



OIA B2B Vendor Product Data 'Catalog' text-file standards – formatting (version 2.0.3)

Advantages of Standards

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

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

Background

The Outdoor Industry Association B2B Working Group has developed two sets of standards for product data 'Catalog' to help retailers and vendors. The simpler and easier to use 'text-file' standard is reviewed in this document. The OIA B2B Working Group encourages all vendors and retailers to consider future adoption of the xml based standards and to use this standard in the interim. For information about the xml product data 'catalog' standards see: [OIA website: B2B Standards](#).

Currently REI, Mountain Gear, Backcountry.com, Summit Hut, select retailers of the Grass Roots Alliance, POSIM Point of Sale, and others have adopted this 'text-file' standard for use with vendors who haven't implemented the more powerful xml and web services based standards. Approximately 150 OIA, ASR, and SIA vendors have generated catalog information partially or fully complying with this standard.

The retailers currently using these standards request the Catalog at least 4 weeks in advance of preseason ordering deadlines and **ideally at the time of line showings** and print catalog delivery. (For questions or additional information see contacts and OIA B2B Working Group members at [OIA Website: B2B contacts](#)).

OIA Product Data 'Catalog' standards – 2009

Column #	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Header Title	StyleNumber	Description	Gender	VendorSKU	UPC_EAN	UnitCost	UnitMSRP	ColorCode	Color	Size1	Size2	UnitMAP	CountryOfOrigin	ImageURI	PackagedWeight
Example Items	1234	Pow Jacket	Mens	1234-23-11	123456789456	45.00	90.00	NA	Black Gore	XL			USA	http://images.	1.02
	Ab10	RBG Stove	NA	Ab10	654387321654	60.00	100.00	NA	One Color	NA		90.00	USA		2
	345	Tech Climb Pant	Womens	865810	351357153753	25.00	50.00	432	Flame Red	Medium	Tall		USA		
	345	Tech Climb Pant	Womens	951453	351321654387	25.00	50.00	432	Flame Red	Medium	Regular		USA		

This document was updated January, 2009. For most recent update download a new copy from: [OIA website: B2B Standards](#).

For technical details about the data requirements and best practices refer to additional pages in this document. Always download a new version of this document at the beginning of any implementation project.

File Standards:

- File specification is tab delimited text though many participants will find that the text file can be viewed and manipulated very well in excel. (If it is delivered as an excel file it is technically not to standard but may meet business requirements between partners as determined between partners)
- File naming standards and non-item information:
 - these are yet to be defined but typically the file name should at least include vendor name, season/year of catalog, catalog title or number, and date of origination (so different versions can be tracked).
 - Other catalog level information is usually communicated by the vendor at the time of catalog delivery but not currently within the catalog, this information often includes: Ship start and end, Terms, Order deadline, Season/year, Vendor Catalog name / number, Vendor / Vendor number, Catalog Delivery date, MA P expiration
- Standard characters: limit characters to UTF-8 character encoding,
- The file consists only of the header row (first row required to be exactly the 15 field names of the specification in order separated by ASCII tab character 11 with no additional white space) and one row of product information per sku. Each row must be separated by a “new line” consisting of “carriage return” and “line feed” (ASCII characters 15 and 12). All rows will always contain the required 15 fields (with 14 tab characters) regardless of whether each field is populated
- Columns 1-10 are required and fields 11-15 are optional (though tab delimiters are not); when a product doesn’t have a value for any of the required fields the field should be populated with “NA” instead of left null.

Column info & notes

1. **StyleNumber:** Vendor Style Number or Style Code
2. **Description:** should not include any size, color, or gender information
3. **Gender:** should only include the enumerated values: Mens, Womens, Boys, Girls, Unisex
4. **VendorSKU:** unique vendor sku for each item (concatenating StyleNumber, Color, and Size is a common practice)
5. **UPC_EAN:** if vendor uses both for same item retailers prefer UPC
6. **UnitCost:** standard “wholesale” cost; in US dollars
7. **UnitMSRP:** ‘manufactures suggested retail price”; in US dollars
8. **ColorCode:**
9. **Color:**
10. **Size1:**
11. **Size2:**
12. **UnitMAP:** “minimum advertised price”; in US dollars
13. **CountryOfOrigin:**
14. **ImageURI:** web location of specific product image; equivalent to OIA B2B xml PrintReadyImageURI
15. **PackagedWeight:** equivalent to OIA B2B v2.0 PackagedWeight (not ProductWeight); the standard is as a decimal value in pounds without units in data, any other units require units in the data