series number or UPC of the product appended with _360 so that the link not be viewed to associate it with the product.
Examples	

Field Name: Web_Product Technical Specification Sheet Name

Column Definition	The name of a product technical specification document.
Column Length	
Null	This column may be null
Potential Software Type Destination	PIM, DAM, website
Potential Audience	Consumer, tradesperson, architect, designer, showroom staff, counter staff
Valid Values	
Notes	Ideally, the name of the document file would incorporate the product name, model number or UPC of the product so that the document need not be viewed to associate it with the product. Most manufacturers provide a .pdf file type.
Suggested Business Logic	Consider appending _revdateMMDDYYYY to file names to assist with differentiation.
Examples	

Field Name: Web_Product Installation Sheet Name

Column Definition	The name of a product installation document.
Column Length	
Null	This column may be null
Potential Software Type Destination	PIM, DAM, website
Potential Audience	Consumer, tradesperson, architect, designer, showroom staff, counter staff
Valid Values	
Notes	Ideally, the name of the document file would incorporate the product name, model number or UPC of the product so that the document need not be viewed to associate it with the product. Most manufacturers provide a .pdf file type.
Suggested Business Logic	Consider appending _revdateJune2023 to file names to assist with differentiation.
Examples	

Field Name: Web_Product Parts_Accessories Sheet Name

Column Definition	The name of a product parts and accessories document.
Column Length	
Null	This column may be null
Potential Software Type Destination	PIM, DAM, website
Potential Audience	Consumer, tradesperson, architect, designer, showroom staff, counter staff
Valid Values	
Notes	Ideally, the name of the document file would incorporate the product name, model number or UPC of the product so that the document need not be viewed to associate it with the product. Most manufacturers provide a .pdf file type.
Suggested Business Logic	Consider appending _revdateMMDDYYYY to file names to assist with differentiation.
Examples	

Field Name: Web_Product Warranty Sheet Name

Column Definition	The name of a product warranty document.
Column Length	
Null	This column may be null
Potential Software Type Destination	PIM, DAM, website
Potential Audience	Consumer, tradesperson, architect, designer, showroom staff, counter staff
Valid Values	
Notes	Ideally, the name of the document file would incorporate the product name, model number or UPC of the product so that the document need not be

	viewed to associate it with the product. Most manufacturers provide a .pdf file type.
Suggested Business Logic	Consider appending _revdateMMDDYYYY to file names to assist with differentiation.
Examples	

Field Name: Product List Price Amount

Column Definition	This is the current list price, in USD, of the product.
Column Length	
Null	This column may be null.
Potential Software Type Destination	ERP, website, catalog, marketing brochure
Potential Audience	Consumer, tradesperson, architect, designer, showroom staff, counter staff
Valid Values	
Notes	This column is expected to contain numbers and a single decimal point only. Please do not include special characters such as the dollar sign. Anticipated decimal format includes two decimal places to the right.
Suggested Business Logic	
Examples	424.40

Field Name: Product List Price Effective Date

Column Definition	This is the two-digit month, two digit day and four digit year that the current product list price went into effect.
Column Length	7
Null	This column may be null.
Potential Software Type Destination	ERP, website, catalog, marketing brochure
Potential Audience	Consumer, tradesperson, architect, designer, showroom staff, counter staff
Valid Values	MMDDYYYY
Notes	This column is expected to contain seven numbers only. Please do not include special character such as the slash mark.
Suggested Business Logic	
Examples	04162024

Field Name: Internet Minimum Advertised Price Amount

Column Definition	IMAP is a manufacturer policy that specifies the lowest price, in USD, at which the product can be advertised online.
Column Length	
Null	This column may be null.

Potential Software Type Destination	ERP, website, catalog, marketing brochure
Potential Audience	Procurement staff, marketing staff, counter staff
Valid Values	
Notes	This column is expected to contain numbers and a single decimal point only. Please do not include special characters such as the dollar sign. Anticipated decimal format includes two decimal places to the right.
Suggested Business Logic	
Examples	424.40

Field Name: Internet Minimum Advertised Price Effective Date

Column Definition	This is the two-digit month, two digit day and four digit year that the current product IMAP price went into effect.
Column Length	7
Null	This column may be null.
Potential Software Type Destination	ERP, website, catalog
Potential Audience	Procurement staff, marketing staff, counter staff
Valid Values	MMDDYYYY
Notes	This column is expected to contain seven numbers only. Please do not include special character such as the slash mark.
Suggested Business Logic	
Examples	04162024

Field Name: Product Minimum Order Quantity

Column Definition	The numerical, whole number, minimum quantity of the count of individual products that must be ordered.
Column Length	
Null	This column may be null
Potential Software Type Destination	ERP, PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	Purchasing staff, procurement staff
Valid Values	
Notes	This field is usually procurement specific. This field should contain a whole number. Some manufacturers refer to this as required standard order quantity. Some manufacturers use this to indicate the minimum quantity for the purpose of accepting the order for fulfillment. Caution: This attribute's use and meaning vary greatly by manufacturer.

Suggested Business Logic	
Examples	

Field Name: Product Country Of Origin Name

Column Definition	The name of the country associated with the product country of origin code as delineated in ISO 3166 standard.
Column Length	
Null	This column may be null
Potential Software Type Destination	ERP, PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	Consumer, tradesperson, architect, designer, showroom staff, counter staff, purchasing staff
Valid Values	See ISO 3166 standard for valid values
Notes	This column is expected to contain only letters. Reference: https://www.iso.org/iso-3166-country-codes.html
Suggested Business Logic	
Examples	United States of America, United Kingdom, Canada

Field Name: Product Country of Origin Code

Column Definition	A two-letter, general purpose, code to represent a country
Column Length	2
Null	This column may be null
Potential Software Type Destination	ERP, PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	Consumer, tradesperson, architect, designer, showroom staff, counter staff, purchasing staff
Valid Values	See ISO 3166 standard for valid values
Notes	This column is expected to contain only two letters. Reference: https://www.iso.org/iso-3166-country-codes.html
Suggested Business Logic	
Examples	US, GB, CA, etc.

Field Name: UNSPSC Code

Column Definition	The eight-digit United Nations Products and Services Code.
Column Length	8
Null	This column may be null
Potential Software Type Destination	ERP, PIM, DAM, eCommerce, webpages, catalogs
Potential Audience	Procurement staff, purchasing staff, sales staff, counter staff
Valid Values	

Notes	This column is expected to contain eight numbers for use in efficient, accurate classification of products. Broadly the eight digits describe segement, family, class, commodity. These data are often required when selling to state or federal customers. Reference: https://www.unspsc.org/
Suggested Business Logic	
Examples	

Field Name: Product Primary Material Description

Column Definition	The description of main material, basic material or primary material utilized in the manufacture the product.
Column Length	
Null	This column may be null.
Potential Software Type Destination	PIM, DAM, eCommerce, website
Potential Audience	Consumer, tradesperson, architect, designer, showroom staff, counter staff
Valid Values	
Notes	Customers may use this as a filter for product selection.
Suggested Business Logic	
Examples	Cast iron, Brass, PVC, Stainless steel, etc

Field Name: Prop 65 Indicator

Column Definition	A Yes or No to indicate whether a product includes a warning related to California's Proposition 65, also know as the Safe Drinking Water and Toxic Enforcement Act of 1986.
Column Length	
Null	This column may be null
Potential Software Type Destination	PIM, DAM, eCommerce, website
Potential Audience	
Valid Values	Yes, No
Notes	Reference: Proposition 65 - OEHHA
Suggested Business Logic	
Examples	Yes, No

Field Name: Prop 65 Warning Description

Column Definition	The necessary warning verbiage for the product related to California's Proposition 65, also know as the Safe Drinking Water and Toxic Enforcement Act of 1986.
Column Length	

Null	This column may be null
Potential Software Type Destination	PIM, DAM, eCommerce, website
Potential Audience	
Valid Values	
Notes	Reference: Proposition 65 - OEHHA
Suggested Business Logic	
Examples	

Field Name: Prop 65 Chemicals Description

Column Definition	The relevant chemical(s) names relevant to the product related to California's Proposition 65, also know as the Safe Drinking Water and Toxic Enforcement Act of 1986.
Column Length	
Null	This column may be null
Potential Software Type Destination	PIM, DAM, eCommerce, website
Potential Audience	
Valid Values	
Notes	Reference: Proposition 65 - OEHHA If there is more than one chemical name to list, please separate them with a comma and no spaces.
Suggested Business Logic	
Examples	

Field Name: Product Marketing Description

Column Definition	A human readable description intended to market the product to end consumers.
Column Length	No recommendation
Null	This column may be null
Potential Software Type Destination	PIM, webpages
Potential Audience	Consumer, designer, showroom staff
Valid Values	
Notes	Avoid abbreviating words. Marketing description may emphasize appealing product features and benefits as well as add additional descriptors or compelling information useful in product differentiation and selection. Numbers and special characters are acceptable: copyright, trademark, information, at sign, commas, periods, hyphen or dash, forward slashes, and single or double quotes. Do not include manufacturer name, product ID, product

	collection or line name as those should be in stand-alone columns. If you do not currently have a marketing description, duplicate the long description.

Field Name: Product Marketing Bullet Point_1 Description

Column Definition	This is a human readable, primary bullet point intended to market the product to end consumers.
Column Length	
Null	This column may be null
Potential Software Type Destination	PIM, webpages
Potential Audience	Consumer, designer, showroom staff
Valid Values	
Notes	Avoid abbreviating words. Marketing bullet points may emphasize product features or emphasize compelling information useful in product differentiation and selection. Numbers and special characters are acceptable: copyright, trademark, information, at sign, commas, periods, hyphen or dash, forward slashes, and single or double quotes
Suggested Business Logic	
Examples	

Field Name: Product Marketing Bullet Point_2 Description

Column Definition	This is a human readable, secondary bullet point intended to market the product to end consumers.
Column Length	
Null	This column may be null
Potential Software Type Destination	PIM, webpages
Potential Audience	Consumer, designer, showroom staff
Valid Values	
Notes	Avoid abbreviating words. Marketing bullet points may emphasize product features or emphasize compelling information useful in product differentiation and selection. Numbers and special characters are acceptable: copyright, trademark, information, at sign, commas, periods, hyphen or dash, forward slashes, and single or double quotes

Field Name: Product Marketing Bullet Point_3 Description

Column Definition	This is a human readable, tertiary bullet point intended to market the product to end consumers.

Column Length	
Null	This column may be null
Potential Software Type Destination	PIM, webpages
Potential Audience	Consumer, designer, showroom staff
Valid Values	
Notes	Avoid abbreviating words. Marketing bullet points may emphasize product features or emphasize compelling information useful in product differentiation and selection. Numbers and special characters are acceptable: copyright, trademark, information, at sign, commas, periods, hyphen or dash, forward slashes, and single or double quotes

Field Name: Product Marketing Bullet Point_4 Description

Column Definition	This is a human readable, fourth bullet point intended to market the product to end consumers.
Column Length	
Null	This column may be null
Potential Software Type Destination	PIM, webpages
Potential Audience	Consumer, designer, showroom staff
Valid Values	
Notes	Avoid abbreviating words. Marketing bullet points may emphasize product features or emphasize compelling information useful in product differentiation and selection. Numbers and special characters are acceptable: copyright, trademark, information, at sign, commas, periods, hyphen or dash, forward slashes, and single or double quotes

Field Name: Product Marketing Bullet Point_5 Description

Column Definition	This is a human readable, fifth bullet point intended to market the product to end consumers.
Column Length	
Null	This column may be null
Potential Software Type Destination	PIM, webpages
Potential Audience	Consumer, designer, showroom staff
Valid Values	
Notes	Avoid abbreviating words. Marketing bullet points may emphasize product features or emphasize compelling information useful in product differentiation and selection. Numbers and special characters are

		acceptable: copyright, trademark, information, at sign, commas, periods, hyphen or dash, forward slashes, and single or double quotes

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Field Name Key:		Definitional reference:
CD	Code	The abbreviation or code that usually pairs with a description. This can be letter or numbers or both.
DESC	Description	The description in human readable, English often describing a code.
ID	Identification number	A unique identifier for someone or something.
NBR	Number	A number field. This field may not contain letters.
NAME	Name	The formal, proper name for someone or something.
AMT	Amount	An amount, in US dollars and cents.
IND	Indicator	An informational indicator. This can be letters or numbers. Often Yes / No or True / False.
QTY	Quantity	A whole number field. This field may contain numbers that represent a count or sum.
DT	Date	A calendar date in MMDDYYYY format.

Definitions:	
DAM	Digital Asset Management software
ERP	Enterprise Resource Planning software
NULL	A value that represents the absence of a value
PIM	Product Information Management software