



TEAM SPIRIT
CUSTOMER FOCUS
INNOVATION
SUSTAINABILITY
EMPOWERMENT

TRAINING MODULE #3

ENHANCING CONTENT AND MEDIA

MAY 2026

wirquin

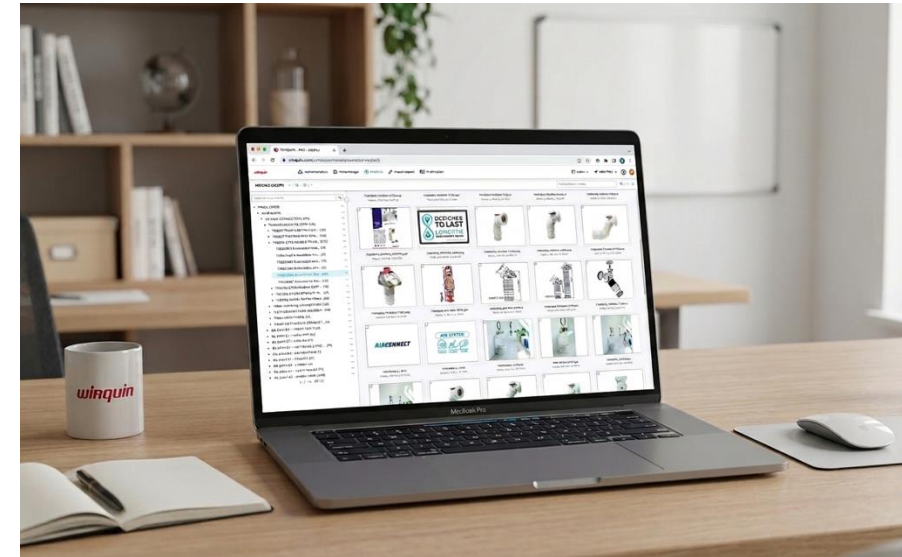
*Smart
For Good*

ENHANCING CONTENT AND MEDIA

"KEY USERS"

→ Improve the quality and impact of the content and media produced

- 3A MARKETING CONTENT WRITING
- 3B TRANSLATIONS
- 3C MEDIA INTEGRATION / MANAGEMENT
- 3D EDITING A PDF PRODUCT SHEET
- 3E MANAGING CONTEXTS BY MARKET

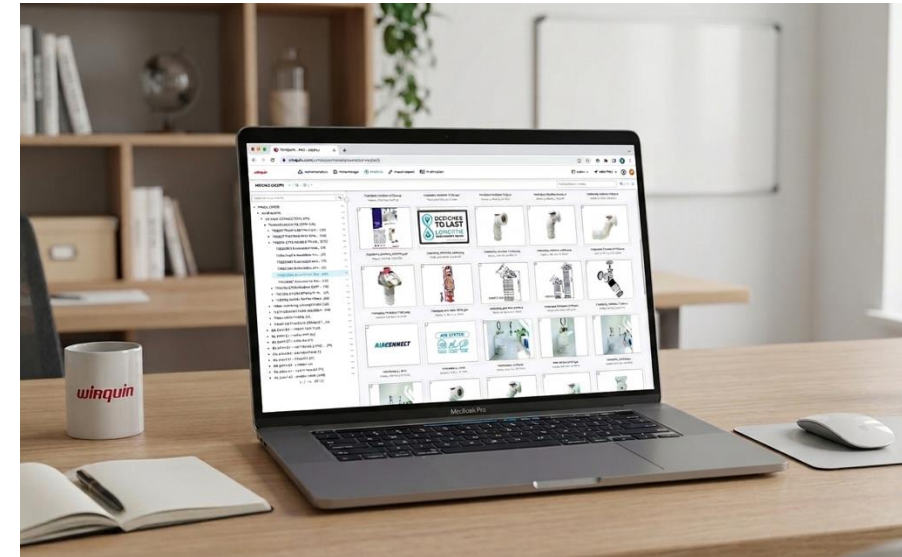


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MARKETING CONTENT WRITING

1. Tailor the vocabulary to the target audience

Distributors: precise, standardised and technical terms (dimensions, standards, compatibility).

End users: simple, clear and benefit-oriented language. Limit internal jargon or explain it.

2. Be clear, concise and specific

Short sentences, straightforward vocabulary.

Avoid vague promises (“innovative”, “premium”) without evidence.

Prioritise measurable and factual information.

3. Present each piece of information from two angles

Technical (factual, precise).

Customer benefit (use, value). This ensures that the needs of both distributors and end users are met.

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MARKETING CONTENT WRITING

4. Accept controlled redundancy in the PIM

The same information may appear in several fields, with different wording:

Short description → main benefit

Feature field → factual data

Marketing description → contextualization

This duplication improves understanding and use of the content.

5. Ensure terminology consistency

One term = one concept

Avoid ambiguous synonyms

Define shared naming rules

6. Meet key customer needs

Each piece of content must make it possible to quickly understand:

What it is, what it is used for, which type of customer it is for, how it is used, how it is installed, and what it is compatible with.

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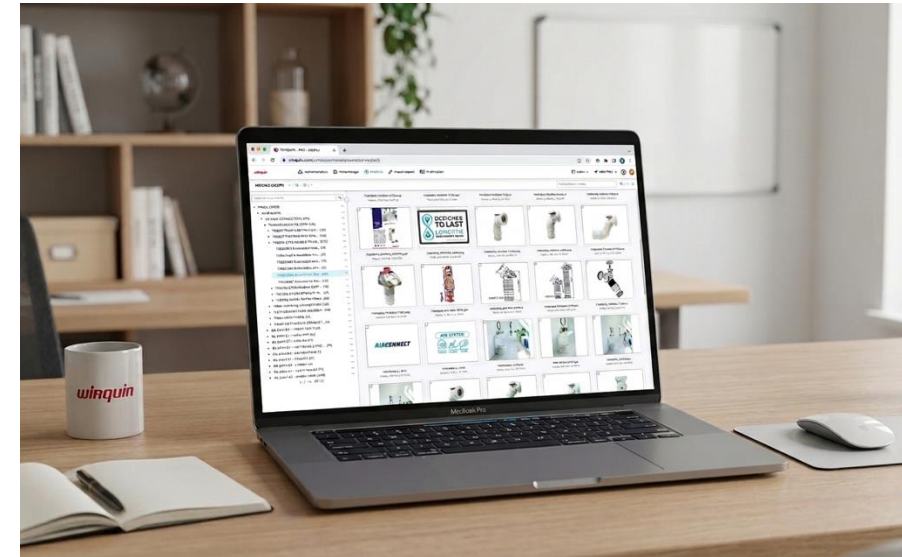
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WHAT ITEMS SHOULD BE TRANSLATED?

PIM STRUCTURE

- Family labels
- Product labels
- Units
- Feature labels
- Feature categories
- List values
- Plain labels

AT PRODUCT AND ITEM LEVEL

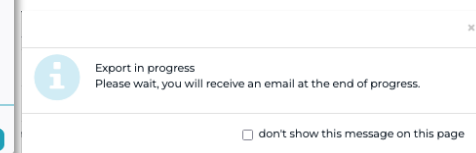
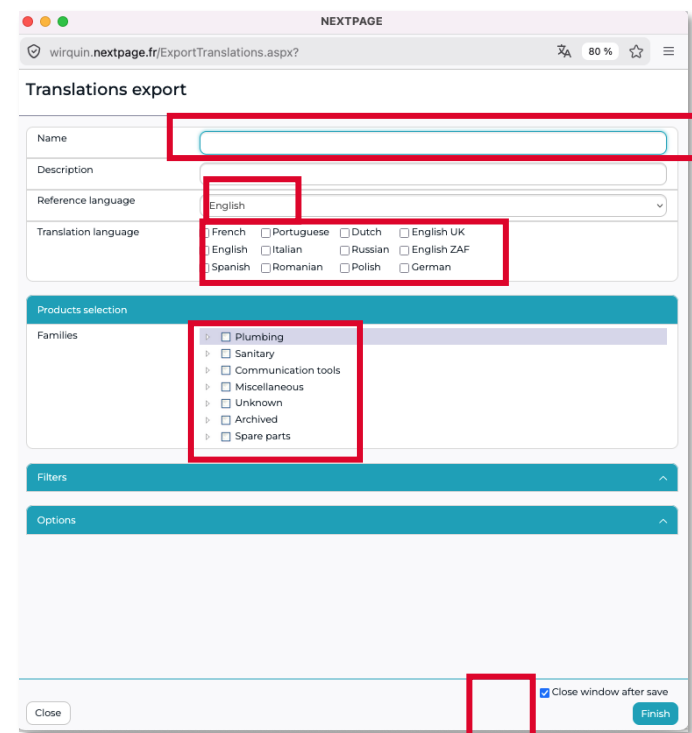
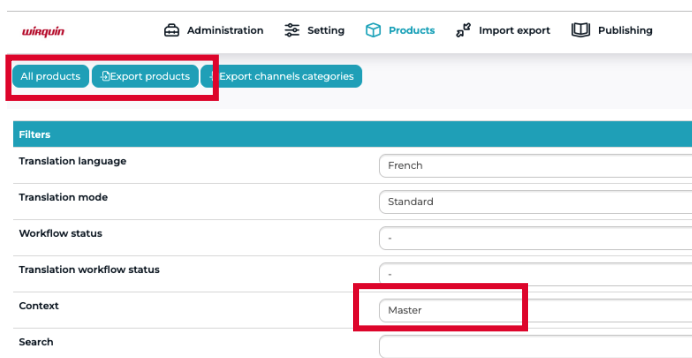
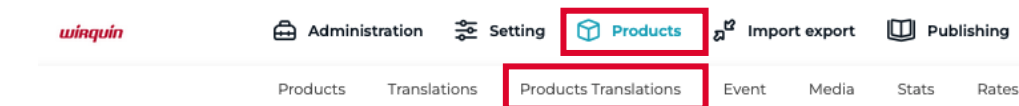
- Text content

HOW ?

Initial completion:
for each language
via feature exports
(export menu), then imports

One-off completion:
- either export via the portal
product translation
- Or directly in
the editing menu

- Export via translation portal



The product export from the translation menu lets you select the base language, one or more languages to translate, the required product scope and the context. This generates one export file per language to be translated (TXT format), usable in Excel. To import the completed TXT file into the PIM, send it to PIM.helpdesk@wirquin.com

3B

- directly in the editing menu ... at PRODUIT and ITEM level

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The screenshot illustrates the translation process in the Wirquin system. On the left, the product list shows various plumbing components. The 'Extendable AirConnect push-fit metal reinforced pan connector' is highlighted, and its context menu is open, with the 'Translate' option selected. On the right, the 'Product translation - NEXTPAGE' window displays the translation of the product name from English to French. The 'Translation language' is set to 'French', and the suggested translation is 'Pipe WC Airconnect armature métallique, extensible, push-fit'. The window also shows the original product name and a 'Traduire Tout' button.

The system analyzes the content and suggests a translation in the selected language. You can approve the suggestion or correct it, then save.

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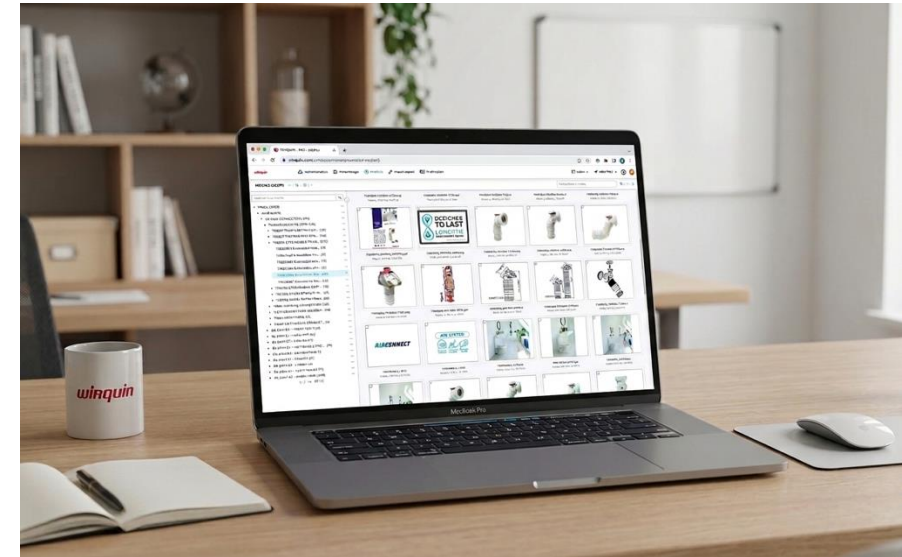
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Variété de médias

From lifestyle photos to product packshots, from technical drawings to 3D packaging visuals, from instructions to printer-ready packaging files, there are many media assets to enter.

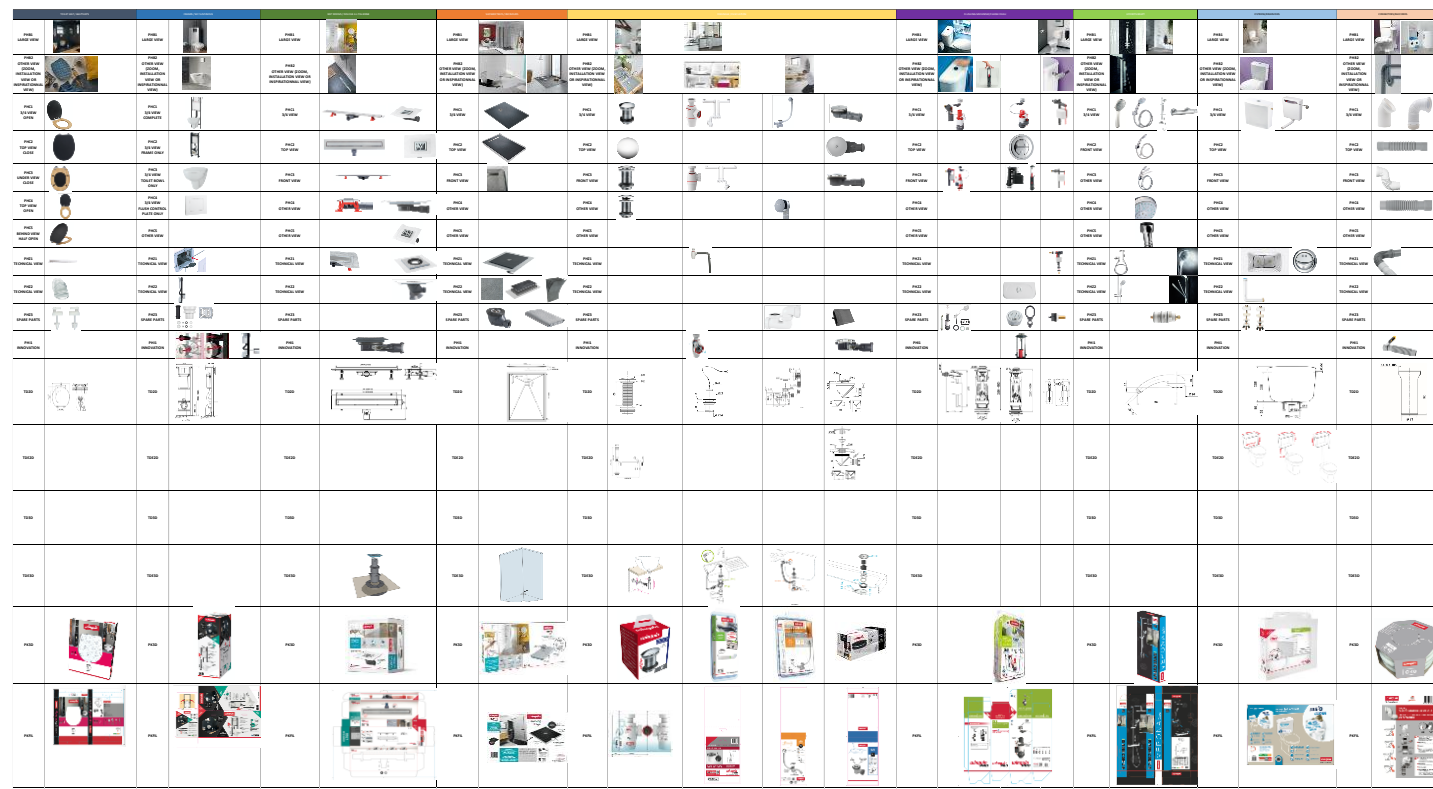
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Any media files that do not comply with the naming, quality, style or technical rules will be removed from the DAM.

3C

Cut-out photo - PHC



Compliant



Not compliant

Objective	To present the product both assembled and on its own. It must be positioned in the direction in which it is used.
Background	•pure white (#FFFFFF) •or transparent background if in PSD format
Quality	•product perfectly sharp and free from distortion •even exposure •neutral white balance •no dust •no visible scratches •neat cropping with no cut-out effect •Remove any imperfections from the plastic moulding where necessary
Style	•Standard angle as defined in the guidelines •Product centred •Even, narrow margins •No excessive drop shadows •No unwanted reflections
Technical requirements for the DAM	HD format •preferred PSD with mask or JPG with mask •25 × 25 cm •300 dpi •CMYK

Be careful when using AI tools! The product must remain well-proportioned and realistic.

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MARKETING CONTENT WRITING

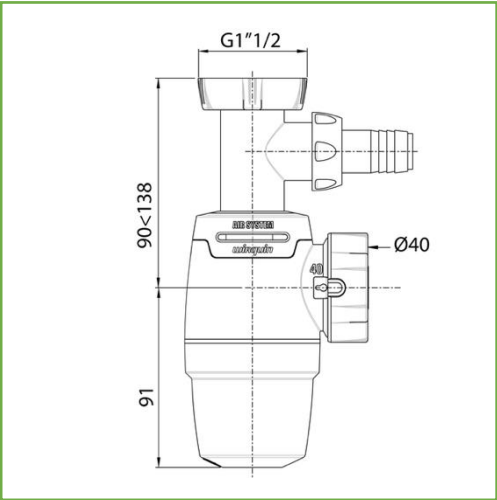
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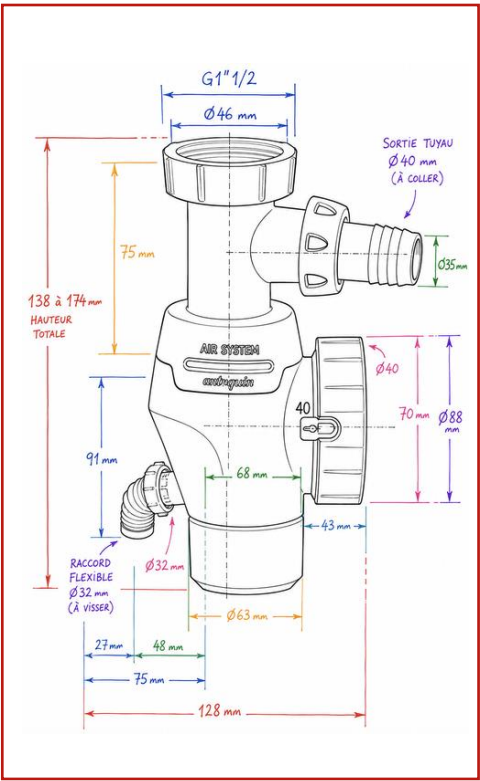
3D
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Dessin technique – TD2D



Compliant



Not compliant

Objective	Provide the end user with relevant dimensions and technical information
Minimum content	•width •height •depth •diameter, if necessary •threads •centre-to-centre distances • Do not overload the diagram with too many details and dimensions
Quality	Drawing that accurately represents the product without distortion or interpretation Consistent black lines Legible dimensions Units in mm ISO dimensions
Style	HD format • preferred Adobe Illustrator .ai, .pdf or .jpg • 10 x 10 cm square • 300 dpi

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Photo d’ambiance - PHB



Objective	Showcase the product in context
Background	Realistic setting, recognisable product, environment consistent with the brand
Quality	• Product perfectly in focus, with no distortion or forced perspective • Even lighting • Neutral white balance • No dust • No visible scratches • Accurate colours
Style	Carefully composed shot, approved setting. Never obscure the product’s features. Avoid distracting, distinctive or overly visible elements.
Technical requirements for the DAM	HD format •JPG • A3 42x39,7cm minimum •300 dpi •CMYK



Compliant



Not compliant

Be careful when using AI tools! The product must remain well-proportioned and realistic.

3C

Photo de détail, de zoom - PHZ

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Compliant

Objective	Highlight a specific detail of the product (finish, texture, material, functionality, mechanism, innovation, branding, etc.).
Background	Close-up of the area of interest, with a discreet background or one identical to the product photo, even lighting, and an appropriate depth of field to ensure the detail is clearly visible.
Quality	Perfectly sharp image, excellent reproduction of materials and colours, free from noise, dust or defects. The photographed detail must be clearly identifiable.
Style	High-resolution shot taken with a suitable lens (macro if necessary). Retouching limited to cleaning, cropping where necessary and colour correction. Compliance with the photographic guidelines.
Technical requirements for the DAM	HD format •JPG (with mask if needed) •25 × 25 cm •300 dpi •CMYK

Be careful when using AI tools! The product must remain well-proportioned and realistic.

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Packaging 3D – PK3D

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Compliant



Not compliant

Objective	Realistic visualisation of packaging for marketing and e-commerce
Background	•pure white (#FFFFFF) •or transparent background if in PSD format
Quality	Accurate representation of actual dimensions, materials, colours and finishes •product must be perfectly sharp, with no distortion or forced perspective •uniform lighting •Carefully cut-out image with no jagged edges
Style	Based on the approved packaging proof Photograph or 3D mock-up illustration
Technical requirements for the DAM	HD format •prefered PSD with mask or JPG with mask •25x25cm •300 dpi •CMYK

It is often more effective to create a mock-up than to take a photograph, especially when the packaging has transparent or shiny parts.

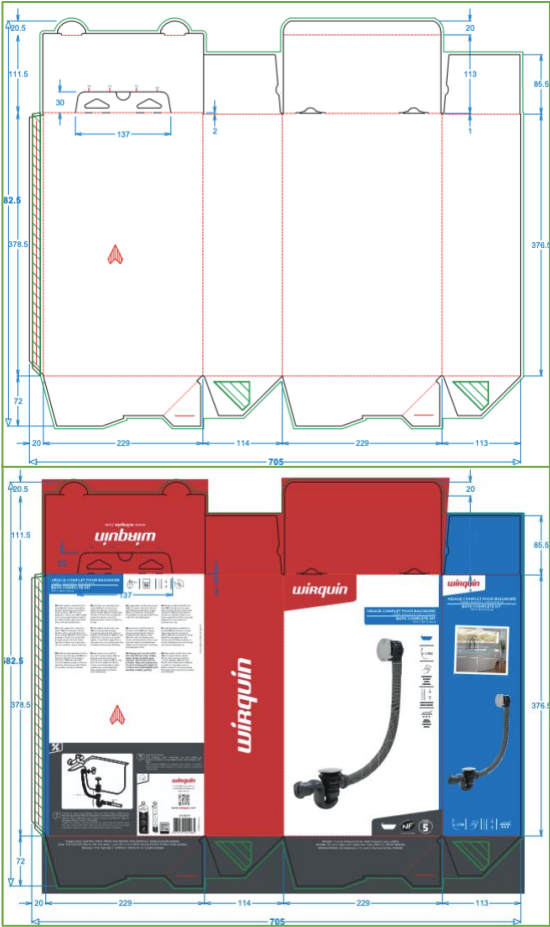
Be careful when using AI tools! The product must remain well-proportioned and realistic.



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Fichier packaging – PKFIL

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Objective	Provide the production files for the packaging
Quality	Complete artwork including cut-out lines, bleed areas, registration marks and approved text Compliant with printing requirements; fonts must be vectorised or embedded
Technical requirements for the DAM	•Approved proof; compliance with the brand guidelines and the printer’s specifications High-definition PDF •300 dpi •CMYK

Please note that the packaging file made available in the DAM must be updated as soon as an update is carried out by the printer and the printer’s proof has been approved.

For more information, see the brand book:
WGP-SD-MKT-001-B Brand book

 Compliant



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Notice – TPL1

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Objective	Provide the production files for the assembly instructions
Quality	Complete artwork including cut-outs, bleed areas, registration marks and approved text Compliant with printing requirements; fonts vectorised or embedded
Technical requirements for the DAM	• Approved proof; compliance with the brand guidelines and the printer's specifications • High-definition PDF • 300 dpi • CMYK

Please note that the instruction leaflet file made available in the DAM must be updated as soon as an update has been carried out by the printer and the printer's proof has been approved.

For more information, see the brand book:
WGP-SD-MKT-001-B Brand book



3C

Pictogrammes - PIC

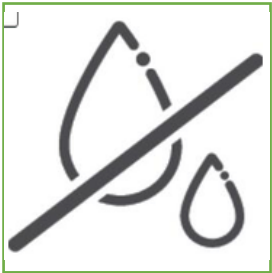
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Compliant



Not compliant

Objective	Illustrate the product’s features, benefits, certifications or functionalities.
Quality	Vector drawings, uniform line thickness, scalable without loss of quality, consistent graphics across the entire range. Pictograms must be easily legible, even at small sizes.
Style	Created using vector graphics software (Adobe Illustrator or equivalent). Must comply with the style guide and the pictogram layout grid.
Technical requirements for the DAM	HD format • preferred Adobe Illustrator .ai, .pdf or .jpg • 10 x 10 cm square • 300 dpi

The icon set for the style guide is available here:
[/Users/solenne.barre/Library/CloudStorage/OneDrive-Bibliothèquespartagées-WIRQUIN/TEAM-MARKETING PLATFORM - General/9-GRAPHIC CHARTER 2025/2_VISUAL IDENTITY/2.7_PICTOGRAMS](#)

For more information, see the brand book:
WGP-SD-MKT-001-B Brand book

3C

Fiches produits - DASH

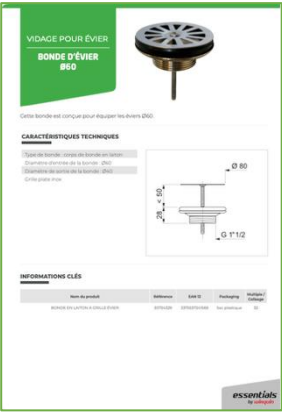
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Objective	To provide a concise overview of the product's features, benefits and technical specifications in order to facilitate its marketing and use.
Quality	A consistent document, free from errors in content or layout. High-quality visuals, proofread and approved text, and up-to-date technical information. Optimised for both on-screen viewing and printing.
Style	Clear and structured layout, in line with the brand guidelines. Presentation of benefits, technical specifications, dimensions, applications, certifications, product references and visuals. Use of icons, tables and illustrations to improve readability.
Technical requirements for the DAM	HD format •PDF •210x297mm •300 dpi •CMYK

It is recommended that you use the PIM's Publishing module to create product data sheets



Compliant

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Video - VID

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 **Compliant**

Objective	Present the product, its installation, how it works or its benefits.
Background	Realistic setting, clearly identifiable product, environment consistent with the brand
Quality	Storyboard approved prior to filming, professional editing, subtitles recommended for digital distribution and improved accessibility. Steady shots, professional editing, clear and informative demonstration, adherence to the brand’s visual identity and style guide.
Style	Minimum Full HD resolution (4K recommended), sharp image, even lighting, clear sound without background noise.
Technical requirements for the DAM	HD format 1920x1080px •RGB •MP4

Be careful when using AI tools! The product must remain well-proportioned and realistic.

For more information, see the brand book:
WGP-SD-MKT-001-B Brand book



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How to integrate media into the DAM

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1

CREATE THE FILE

2

DEFINE THE MEDIA LOCATION

3

NAME THE FILE

4

UPLOAD THE MEDIA

1

CREATE THE FILE

CASE 1

The required media asset(s) do not exist in the DAM.



- Take a product photo
- Draw the pictogram
- Create the video
- Ask the technicians for the technical diagram
- Generate the product sheet
- Generate the packaging file
- Generate the assembly instructions

CASE 2

The media asset already exists for another product/reference



- Download the file
- Duplicate it

2

DEFINE THE MEDIA LOCATION

→ Does the media apply to ALL REFERENCES on the product platform or just one?

The media applies to
ALL REFERENCES
on the product platform



The media will be copied
at **PRODUCT LEVEL**

The media applies to
ONE SINGLE REFERENCE



The media will be copied
at **REFERENCE LEVEL**

Note!

→ Media naming differs depending on its location.

NAME THE FILE

Media type

PRODUCT level

REFERENCE level

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PHOTOS

Lifestyle photo (PHB1 to PHB5)
 Cut-out photo (PHC1 to PHC10)
 Zoom photo (PHZ1 to PHZ10)
 Innovation photo (PHI1)

PRODUCT CODE_X_PHB1

PRODUCT CODE_X_PHC1

PRODUCT CODE_X_PHZ1

PRODUCT CODE_X_PHI1

PRODUCT CODE_ITEM CODE_PHB1

PRODUCT CODE_ITEM CODE_PHC1

PRODUCT CODE_ITEM CODE_PHZ1

/

PICTOS

Product logo (LO1)
 Product pictogram (PIC1 to PIC4)

PRODUCT CODE_X_LO1

PRODUCT CODE_X_PIC1

(pictos 1 to 4 on the sheet)

/

PRODUCT CODE_ITEM CODE_PIC1

(pictos 5 + 6 on the sheet)

PACKAGING

Longtime (LONG)
 Customer logo (LO2)

/

/

/

/

PRODUCT CODE_ITEM CODE_LONG

PRODUCT CODE_ITEM CODE_LO2

PRODUCT CODE_ITEM CODE_PKFIL

PRODUCT CODE_ITEM CODE_PK3D

PRODUCT CODE_ITEM CODE_TPL1

DOC

Instructions (TPL1 to TPL2)
 User guide (TPL3 + languages)
 Spare part sheet (SP1 + languages)
 Data sheet (DASH + language)

PRODUCT CODE_X_TPL1

PRODUCT CODE_X_TPL3 /

/

/

PRODUCT CODE_ITEM CODE_SP1

PRODUCT CODE_ITEM CODE_DASH

PRODUCT CODE_ITEM CODE_TD2D

PRODUCT CODE_ITEM CODE_TD3D

PRODUCT CODE_ITEM CODE_TDE2D

PRODUCT CODE_ITEM CODE_TDE3D

TECHNICAL

DRAWING

2D (TD2D)
 3D (TD3D)
 2D exploded view (TDE2D)
 3D exploded view (TDE3D)

PRODUCT CODE_X_TD2D

PRODUCT CODE_X_TD3D

PRODUCT CODE_X_TDE2D

PRODUCT CODE_X_TDE3D

QR CODE

VIDEO

Link to video, instructions or website
 Présentation (VIDINT + language)
 Tutorial (VIDTU + language)
 Assembly (VIDAS + language)

PRODUCT CODE_X_QRCODE

PRODUCT CODE_X_VIDINT

PRODUCT CODE_X_VIDTU

PRODUCT CODE_X_VIDAS

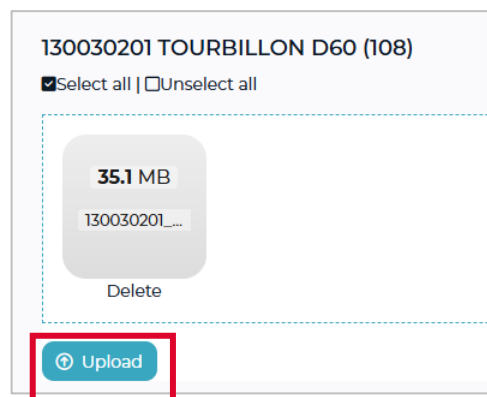
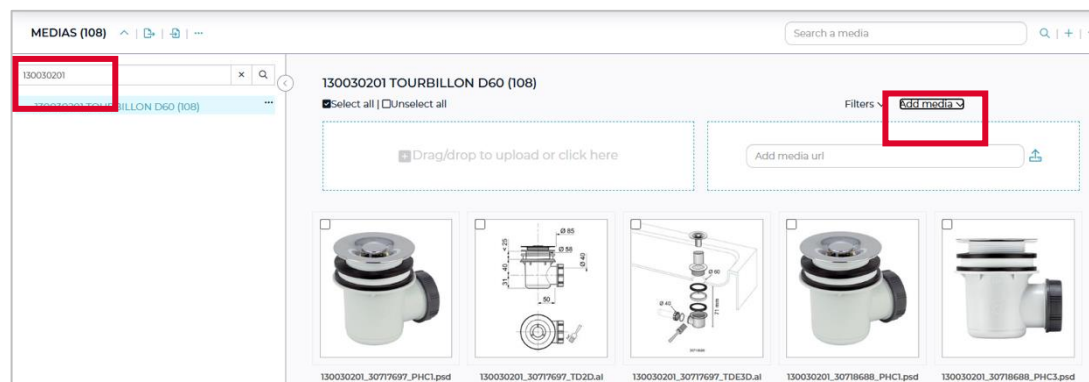
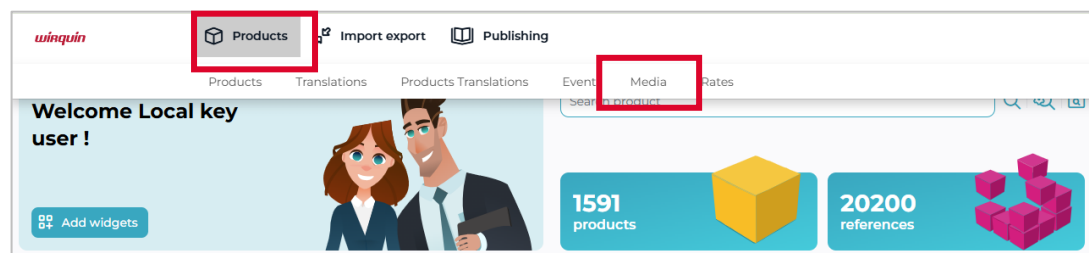
/

/

/

/

UPLOAD THE MEDIA



In the left-hand part of the DAM,
search for the product platform.

Click "add media" on the right.

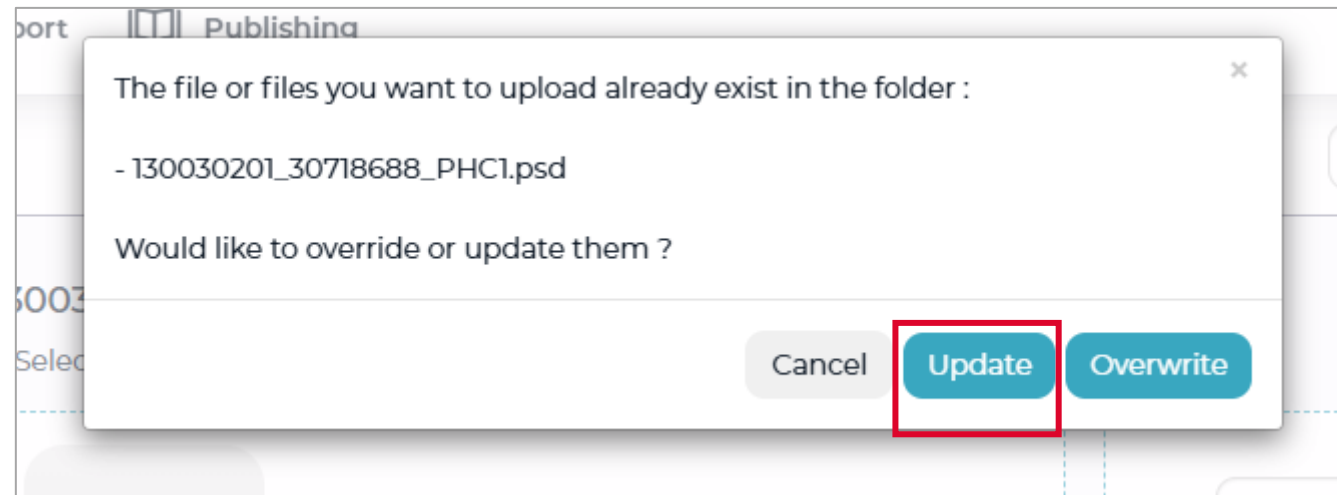
Click Upload (no more than 10 per
upload).

Note!

→ The uploaded media asset(s) may only be visible the following day
in the media library after the server synchronization that takes place overnight.

What should I do if I overwrite an existing media asset? (cas récurrent)

Suppose your media asset is already present in the Media Library, you want to change it because it is no longer up to date, or simply because you had not noticed beforehand that it was already there.



WARNING: Select UPDATE only

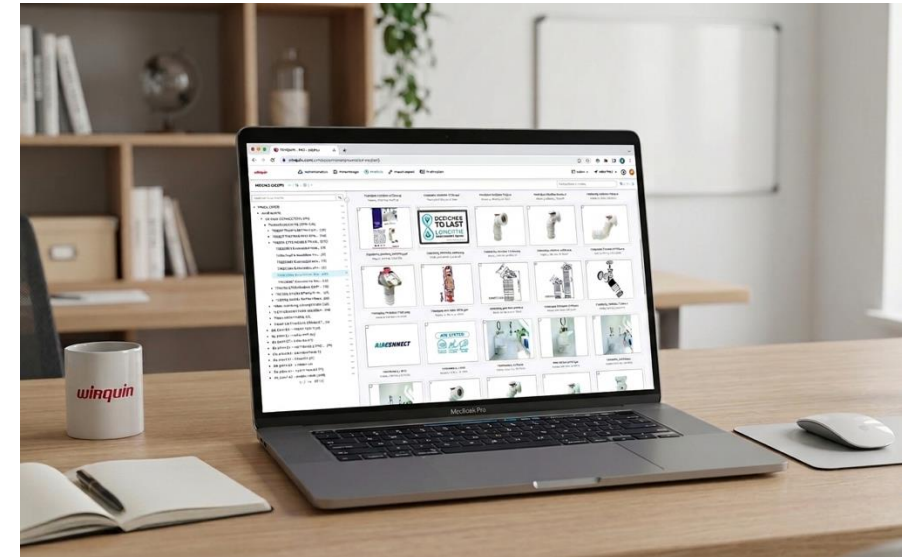
Do not click OVERWRITE, as this option permanently deletes the media asset.

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3D

How to generate a PRODUCT SHEET?

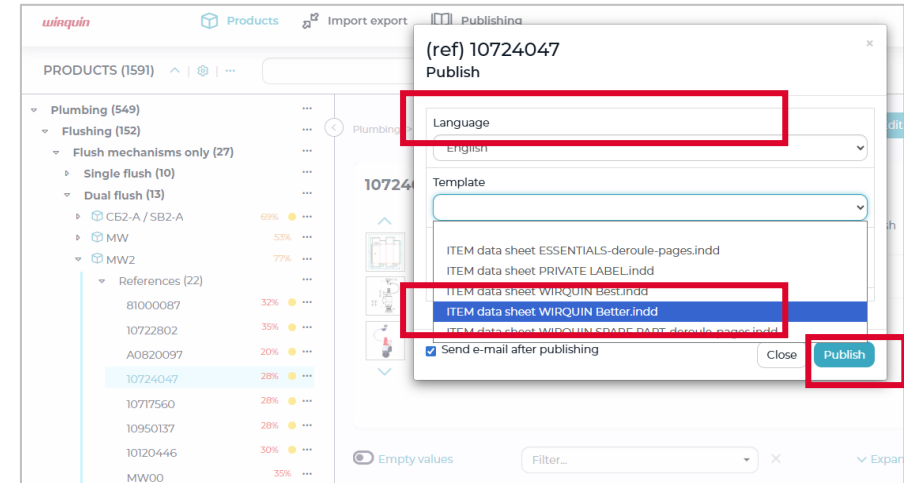
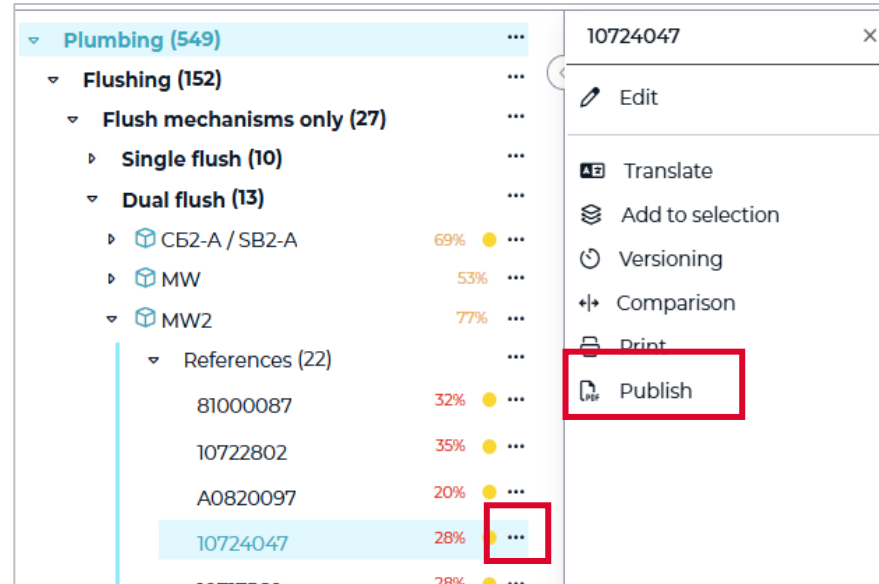
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1. From the product tab, choose: the reference, the language and the template.
2. Click PUBLISH.
3. Download the sheet PDF via the link received by email.
4. Check the PDF. Rename it according to the naming convention.
5. Upload the document to the MEDIA LIBRARY.

Note!

→ If the layout is not correct or some media/text does not display, it means that some elements are missing in the PIM. After adding them, you will be able to generate the sheet correctly.

If not, contact PIM.helpdesk@wirquin.com

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Focus on the available templates

There are 5 templates available. Each template includes Common or Specific features, with a layout adapted to the positioning of your Reference.

The different WIRQUIN templates available

- ESSENTIAL (Good positioning),
- BETTER,
- BEST,
- SPARE PART.

For your customers (a generic multi-brand design)

- PRIVATE LABEL.

WARNING: It is impossible to generate MULTI-reference sheets.
An exported sheet showcases a SINGLE SKU.

3D

Available WIRQUIN templates

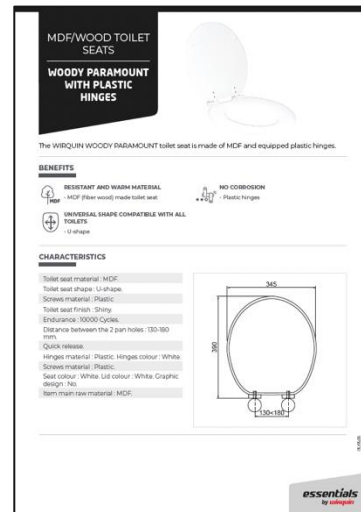
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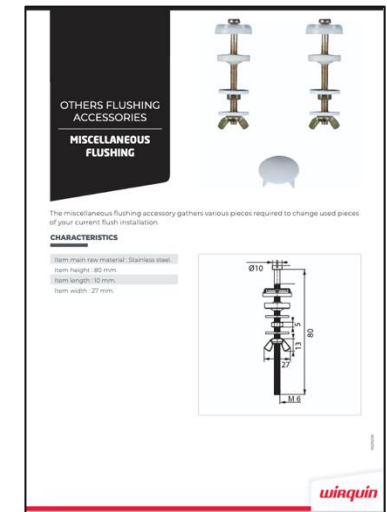
ESSENTIALS
(2 pages max)



BETTER
(3 pages)



BEST
(4 pages)



SPARE PART
(1 page)

WARNING: This is an automatic export; the layout is fixed, so you cannot change the design of the sheets yourself.

3D

Focus on the ESSENTIALS template (Good)

Text and media data

For the data to display correctly, it must be completed from different sources.

See Module 2

> Some text or media information must be entered at:

- **Product level in red** or
- Reference level in grey.

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- 3E MANAGING CONTEXTS BY MARKET

MKT short item name

ID 2726

General Wirquin description

ID 2650

Product benefit 1

ID 2800

Product feature 1

ID 2803

Product benefit 2

ID 2801

Product feature 2

ID 2804

MKT short item name

ID 2726

MDF/WOOD TOILET SEATS

WOODY PARAMOUNT WITH PLASTIC HINGES

Icon NF

Icon Bmark

Guarantee period

The WIRQUIN WOODY PARAMOUNT toilet seat is made of MDF and equipped plastic hinges.

BENEFITS

RESISTANT AND WARM MATERIAL

• MDF (fiber wood) made toilet seat

ID 3035

NO CORROSION

• Plastic hinges

ID 3037

UNIVERSAL SHAPE COMPATIBLE WITH ALL TOILETS

• U-shape

ID 3036

If you wish USP(s) BENEFITS specific at your SKU.

CHARACTERISTICS

Toilet seat material : MDF.

Toilet seat shape : U-shape.

Screws material : Plastic.

Toilet seat finish : Shiny.

Endurance : 10000 Cycles.

Distance between the 2 pan holes : 130-180 mm.

Quick release.

Hinges material : Plastic. Hinges colour : White.

Screws material : Plastic.

Seat colour : White. Lid colour : White. Graphic design : No.

Item main raw material : MDF.

345

390

130-180

Product name

Product code

Product Qty / box

Product name

Product code

Product Qty / box

Unit packaging type

Quantity of item per outer carton

ID 3543

ID 3546

ID 3538

ID 3004

ID 3028

ID 2802

ID 2805

ID 3046

ID 3045

ID 2793

ID 2796

ID 2794

ID 2797

ID 3003

ID 3014

ID 3068

ID 3070

ID 2819

ID 2779

PHC1

PHC1

Product benefit 3

Product feature 3

Product benefit 4

Product feature 4

ITEM benefit 1

ITEM feature 1

ITEM benefit 2

ITEM feature 2

TD2D

TDE3D

TD2D

TDE3D

To ensure that the table is formatted automatically, you must enter at least one technical detail (dimensions, options, flow rate, etc.) so that the table displays correctly.

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3D

Focus on the BETTER template (part 1)

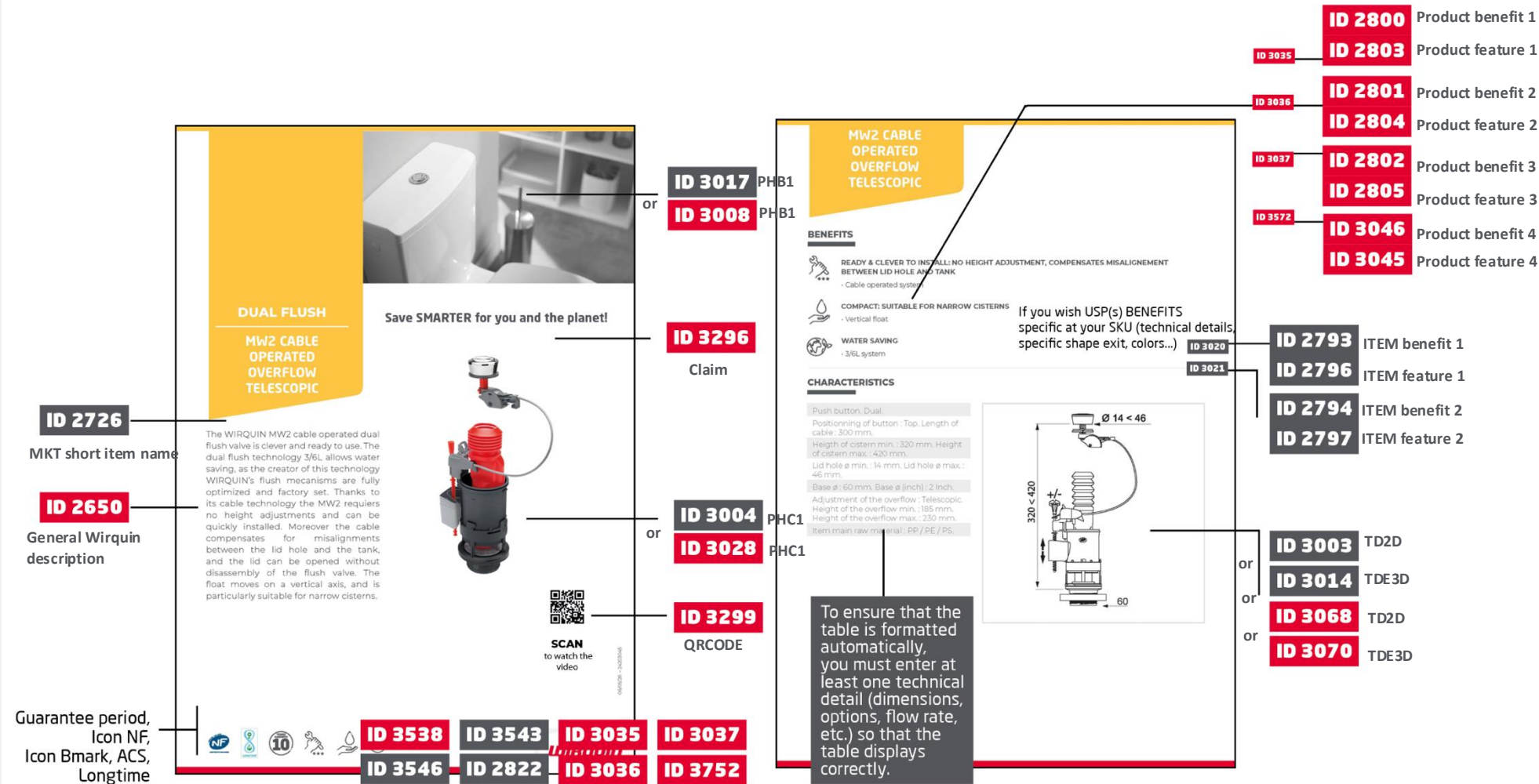
3A
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3D

Focus on the BETTER template (part 2)

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The diagram illustrates a product sheet template for a telescopic overflow cable. The template is divided into several sections, each with a corresponding ID and description:

- ID 2726**: MKT short item name (points to the product name at the top)
- ID 3296**: Claim (points to the slogan "Save SMARTER for you and the planet!")
- ID 3017**: PHB1 (points to the top right image of the toilet)
- ID 3008**: PHB1 (points to the bottom right image of the toilet)
- ID 3004**: PHC1 (points to the top left image of the toilet)
- ID 3028**: PHC1 (points to the bottom left image of the toilet)
- ID 2966**: PK3D (points to the product image of the cable)
- ID 3134**: Quality MKT benefit (points to the "QUALITY" section)
- ID 2726**: MKT short item name (points to the product name in the table)
- ID 2628**: EAN13 (points to the EAN13 code in the table)
- ID 2819**: Unit packaging type (points to the "Unit packaging type" label at the bottom)
- ID 2779**: Quantity of item per outer carton (points to the "Product Qty / box" column in the table)

The product sheet content includes:

MW2 CABLE OPERATED OVERFLOW TELESCOPIC

Save SMARTER for you and the planet!

QUALITY

NF and WRAS standard compliant.
10 years warranty.

KEY INFORMATION

Product name	Product code	EAN 13 / GTIN 13	Packaging	Product Qty / box
MW2 CABLE OPERATED OVERFLOW TELESCOPIC	10723580	3375337214370	BC	15

www.wirquin.com

3D

Focus on the BEST template (part 1)

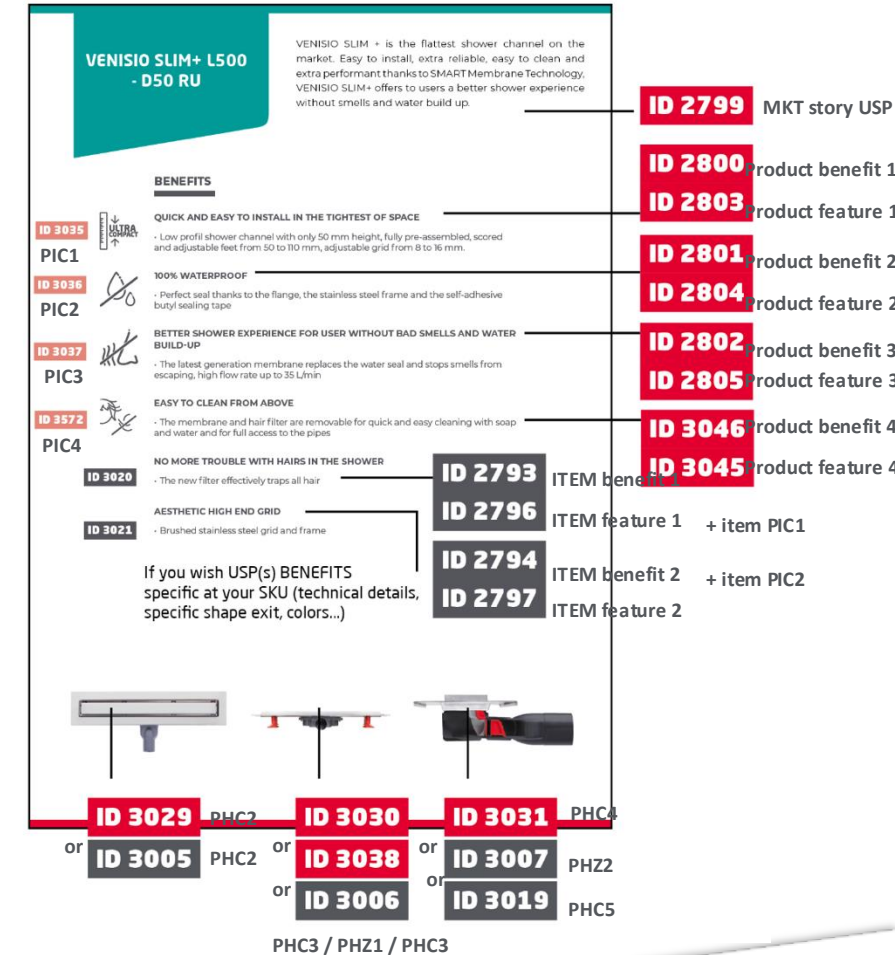
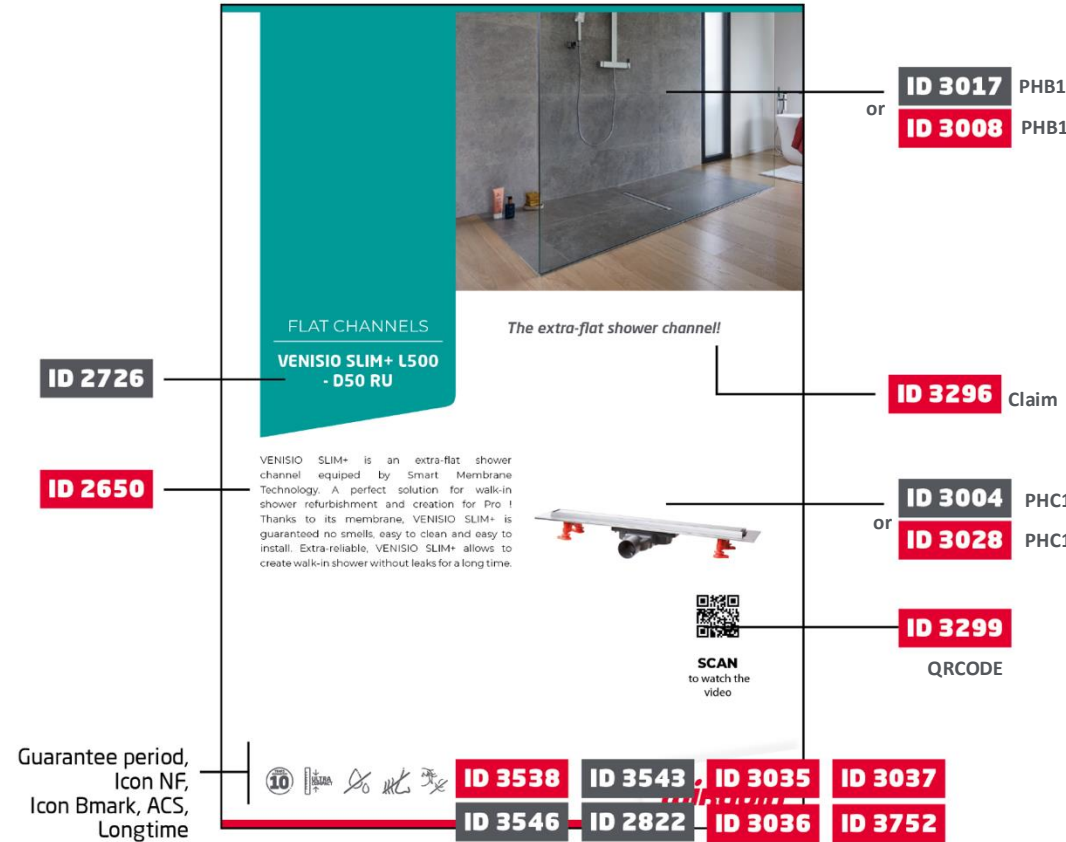
3A
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3E
MANAGING CONTEXTS BY MARKET



3E MANAGING CONTEXTS BY MARKET

Quantity of item
per outer carton

3D

Focus on the SPARE PART template

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EDITING A PDF PRODUCT SHEET

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MANAGING CONTEXTS BY MARKET

ID 2726 MKT short item name

ID 2650 General Wirquin description

To ensure that the table is formatted automatically, you must enter at least one technical detail (dimensions, options, flow rate, etc.) so that the table displays correctly.

ID 2726 MKT short item name

ID 2628 EAN13

ID 3592 SKU

ID 2819 Unit packaging type

ID 2779 Quantity of item per outer carton

ID 3543 Icon NF

ID 3546 Icon Bmark

ID 3538 Guarantee period

ID 3004 PHC1

or **ID 3028** PHC1

ID 3003 TD2D

or **ID 3014** TDE3D

or **ID 3068** TD2D

or **ID 3070** TDE3D

OTHERS FLUSHING ACCESSORIES

MISCELLANEOUS FLUSHING

The miscellaneous flushing accessory gathers various pieces required to change used pieces of your current flush installation.

CHARACTERISTICS

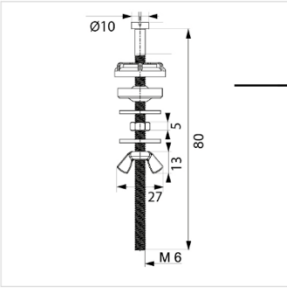
Main raw material : Stainless steel.
Product height : 80 mm.
Product length : 10 mm.
Product width : 27 mm.

KEY INFORMATION

Product name	Reference	EAN 13	Packaging	Product Qty / box
Miscellaneous flushing	10724092	3375537239245	PLASTIC BAG	100

ID 2628 EAN13

wirquin



3E MANAGING CONTEXTS BY MARKET



wirquin

3D

Focus on the PRIVATE LABEL template

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Icon NF **ID 3543**
Icon Bmark **ID 3546**
ACS **ID 2822**

MKT short item name **ID 2726**

General Customer description **ID 2656**

LO2 **ID 3762**

PHC1 **ID 3004** or **ID 3028**

ID 3737

ID 2726 **MKT short item name**

To ensure that the table is formatted automatically, you must enter at least one technical detail (dimensions, options, flow rate, etc.) so that the table displays correctly.

INVENTIV

NF 85001

• DÉBIT D'ÉVACUATION ULTRA RAPIDE POUR UN MAXIMUM DE CONFORT DE DOUCHE.
Jusqu'à 84 l/min sous 15 mm d'eau et plusieurs sorties pour un raccordement multiple.

• SIPHON DIRECTEMENT ACCESSIBLE PAR LE DESSUS POUR UN NETTOYAGE FACILE.
Caniveau de douche avec goutlotte monobloc siphonnée.

• INSTALLATION SÛRE
Livré avec une bavette anti-fissuration.

• DESIGN
Grille inox largeur 43 mm avec un design virgules.

NOM DU PRODUIT	GARANTIE	RÉFÉRENCE FOURNISSEUR	RÉFÉRENCE CLIENT	EAN 13	PACKAGING	MULTIPLE / COLISAGE	NOTICE
CANIVEAU CONCERTO COMPLET 700M	5 ans	30719435	30711857	33069490444834	Boîte	4	OUI

ID 2817 Instruction leaflet provided

CHARACTERISTIQUES TECHNIQUES

- Système anti-odeur :
- Garde d'eau :
- Matériau de grille : Inox 304
- Garde d'eau : 50 mm
- Débit : 60 L/min
- Type de sortie : Horizontale
- Sortie Mâle ou Femelle : Multiple
- Hauteur du siphon : 80 mm
- Hauteur d'installation : 80-120 mm
- Application : Utilisation à l'intérieur
- Ajustabilité des pieds min. : 80 mm
- Ajustabilité des pieds max. : 120 mm

ID 3182

ID 3592

ID 3768

Specific customer code

Unit packaging type

Quantity of item per outer carton

ID 3003 TD2D
ID 3014 TDE3D
ID 3068 TD2D
ID 3070 TDE3D

ID 3773 Specific customer adress

INVENTIV, marque du groupe Mr. Bricolage. 1 rue Montaigne 45380 La Chapelle-Saint-Mesmin, www.mr-bricolage.com

3D

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FAQ

The layout is not correct; some media are not displayed.

→ Some elements are missing (text or media). Once they have been added, you will be able to generate the sheet correctly.

The PDF sheet I received looks great; the layout and content are approved

→ Well done: this means your completion rate is very good. You must therefore remember to archive your .pdf media according to the naming convention. For product sheets, the PDF must be renamed as follows: **CODEPRODUIT_CODESKU_DASH1LANGUAGE.pdf**

220010101_20720661_DASH1FR.pdf

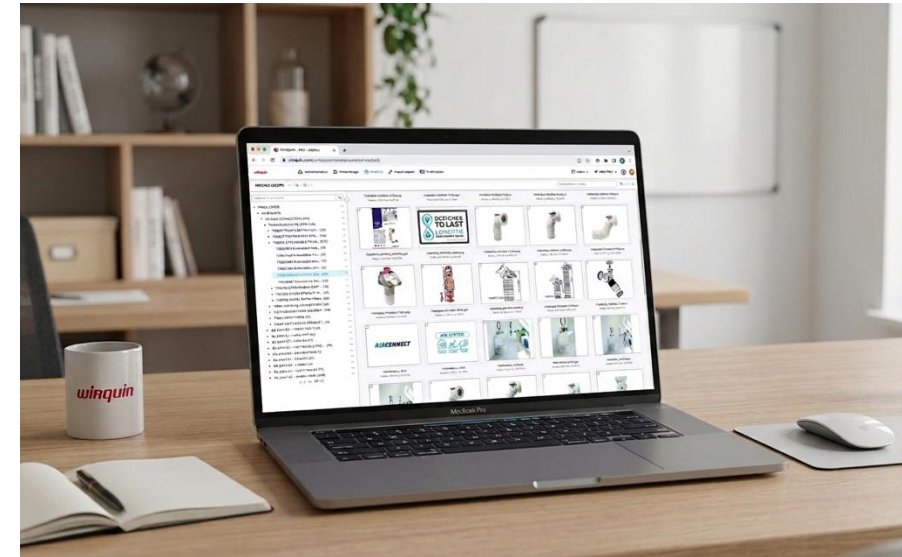
The LANGUAGE code corresponds to the language of the text shown on the sheet:
FR EN DE ES PT RU RO IT...

ENHANCING CONTENT AND MEDIA

"KEY USERS"

→ Improve the quality and impact of the content and media produced

- 3A MARKETING CONTENT WRITING
- 3B TRANSLATIONS
- 3C MEDIA INTEGRATION / MANAGEMENT
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CONTEXT MANAGEMENT by the MDU

1. Define the relevant references for your market:

- References listed in the catalogue
- References included in the public price list
- Private label
- OEM
- Existing references not yet sold within this scope

2. Send a simple Excel table to PIM.helpdesk@wirquin.com
(a single column with no column header) containing all the required SKUs.

No spaces, colors, or filters.
CSV file format.

CONCLUSION

→ If you have any questions about this module, please contact us

→ Subject : Module 3 PIM.helpdesk@wirquin.com

- ✓ 3A USER RIGHTS AND ROLE MANAGEMENT
- ✓ 3B TRANSLATIONS
- ✓ 3C INTEGRATION / MEDIA MANAGEMENT
- ✓ 3D CREATING A PRODUCT SHEET PDF
- ✓ 3E MARKET CONTEXT MANAGEMENT

PIM TRAINING MODULES

1 / GETTING STARTED WITH PIM

1A_ THE ROLE OF PIM IN THE COMPANY'S DIGITAL ECOSYSTEM
1B_ NAVIGATION IN THE INTERFACE / KEY SCREENS
1C_ CUSTOMIZING THE HOME SCREEN
1D_ PRODUCT DATA TYPES (MARKETING, TECHNICAL, LOGISTICS, STANDARDS)
1E_ SEARCHING FOR INFORMATION, PRODUCTS, AND MEDIA
1F_ LANGUAGES, MARKETS AND CONTEXTS
1G_ MANAGING DATA EXPORTS

2 / ENSURE AND GOVERN PRODUCT DATA

2A_ USER RIGHTS AND ROLE MANAGEMENT
2B_ DATA QUALITY CHALLENGES (CONSISTENCY, COMPLETENESS, RELIABILITY)
2C_ WORKFLOW RULES AND VALIDATION
2D_ DATA ENTRY AND STRUCTURING
 1 – Logistics
 2 – Technical
 3 – Quality
 4 – Marketing

3 / ENHANCE CONTENT AND MEDIA

3A_ WRITING MARKETING CONTENT
3B_ TRANSLATIONS
3C_ MEDIA INTEGRATION / MANAGEMENT
3D_ CREATING A PRODUCT SHEET PDF
3E_ MANAGING CONTEXTS BY MARKET

4 / MANAGE THE PRODUCT OFFER

4A_ CREATE / MANAGE FAMILIES
4B_ STRUCTURE ACCORDING TO MASTERDATA
4C_ MANAGE PRODUCT RELATIONSHIPS (ACCESSORIES, REPLACEMENTS, EQUIVALENCES)

5 / DISTRIBUTE DATA

5A_ PREPARING DATA FOR CATALOGS
5B_ DISTRIBUTION TO E-COMMERCE SITES, MARKETPLACES AND DISTRIBUTORS
5C_ MANAGING FORMATS AND CONSTRAINTS BY CHANNEL
5D_ TESTS AND CHECKS BEFORE PUBLICATION

6 / ADMINISTER AND DEVELOP THE PIM

6A_ ADMINISTER ATTRIBUTES AND PRODUCT TYPES
6B_ OPTIMIZING WORKFLOWS
6C_ MANAGING DATA IMPORTS/EXPORTS AND EXPORT PROFILES
6D_ PIM MAINTENANCE AND EVOLUTION

TRAINING MODULES BY PROFILE

	1 / GETTING STARTED WITH PIM	2 / ENSURE AND GOVERN PRODUCT DATA	3 / ENHANCE CONTENT AND MEDIA	4 / MANAGE THE PRODUCT OFFER	5 / DISTRIBUTE DATA	6 / ADMINISTER_x000B_ AND DEVELOP_x000B_THE PIM
ADMINISTRATOR (Damien/ Solenne/ Marion)	✓	✓	✓	✓	✓	✓
GROUP KEY USER (Range Managers)	✓	✓	✓	✓	✓	
AMBASSADOR/ CONTACT PERSON	✓	✓	✓		✓	
LOCAL KEY USER Marketing	✓	✓	✓		✓	
LOCAL KEY USER Quality	✓	✓				
LOCAL KEY USER Technical	✓	✓				
USER All	✓					

AMBASSADORS

MDU	PIM DAM AMBASSADORS
MDU France	Iuliia Linard
MDU BEN PL	Coraline Boistuaud
MDU IT	Graziella Nivola
MDU RO	Alexandra Suta
MDU UK	Kim Blacktin
MDU ZAF	?
MDU RU	Maria Kutuzova
MDU SPAIN	Noemi Romero



MODULE FORMATION #3

MERCI !

MAI 2026



TEAM SPIRIT
CUSTOMER FOCUS
INNOVATION
SUSTAINABILITY
EMPOWERMENT

wirquin

**Smart
For Good**