

Data feed requirements

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Instructions for creating the data feed

In this document, we have summarized all technical possibilities for integrating your data feed.

As a service-oriented provider, we can process many feed-formats. All modern shop systems have a module to export product data as a CSV- or XML-feed.

Often there are already configurations for search engines (like Google). We can process these feeds. But, in many cases, they are not optimal because not all available product information is exported.

As a general rule:

To process your product data optimally, you should **export as much information as possible**. The more product attributes we get, the better we can assign the right categories and facets (filters or filter attributes).

- **The better the mapping of your product data is, the more qualified the traffic you receive through us.**

Product integration

Supported feed format:

- ✓ Text-feeds (file extension: „.csv“, „.tsv“ or „.txt“)
- ✓ Zipped text-feeds (file extension: „.zip“, „.gz“ or „.7z“)
- ✓ JSON-files (file extension: „.json“)
- ✓ XML-feeds (file extension: „.xml“)
- ✓ Google Spreadsheet-feeds

Supported formats:

- ✓ HTTP
- ✓ HTTPS (SSL certificates must be valid and signed by an official certificate authority)
- ✓ FTP
- ✓ FTPS (SSL certificates must be valid and signed by an official certificate authority)
- ✓ SFTP
- ✓ SFTPS (SSL certificates must be valid and signed by an official certificate authority)

Password protection:

- ✓ HTTP-basic-auth or FTP logins are supported

Supported character encoding:

- ✓ UTF-8 (with & without BOM - BOM is removed before processing) - preferred encoding.
- ✓ ISO-8859-1
- ✓ ISO-8859-15

Supported end-of-line-formats:

- ✓ Windows (DOS)
- ✓ UNIX
- ✓ Mac

Updating / synchronization of your product data:

- ✓ Your data feed is recalled several times a day.
- ✓ In order to avoid unnecessary traffic, i.e. the complete downloading of the feed, the following points are important:
 - HTTP server should support the If-Modified-Since HTTP header. Only this way it is ensured that the feed is only downloaded when the content has actually changed. This applies both to the data feed and to product images.
 - FTP servers should support the MLST command. Only in this way it is guaranteed that changes in the feed can be identified based on the file date. The feed is only downloaded when the identified date is more recent than the date of the last complete access. This applies both to the data feed and to product images.

Example Feed-URL:

- <http://www.yourdomain.de/yourproducts.csv>

File structure

- The file can be created without special software!
- The file name can be chosen freely but should not contain any umlauts (ä, ö, ü), spaces or special characters and should be saved as UNIX/ MAC/ DOS (CR/CRLF) file.
- The column names called **headers** are specified in the first line of the feed. There are no rules for naming, nor a specific order.
- There must not be any line breaks in all table fields of your data.
- If you use an **enclosure** in your data feed, each value must be enclosed in double quotes. A CSV-file **should use or not use enclosures throughout**. Mixing columns with and without enclosures is supported, but makes it difficult to continue processing cleanly after syntax errors.
We recommend not using enclosures.
- **Enclosures** must be **escaped** in all column values. For this, double inverted comma can be used. The escape character can also be the enclosure itself. It must remain the same throughout the feed.
- All fields of the data feed must be separated by a separator (e.g.: | [Pipe] ; [Semicolon] or [Tab]). **Our recommendation: Pipe symbol ("|").** This separator may **no** longer occur in the product data without enclosures.

Example:

```
„art_nr“|„art_name“|„art_beschreibung“|„art_preis“  
„12345“|„Sofa 2-Sitzer Iris“|„Bequemes 2-Sitzer Sofa in rotem Microfaserbezug“|„1250.00“
```

Please note the following information:

- ! A CSV-file must contain a header. **Significant column headers** simplify the mapping of your data. If possible, please use our label (see "Data fields" page 9). This makes it easier to identify errors or changes of the feed structure.
- ! There must be chosen one header that applies to all columns of your CSV-file.
- ! If you want to add new columns to your feed, please contact us at least 48 hours before adding them. Otherwise, we cannot guarantee that your data is processed faultlessly. If your products are not yet live at moebel.de, you do not need to let us know about any changes.
We do not process changes we do not know about.
- ! Commas and colons are not recommended as separators.
- ! Your CSV file should **not contain syntax errors**.

General requirements

- The **URL of a feed must always remain the same.**
- The **structure of the feed must always remain the same.** If you need to make any changes, please contact us at least 48 hours in advance.
- Feeds should be stored as **static files** on a server and be updated by a cronjob regularly. The cronjob should only rewrite the **static file** if something in it has actually **changed**. Otherwise, it is unnecessarily downloaded again by the moebel.de import service due to the changed date. If your cronjob rewrites a large unchanged file every few minutes and our import service downloads it every few minutes, this causes unnecessary traffic and thus unnecessary costs.
- Each data set (i.e. each product and product variant) must contain a **unique product ID**.
- **HTML-tags** and **HTML-entities** are not allowed. If such appear in your feed, they will be removed by us.
- The timeout is 60 seconds for the data feed-recall and 2 seconds for images. This time refers to the response time of your server. The download does not have to be completed meanwhile.

Products – presentation and attributes

Mandatory fields:

- The following fields are mandatory to ensure a listing of your product on our portal. A more detailed description of these fields, including examples, can be found [here](#).

If one of these fields is not filled, we will unfortunately not be able to list your product(s):

- Unique item number (mandatory field: „art_nr“)
- Product title (mandatory field: „art_name“)
We recommend enriching the title with the most important product attributes such as "colour", "material" or "lying area".

Example of product titles:

- Bad: „Iris“
- Ok: „Sofa Iris“
- Good: „2-Sitzer Sofa Iris“
- Ideal: „2-Sitzer Sofa Iris – rot – Microfaser“

Product names must not contain the name of the partner or the partner webshop.

- Product description (mandatory field: „art_beschreibung“)
- Target URL to redirect the product to your webshop (mandatory field: „art_url“)
- Main image of your product (mandatory field: „art_img_url“)
- Currency of the price (mandatory field: „art_waehrung“)
- Price of the product (mandatory field: „art_preis“)
- Delivery costs (mandatory field: „art_lieferkosten“)

Category mapping on moebel.de:

- The category assignment is usually made via the data of the product title. The product title should therefore not only consist of a proper name, but also contain the generic designation.

In addition to the product title, other fields can also be used for category mapping, for example the category of your online shop.

With the help of this information, we can optimize the category mapping of your products on our portal.

If you would like your products to be categorized via your shop categories, please inform us and add the relevant information as an extra column to your feed.

We will then check whether an efficient categorization of your products is possible with the data you supplied.

Product attributes:

- In addition to mandatory fields such as product name, description, price, etc., there is the opportunity of adding as many product attributes as you wish in the extra table elements.
- The most important product attributes are
 - Colour (Farbe)
 - Material (Material)
 - Style (Stil)
 - Brand (Marke)
 - Width (Breite)
 - Height (Höhe)
 - Depth (Tiefe)

You should specify these attributes separately (i.e. in the case of CSV feeds, in separated and suitable named columns).

Images:

- Each product requires **at least one image**, otherwise the product will not be listed.
- Please use **separate table elements for each image URL** and define their order by numbering

Example:

Image URL of the 1 st image in data feed field	-	„art_img_url“
Image URL of the 2 nd image in data feed field	-	„art_img_url2“
Image URL of the 3 rd image in data feed field	-	„art_img_url3“
Image URL of the 4 th image in data feed field	-	„art_img_url4“
Image URL of the 5 th image in data feed field	-	„art_img_url5“
Image URL of the 6 th image in data feed field	-	„art_img_url6“
Image URL of the 7 th image in data feed field	-	„art_img_url7“
Image URL of the 8 th image in data feed field	-	„art_img_url8“
Image URL of the 9 th image in data feed field	-	„art_img_url9“

The **1st image** is used for our product listing and is immediately visible for our user.

We recommend using an **atmospheric milieu image**.

- Supply **high-resolution images** if possible. The minimum dimensions of 600x800 pixels (portrait format) or 800x600 pixels (landscape format) should not be undercut.

The product images should be neutral. No shop logos, shop names, brand logos etc. may be seen on them.

Product variants:

- Each variant of a product can be specified. In other words, a unique identification and allocation of articles in several variants (colour, size, material, etc.) is possible.
For this, please add the column "art_stamm" to your feed, in which you enter a master number to identify variant articles.
This number should be the same for all variants of an article.
- Each variant of an article must still have a unique article number.
- It is recommended to send an individual image URL to represent different variations (e.g. colour) to improve the traffic.

Good product data:

In order to **pre-qualify user** as well as possible on our side, we need the **help of yours**. Please provide us the **best product data** you can deliver.

The following applies: The more product data is provided, the better.

Because it significantly increases the chance of your products appearing in the relevant filters on our category sites.

The more filters a user uses on moebel.de, the more likely he or she is to buy on your website later on, because the product fits his or her requirements the most.

We have listed the filters that are most important to our users or are used most frequently in the column "Weighting quality factor".

- „+++“ – means: „very relevant“
- „++“ – means „relevant“
- „+“ – means: „nice to have“

Data fields

The following table provides an overview of all possible data fields of a feed.

Please note that for all your products, the mandatory fields must always be filled correctly.

Without completed mandatory fields, a product cannot not be listed!

Mandatory fields

Field name	Format	Examples	Description
art_nr	Text / Number	00205-03a5E	Unique number for your product, usually the item number
art_name	Text	2-Seater Sofa Iris – red – microfibre	Product name max. 65 characters incl. spaces
art_beschreibung	Text	Cosy 2-seater sofa with optional sleep function in the trendy red colour.	Brief description of the product. Highlighting the essential product features.
art_url	Text	http://www.ihrshop.de/produkt/sofa-rot.html	Deeplink, which leads directly to the product incl. possible parameters for tracking the clicks on your page.
art_img_url	Text	http://www.ihrshop.de/img/gr/sofa-rot.jpg	Image of the product for our website. Supported formats are JPG or PNG. The image size should be at least 600x800 pixels in portrait format or 800x600 pixels in landscape format . Preferably as large as possible. We recommend an atmospheric milieu image!
art_waehrung	Text	EUR	currency
art_preis	Decimal	69,50	The price the user pays when buying the product. The separation between euros and cents can be made either by a comma or by a full stop. For products "on sale", the lower price must always be transmitted in this field.
art_lieferkosten	Decimal	2,99	Delivery costs. If this field is left blank, we assume that the product will be shipped to the customer free of shipping costs. The separation between euros and cents can be made either by a comma or by a full stop.

PLEASE NOTE:

Without complete mandatory fields, a product will not be listed!

Additional product information

Field name	Format	Examples	Description	Weighting quality factor
art_stamm	Text	00205	<p>master number of the product.</p> <p>This is necessary for our future feature of "variant products". Please add products that are variants of each other with an identical number.</p> <p>E.g.: "Sofa Anna in red" has master number "123". "Sofa Anna in blue" then also has master number "123"</p>	+++
art_ean	Text	1234567890123	<p>Enter the EAN of the manufacturer for the product here. Please enter only one EAN number.</p>	+++ Mandatory for Google Shopping
art_plz	Number	20095, 22041, 22043	<p>If you participate in our "Local Products" service, you can enter the postcode of your branch where this product is located here.</p> <p>We can then offer your product to users as "locally available" based on their geo-location data.</p> <p>You are not yet participating in our "Local Products"? Contact us and find out more.</p>	+++ Mandatory for local products
art_bidding.bidDesktop	Decimal	0,75	<p>Your CPC bid for the desktop and tablet devices. If you need more information about our product bidding, contact us.</p> <p>The separation between euros and cents can be made either by a comma or by a full stop.</p>	+++ Mandatory for Product Bidding
art_bidding.factorMobile	Zahl	90	<p>The factor for your bid on mobile devices (related to the CPC bid for desktop and tablet).</p> <p>Example: You bid €0.75 for the click on desktop and have a mobile factor of 90% - i.e. you bid €0.68 for a click on a mobile device (90% of €0.75).</p>	+++ Mandatory for Product Bidding
art_Google_Shopping_Target_URL	Text	http://www.ihrshop.de/produkt/sofa-rot.html	<p>If you use our Google Shopping service, the deep link to your product should be transmitted here, which leads directly to the product incl. the parameters you require for Google Shopping to track the clicks on your page.</p>	+++ Optional for Google Shopping

Field name	Format	Examples	Description	Weighting quality factor
art_Clear_Product_URL	Text	http://www.ihrshop.de/produkt/sofa-rot.html	<p>If you use our Google Shopping service, please enter your deep link to your product here, without any tracking parameters.</p> <p>This is required by Google to validate the Google Shopping ad.</p>	<p>+++</p> <p>Mandatory for Google Shopping</p>
top-mid-low	Text	top	<p>Here you can mark products that are particularly important to you ("top"), or "normal" products ("mid") as well as rather unimportant ("low").</p> <p>For "top" products we can send you more detailed analysis information in the future.</p>	++

Price and payment information

Field name	Format	Examples	Description	Weighting Quality factor
art_streichpreis	Decimal	99,99	Old sales price - this is used to mark products as reduced and make them findable via the filter. The separation between euros and cents can be made either by a comma or by a full stop. This price is the lowest price offered in the last 30 days and must always be higher than the sale price.	+++ only with reduced products
partner.paymentMethods	Text	PayPal, financing, prepayment with discount	Please enter here all payment methods that you offer to users in your shop.	+++
art_grundpreis	Decimal	7,79	Price indication per unit of quantity, e.g. per metre or per litre, according to the Price Indication Ordinance The separation between euros and cents can be made either by a comma or by a full stop.	+
art_grundpreis_einheit	Text	Metre	The unit for the basic price.	+

Service and delivery information

Field name	Format	Examples	Description	Weighting Quality factor
art_lieferzeit	Text	3 Weeks	Representation of the expected delivery time incl. unit (days, weeks, etc.). Please note that we cannot process a specific date entry (e.g. "available from 12 November").	+++
art_lieferoptionen	Text	Delivery to the place of use, parcel shipment, delivery to the front door	Here you can list all delivery options that you offer the user for this product. This can also be for an additional charge, as soon as you offer these services to your customers, this information can be noted here.	+++
art_services	Text	Extended return policy, shipping of fabric/leather samples, set-up service, free return shipping.	Here you can list all the services you offer the user for this product. This can also be for an additional charge, as soon as you offer these services to your customers, this information can be noted here.	+++
art_gutscheincode	Text	Bonus15	Code needed to redeem the corresponding voucher on your site. ATTENTION! This field is limited to 15 characters. If this limit is exceeded, we will not be able to display your promotion in our frontend.	++
art_gutscheinintext	Text	Staff discount	Here you can name the corresponding promotion and specify its validity or the conditions that must be met in order to redeem the voucher code. ATTENTION: This field is limited to 15 characters. If this limit is exceeded, the text will be shortened in the frontend.	++
art_gutscheinwert_eur	Integer	500	Please enter the value of the voucher here in full euros (without decimal places). Please do not deduct the value from the product price! ATTENTION: If „art_gutscheinwert_eur“ and „art_gutscheinwert_prozent“ are filled, only „art_gutscheinwert_prozent“ will be processed.	++
art_gutscheinwert_prozent	Decimal	33,33	Please enter the value of the voucher as a percentage here. Please do not deduct the value from the product price! ATTENTION: If „art_gutscheinwert_eur“ and „art_gutscheinwert_prozent“ are filled, only „art_gutscheinwert_prozent“ will be processed.	++

General product features

Field name	Format	Examples	Description	Weighting Quality factor
art_farbe	Text	Green	Colour of the offered product. If the product is available in several colours and you do not provide variants as separate products in your feed, you can add alternative colours in the description.	+++
art_hauptfarbe	Text	White	Dominant colour of a product, if it has two or more colours.	+++
art_material	Text	Solid wood, glass, chrome	Product material	+++
art_hauptmaterial	Text	Solid wood	What is the main material? For a solid wood chest with brass handles, this would be "solid wood".	+++
art_holzart	Text	Oak, Beech	If the main material is wood(decor), then specification of the type of wood.	+++
art_stil	Text	Modern, Skandi, Urban	Style of the product	+++
art_marke	Text	Rolf Benz	If you want your product to be found in our brand filter, this field must be filled in. Our import system cannot consider other fields for reading information about a brand because of generic brand names.	+++
art_kategorie	Text	Living > Sofas > 2-seater	Category of the product in your shop. The lowest category level or the entire category path can be specified.	+++
art_bewertung	Decimal	4,5	Average rating of the product (Value must be between 1 and 5, where 5 is the best rating and 1 is the worst rating).	+++
art_bewertungsanzahl	Number	123	Number of product rating - regarding to the average rating above.	+++
art_extras	Text	Castors, drawers, extendable, height adjustable, illuminated, washable cover	Everything that makes the product special and is an add on to the standard version of this product. Specification in key points	+++
art_siegel	Text	Made in Germany	If the product has a seal / product test, state it here. In many categories this is a very important purchase criterion (e.g. mattresses).	+++
art_oberflaeche	Text	High-gloss, matt, oiled, stained, deep-drawn fronts	The machining of the surface of the product	++
Field name	Format	Examples	Description	Weighting Quality factor

art_ausrichtung	Text	Left, right	Such as corner sofas/upholstered corners, corner kitchens, corner bench groups, etc.. The side on which the corner is to be found is indicated when standing in front of the product.	++
art_muster	Text	striped, plain, checkered, dotted	Sample of the product - especially important for upholstered products or home textiles.	++
art_sitzplaetze	Number	6	Number of people that can be seated (e.g. dining group, sofas, garden groups, etc.)	++
art_geschlecht	Text	Boy, Girl, unisex	Relevant for children's and baby room products. Also possible for other gender-related products if required.	++
art_einzelstueck	Text	1	Please enter a 1 here if it is an individually made, high-quality one-off piece that does not originate from series production. If this is not the case, simply leave blank.	+
art_handgefertigt	Text	1	Please enter 1 here if this is a handmade product that is not mass-produced by machine. If this is not the case, simply leave blank.	+
art_ausstellungsstueck	Text	1	Please enter 1 here if the item is a sale product from your showroom. If this is not the case, you can simply leave this field blank.	+

Additional media data

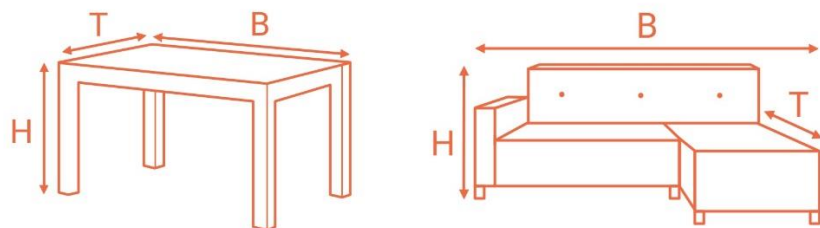
Field name	Format	Examples	Description	Weighting Quality factor
art_img_url2	Text	http://www.ihrshop.de/img/gr/sofa-rot2.jpg	Supplementary image of the product (e.g. different perspective, cropped image, detail shot, image with dimensions, etc.). Supported formats are JPG or PNG. Please note the minimum size of 600x800 or 800x600 pixels. The larger the better.	+++
art_img_url3	Text	http://www.ihrshop.de/img/gr/sofa-rot3.jpg	Supplementary image of the product (e.g. different perspective, cropped image, detail shot, image with dimensions, etc.). Supported formats are JPG or PNG. Please note the minimum size of 600x800 or 800x600 pixels. The larger the better.	+++
art_img_url4	Text	http://www.ihrshop.de/img/gr/sofa-rot4.jpg	Supplementary image of the product (e.g. different perspective, cropped image, detail shot, image with dimensions, etc.). Supported formats are JPG or PNG. Please note the minimum size of 600x800 or 800x600 pixels. The larger the better.	+++
art_img_url5	Text	http://www.ihrshop.de/img/gr/sofa-rot5.jpg	Supplementary image of the product (e.g. different perspective, cropped image, detail shot, image with dimensions, etc.). Supported formats are JPG or PNG. Please note the minimum size of 600x800 or 800x600 pixels. The larger the better.	+++
art_img_url6	Text	http://www.ihrshop.de/img/gr/sofa-rot6.jpg	Supplementary image of the product (e.g. different perspective, cropped image, detail shot, image with dimensions, etc.). Supported formats are JPG or PNG. Please note the minimum size of 600x800 or 800x600 pixels. The larger the better.	+++
art_img_url7	Text	http://www.ihrshop.de/img/gr/sofa-rot7.jpg	Supplementary image of the product (e.g. different perspective, cropped image, detail shot, image with dimensions, etc.). Supported formats are JPG or PNG. Please note the minimum size of 600x800 or 800x600 pixels. The larger the better.	+++

Field name	Format	Examples	Description	Weighting Quality factor
art_img_url8	Text	http://www.ihrshop.de/img/gr/sofa-rot8.jpg	Supplementary image of the product (e.g. different perspective, cropped image, detail shot, image with dimensions, etc.). Supported formats are JPG or PNG. Please note the minimum size of 600x800 or 800x600 pixels. The larger the better.	+++
art_img_url9	Text	http://www.ihrshop.de/img/gr/sofa-rot9.jpg	Supplementary image of the product (e.g. different perspective, cropped image, detail shot, image with dimensions, etc.). Supported formats are JPG or PNG. Please note the minimum size of 600x800 or 800x600 pixels. The larger the better.	+++

Dimensions and shapes

Field name	Format	Examples	Description	Weighting Quality factor
art_breite	Decimal	215	Total width of the product Please refrain from specifying detailed widths here. The width always refers to the measurement from left to right of a product. Please note that we do not support the indication of length, as this can be interpreted as either width or depth. Therefore, we ask you to use the terms mentioned here.	+++
art_breite_einheit	Text	cm	Unit of measurement of width Preferred unit is "cm".	+++
art_hoehe	Decimal	85	Total height of the product. Please refrain from giving detailed heights here. The height always refers to the measurement from top to bottom of a product.	+++
art_hoehe_einheit	Text	cm	Unit of measurement of height Preferred unit is "cm".	+++
art_tiefe	Decimal	100	Total depth of the product Please refrain from giving detailed depths here. The depth always refers to the measurement from front to back of a product. Please note that we do not support the indication of length, as this can be interpreted as either width or depth. Therefore, we ask you to use the terms mentioned here.	+++
art_tiefe_einheit	Text	cm	Unit of measurement of depth. Preferred unit is "cm".	+++
art_durchmesser	Decimal	55	Largest diameter of the product Please refrain from specifying detailed diameters here.	++
art_durchmesser_einheit	Text	cm	Unit of measurement of the diameter Preferred unit is "cm".	++
art_form	Text	Rectangular, Square, Round, L-shaped, U-shaped	What shape is the piece of furniture?	++

Field name	Format	Example	Description	Weighting Quality factor
art_sitztiefe	Decimal	80	Seat depth of the product (for all seating furniture such as chairs, (corner) benches and sofas).	++
art_sitztiefe_einheit	Text	cm	Unit of measurement of seat depth Preferred unit is "cm".	++
art_sitzhoehe	Decimal	80	Seat height of the product (e.g. for chairs, (corner) benches, beds and sofas).	++
art_sitzhoehe_einheit	Text	cm	Unit of measurement of seat height Preferred unit is "cm".	++
art_masse	Text	„85x215x100 cm“ or „85/215/100 cm“	HxWxD (height x width x depth) with unit of measurement Please only fill in this field if you have no other possibility to provide us with the dimensions in the corresponding individual fields. Unfortunately, we cannot guarantee that your product will be displayed in the corresponding sliders in our user frontend.	+



- Please note that we always require the complete dimensions of the assembled product in the corresponding fields "art_width", "art_height" and "art_depth" - please do not enter any detailed dimensions there.
Please also check the designation with regard to "length" - this measurement is not supported by us, as a length can represent both a width and a depth!

Additional information for upholstered furniture

Field name	Format	Examples	Description	Weight Quality factor
art_material_fuesse	Text	Chrome-plated, wood, iron	Material of the case leg of upholstered furniture	++
art_liegeflaeche	Text	90x200 cm	Specification of the lying area if the product has got a sleeping function.	++
art_polsterung	Text	Coald foam	The kind of upholstery of the product	++
art_pflege	Text	Stain protection	Please indicate here more detailed characteristics that facilitate the care of the product.	++

Please note the following information:

- ! When submitting the information of your upholstered furniture products, in addition to the [mandatory fields \(page 10\)](#) and the fields mentioned above, we recommend to also add all fields from the headings:
 - o „[Supplementary product information](#)“ – [pages 11 and 12](#)
 - o „[Price and payment information](#)“ – [page 13](#)
 - o „[Service and delivery information](#)“ – [page 14](#)
 - o „[General product features](#)“ – [pages 15 and 16](#)
 - o „[Additional media data](#)“ – [pages 17 and 18](#)
 - o „[Dimensions and shapes](#)“ – [pages 19 and 20](#)

Examples:

- ! Optional extras, such as sleep function, adjustable armrests, relax function, stand-up aid, massage function, lighting, storage surfaces, headrests etc., can simply be submitted in the general field "art_extras".
- ! If your product is, for example, an upholstered corner unit, you can simply enter "L-shape" in the general field "art_form", or "U-shape" for a living landscape.

Additional Information for beds, mattresses and slatted frames

Field name	Format	Example	Description	Weighting Quality factor
art_liegeflaeche	Text	90x200 cm	Indication of the lying area of the mattress or bed. Please indicate only the measurement that the user receives for the price of this product. Alternative sizes can be given in the description if you do not give us the alternative sizes as separate products.	+++
art_haertegrad_matratze	Text	H2, H3	Hardness level of the mattress Please indicate here only the hardness that the user receives for the price of this product. Alternative hardnesses can be handed over in the description if you do not hand over the alternative hardnesses to us as separate products..	+++
art_matratzenart	Text	Taschenfederkern, Kaltschaum, Latex	Please specify main material of the mattress here	+++
art_liegezonen	Text	7-Zonen, 5-Zonen	Reclining zones of the mattress	++

Please note the following information:

- ! When submitting the information for your products from the Beds, Mattresses & Slatted Frames sections, in addition to the [mandatory fields \(page 10\)](#) and the above-mentioned fields, we recommend to also fill in all fields from the headings:
- „[Supplementary product information](#)“ – pages 11 and 12
 - „[Price and payment information](#)“ – page 13
 - „[Service and delivery information](#)“ – page 14
 - „[General product features](#)“ – pages 15 and 16
 - „[Additional media data](#)“ – pages 17 and 18
 - „[Dimensions and shapes](#)“ – pages 19 and 20

Examples:

- ! Optional extras or features, e.g. suitable for allergy sufferers, bed drawers, lighting, washable cover, etc., can be entered in the general field "art_extras".

Additional information for wardrobes (bed- and living room) and chests of drawers

Field name	Format	Example	Description	Weighting Quality factor
art_tuerenzahl	Decimal	5	Number of doors	++
art_schubladenzahl	Decimal	3	Number of drawers	++
art_faecherzahl	Decimal	4	Number of open compartments	++
art_innenausstattung	Text	2 shelves per wardrobe unit, 1 clothes rail per wardrobe unit	Which interior fittings does the cabinet have as standard? Please give the information per cabinet compartment.	++

Please note the following information:

- ! When submitting the product information of your wardrobes (bed- and living room) and chests of drawers sections, in addition to the [mandatory fields \(page 10\)](#) and the above-mentioned fields, we recommend to also fill in all fields of these sections:
- „[Supplementary product information](#)“ – pages 11 and 12
 - „[Price and payment information](#)“ – page 13
 - „[Service and delivery information](#)“ – page 14
 - „[General product features](#)“ – pages 15 and 16
 - „[Additional media data](#)“ – pages 17 and 18
 - „[Dimensions and shapes](#)“ – pages 19 and 20

Examples:

- ! Special equipment or features, such as push-to-open function, bar compartment, door dampers etc., can be transmitted in the general field "art_extras."

Additional information for tables

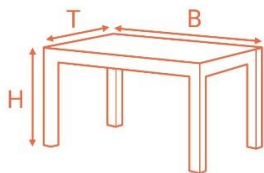
Field name	Format	Example	Description	Weighting Quality factor
art_gestell_material	Text	Metal, chrome-plated	Material of the table legs or frame	++

Please note the following information:

- ! When submitting the information for your products from the table sections, in addition to the [mandatory fields \(page 10\)](#) and the above-mentioned fields, we recommend to also fill in all the fields from the headings:
 - „Supplementary product information“ – pages 11 and 12
 - „Price and payment information“ – page 13
 - „Service and delivery information“ – page 14
 - „General product features“ – pages 15 and 16
 - „Additional media data“ – pages 17 and 18
 - „Dimensions and shapes“ – pages 19 and 20

Examples:

- ! Special equipment or features, e.g. extendable, add-on shelves, drawers, rotatable, with castors, etc., can be submitted in the general field "art_extras".
- ! The shape of the table (e.g. square, rectangular, organic, round, etc.) can be transmitted in the general field "art_form".
- ! The material of the table-top (e.g. glass, solid wood, veneer etc.) please indicate in the field "art_material".
- ! Please enter the "length" of your table in our "width" field.



Additional information for kitchens

Field name	Format	Example	Description	Weighting Quality factor
art_kuechenelektro	Text	Oven, Refrigerator, Dishwasher	Are electrical appliances included in the price of the kitchen? If yes, which ones?	++
art_herdeigenschaften	Text	Convection, grill, pyrolysis	Features of the oven	++
art_kochfeld	Text	Ceran, Induction	Please state here both the type of heating and the type of surface that the hob has.	++
art_material_arbeitsplatte	Text	Oak, granite	Main worktop material	++

Please note the following information:

- ! When submitting the information for your products from the kitchen section, in addition to the [mandatory fields \(page 10\)](#) and the above-mentioned fields, we recommend to also fill in all fields from the headings:
 - o „[Supplementary product information](#)“ – [pages 11 and 12](#)
 - o „[Price and payment information](#)“ – [page 13](#)
 - o „[Service and delivery information](#)“ – [page 14](#)
 - o „[General product features](#)“ – [pages 15 and 16](#)
 - o „[Additional media data](#)“ – [pages 17 and 18](#)
 - o „[Dimensions and shapes](#)“ – [pages 19 and 20](#)

Examples:

- ! Special fittings or features, such as an apothecary cupboard, push-to-open function, lighting, etc., can be transmitted in the general field "art_extras".
- ! The shape of the kitchen (e.g. L-shape, U-shape, island, row, etc.) can be transmitted in the general field "art_form".
- ! Please enter the material of the wooden parts (e.g. reproduction, solid etc.) in the field "art_material". Surface finishes (e.g. high-gloss, lacquered, etc.) can be entered in the field „art_oberflaeche“.

Additional information for lamps and single electrical appliances

Field name	Format	Example	Description	Weighting Quality factor
art_effizienzklasse	Text	A+++	Energy efficiency of the product, if it's a range from ... to ... please enter all values as single values separated by commas.	+++
art_fassung	Text	E14, E27	Please state the socket size of the lamp or bulb here.	+++
art_lichtfarbe	Text	warmweiß	Light colour of lamp or bulb	++
art_watt	Decimal	800	Please enter the power of the electrical appliance or the illuminant here.	++
art_fassungsvermoegen	Text	600 L, 7 kg	Please indicate the volumetric capacity of the electrical appliance (e.g.: washing machine or refrigerator).	++
art_herdeigenschaften	Text	Recirculating air, Grill, Pyrolyse	Features of the oven	++
art_kochfeld	Text	Ceran, Induction	Please state here both the type of heating and the type of surface the hob has.	++

Please note the following information:

- ! When submitting the information for your products from the Lamps & Individual Electrical Appliances section, in addition to the [mandatory fields \(page 10\)](#) and the fields mentioned above, we recommend to also fill in all fields from the headings:
- „[Supplementary product information](#)“ – pages 11 and 12
 - „[Price and payment information](#)“ – page 13
 - „[Service and delivery information](#)“ – page 14
 - „[General product features](#)“ – pages 15 and 16
 - „[Further media data](#)“ – pages 17 and 18
 - „[Dimensions and shapes](#)“ – pages 19 and 20

Enclosed are some examples of use:

- ! Special equipment or features, such as water stop, dimmable, with switch, etc., can be transmitted in the general field "art_extras".

Additional information for home textiles

Field name	Format	Examples	Description	Weighting Quality factor
art_aufhaengung	Text	Loop, Rail, Eyelets	Curtain suspension	++
art_fuellmaterial	Text	Down, Microfibre,	Filling material for pillows, blankets etc.	++

Please note the following information:

- ! When submitting the information for your home textiles products, in addition to the [mandatory fields \(page 10\)](#) and the fields mentioned above, we recommend that you also include all fields from the headings:
 - o „[Supplementary product information](#)“ – pages 11 and 12
 - o „[Price and payment information](#)“ –page 13
 - o „[Service and delivery information](#)“ – page 14
 - o „[General product features](#)“ – pages 15 and 16
 - o „[Further media data](#)“ – pages 17 and 18
 - o „[Dimensions and shapes](#)“ – pages 19 and 20

Enclosed are some examples of use:

- ! Special features or characteristics, such as suitability for allergy sufferers, etc., can be transmitted in the general field „art_extras“
- ! We recommend transmitting the field „art_siegel“ (area „Allg. Produkteigenschaften“) especially for this kind of products. It is an important criterion for the user's decision.

Please note the following information:

- ! Please always send us your complete product data when updating.
For this purpose, it is important that your products can always be clearly assigned by the field „art_nr
- ! HTML tags must not be used in text fields.
- ! Each data feed must always contain all [mandatory fields \(page 10\)](#) completely filled in with values, otherwise the catalogues cannot be imported.

Optimized findability of your products

- ✓ To our users, we offer the possibility of using various filter on our portal in order to qualify the search results even better.
In order for your products to be found with our filters, we need you to add the necessary information like colour, width, height, depth, etc. (see table above) in the matching fields.
- **Experience shows that the success of your products increases with the quality of the filters, because users filter just before buying**

Service providers

- ✓ For the creation, control and optimization of your feed, it can be helpful to have help of professional service providers.
Proven partners in this area for example are: [Productsup](#), [Lengow](#), [ChannelPilot](#), [Channable](#) and [Feed Dynamix](#).

Contact

Send the link to your file, after completing the feed, to the following e-mail address:

Any further questions or comments? Contact us!

Tel.: +49 (0)40 23 72 44 130

partner@moebel.de

We need about one to two days to integrate the feed.

If you need to edit the feed because something is missing or not working, we will contact you before putting your products live.