



MODULE TRAINING #1

GETTING STARTED WITH THE PIM

MARCH 2026



**TEAM SPIRIT
CUSTOMER FOCUS
INNOVATION
SUSTAINABILITY
EMPOWERMENT**



**Smart
For Good**

INTRODUCTION

Product Data: A Cornerstone of the Plan

→ **More than just a technical challenge, data is a strategic prerequisite for supporting our three key ambitions at Wirquin:**



1. International acceleration through data harmonisation.



2. The Distributor Partnership through compliance with market standards.



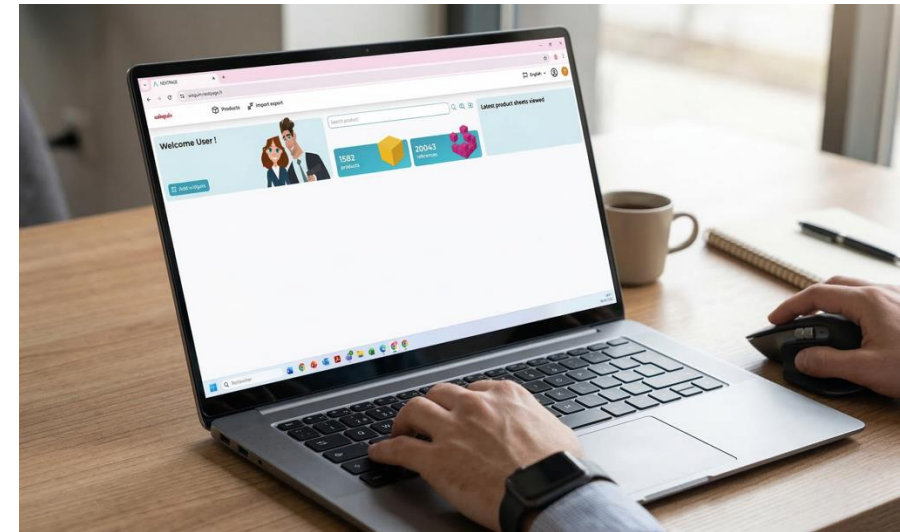
3. Building consumer trust through clarity in our digital and physical offerings.

GETTING STARTED WITH THE PIM

"ALL USERS"

→ Discover the tool, its purpose and the essentials you need to get started with confidence

- 1A THE ROLE OF THE PIM IN THE COMPANY'S DIGITAL ECOSYSTEM
- 1B NAVIGATING THE INTERFACE / KEY SCREENS
- 1C CUSTOMISING THE HOME SCREEN
- 1D TYPES OF PRODUCT DATA (MARKETING, TECHNICAL, LOGISTICAL, STANDARDS)
- 1E SEARCHING FOR INFORMATION, PRODUCTS AND MEDIA
- 1F MANAGING LANGUAGES, MARKETS AND CONTEXTS
- 1G MANAGING DATA EXPORTS



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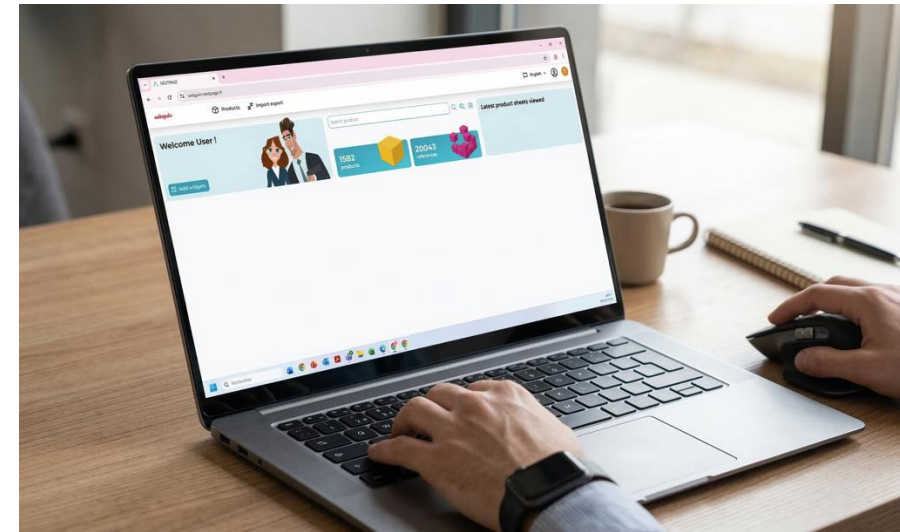
1C CUSTOMISING THE HOME SCREEN

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1G MANAGING DATA EXPORTS



1A

How can I find product training?

→ **Before PIM:** Training was decentralised, inconsistent, difficult to find, not monitored and sometimes incorrect.



Catalogues

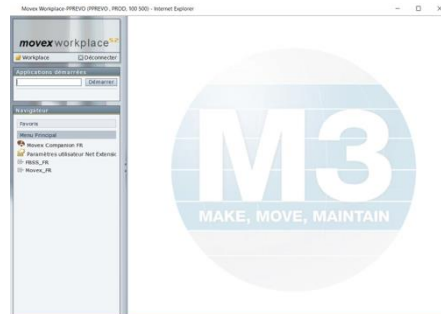


Websites



Rep	Qty	Description	Drawing	Material	Epibibea
1	1	Echange 50mm	A706-YK04-60	Brass HB955-1	Lacquered coating
2	1	washlet	A706-06	PA6-60-5 sh	Stainless steel
3	1	foam washer	270697	EVA	White

Product specification



ERP



Oral or written communication with colleagues

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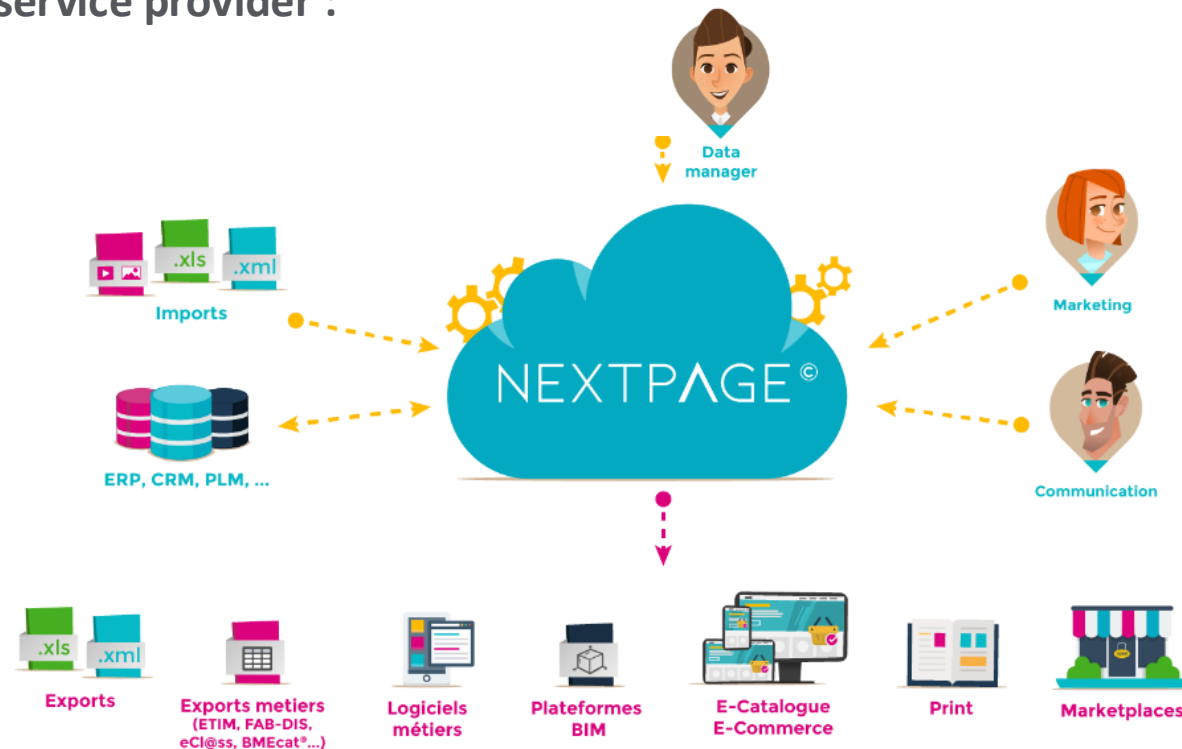
1F MANAGING LANGUAGES, MARKETS AND CONTEXTS

1G MANAGING DATA EXPORTS

Implementation of a PIM (Product Information Management) or Product Information Management

→ Centralises and standardises all technical and marketing data within a company to distribute it effectively across various sales channels.

→ Our service provider :



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How can I find product training?

→ Now, with PIM : A single, reliable and controlled source!

The screenshot shows the PIM interface for 'winquin'. The breadcrumb trail is: Plumbing > Wastes > Shower waste > Shower waste D90 > SLIM + ABS > 30723365. The left sidebar shows a tree view of products, with 'Shower waste D90 (14)' expanded to 'SLIM + ABS' (69%) and 'References (28)'. The main area displays the product '30723365' with an image of the product box and the following details:

- MKT Long product name: SLIM + shower waste ABS dome
- MKT Long item name: SLIM + shower waste D40 ABS dome.

Below the product details is a 'General ITEM data' section with the following information:

SKU/Reference/Item	Value
SKU/Reference/Item	30723365
EAN 13 / GTIN 13	3375537232482
ERP local item name	SLIM+ D40 DOME ABS
ERP english item name	

Please note!

→ Only FINISHED PRODUCT SKUs are included in the PIM. No components or supplier SKUs are included in it.

SUMMARY 1A

- PIM (Product INFORMATION Management) or Product In-House Training Management.
- Our partner : Nextpage <https://www.nextpage.fr/>
- It acts as a 'single hub': instead of having data scattered across different departments: logistics, marketing, sales.
- The ERP system manages the 'physical' and financial aspects of the product (stock, purchase prices, orders, logistics). It is designed for management purposes. The PIM is connected in real time to our ERP systems, from which certain data from the factories is extracted.
- Only finished products are included in the PIM (no components or supplier part numbers).
- Textual and visual content is manually added to the PIM for the e-learning module. Visual e-learning content (media files) is stored in a media library, also known as a DAM.
- Once the text or visual data has been entered, the possibilities are endless.



Exports



Exports métiers
(ETIM, FAB-DIS,
eCI@ss, BMEcat®...)



Logiciels
métiers



Plateformes
BIM



E-Catalogue
E-Commerce



Print



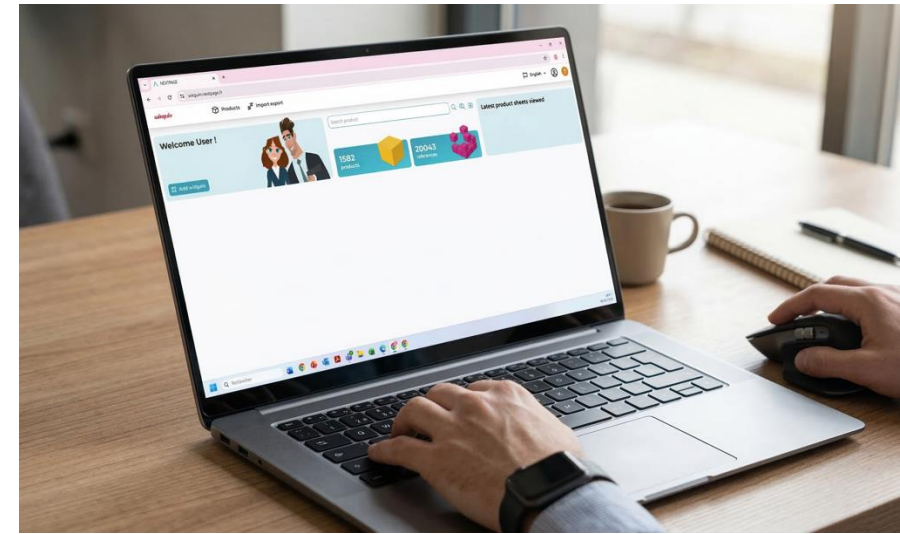
Marketplaces

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1B

Navigating the interface: key screens to be aware of

→ Log in

→ The home screen

→ The PRODUCT tab

→ The DAM tab (media or media library)

→ The EXPORT tab

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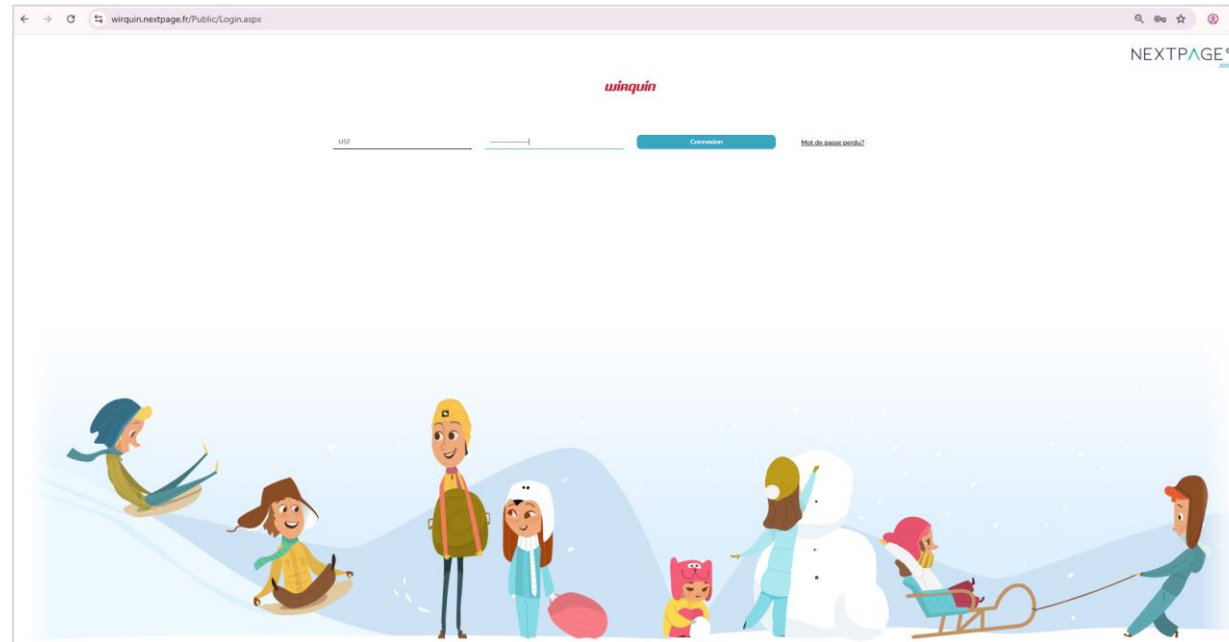
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1B

Log in

→ You will need your username and password.



<https://wirquin.nextpage.fr>

Please note!

- You don't have an account : contact us PIM.helpdesk@wirquin.com
- If you have forgotten your password, click on 'Forgotten your password?'

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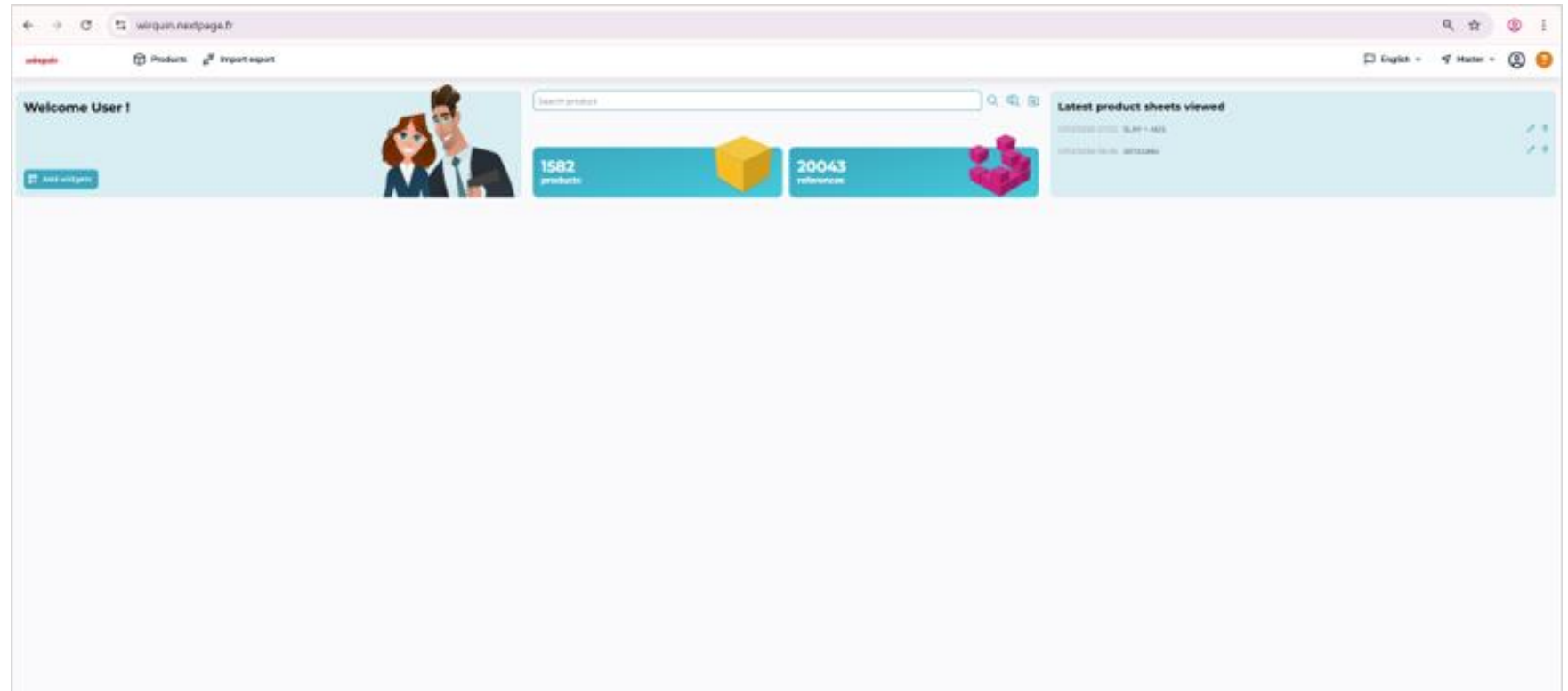
1F
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1B

The home screen

→ Offers a range of services: research, product development, export, configuration and customisation



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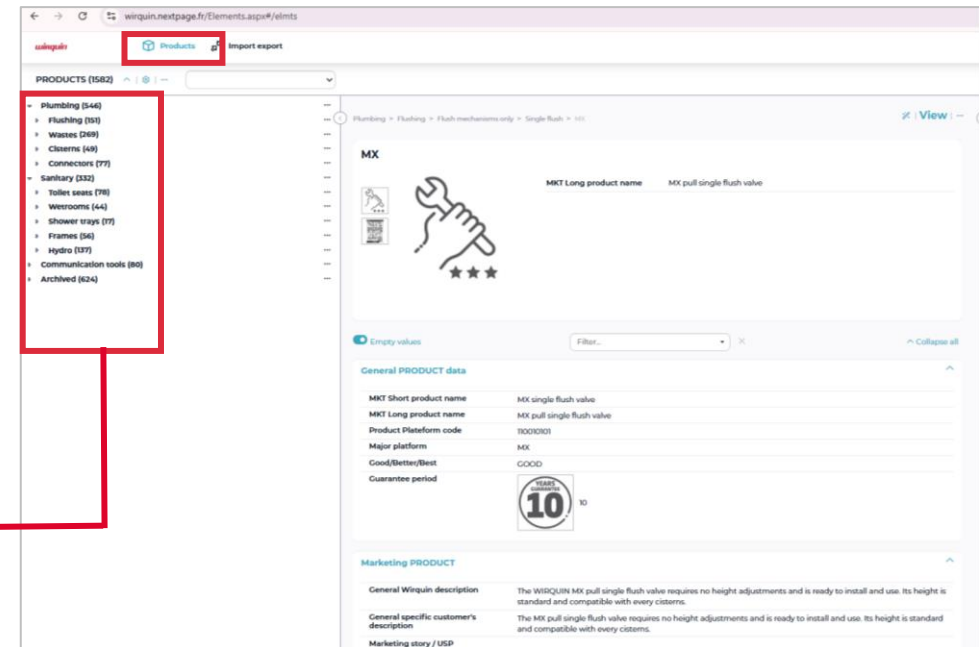
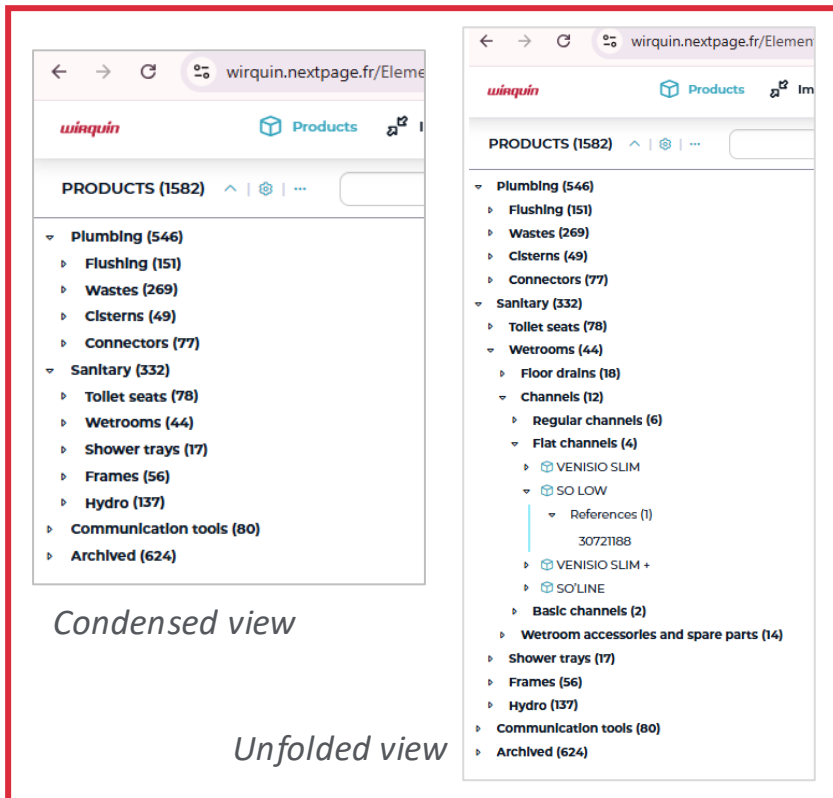
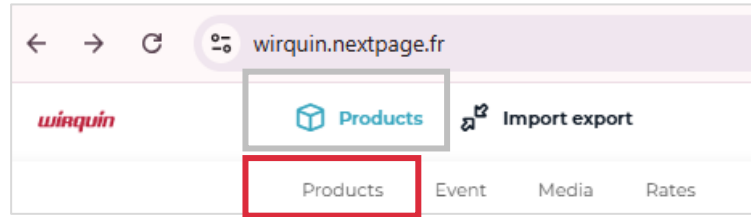
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1B

The PRODUCT tab → Access the Product Tree



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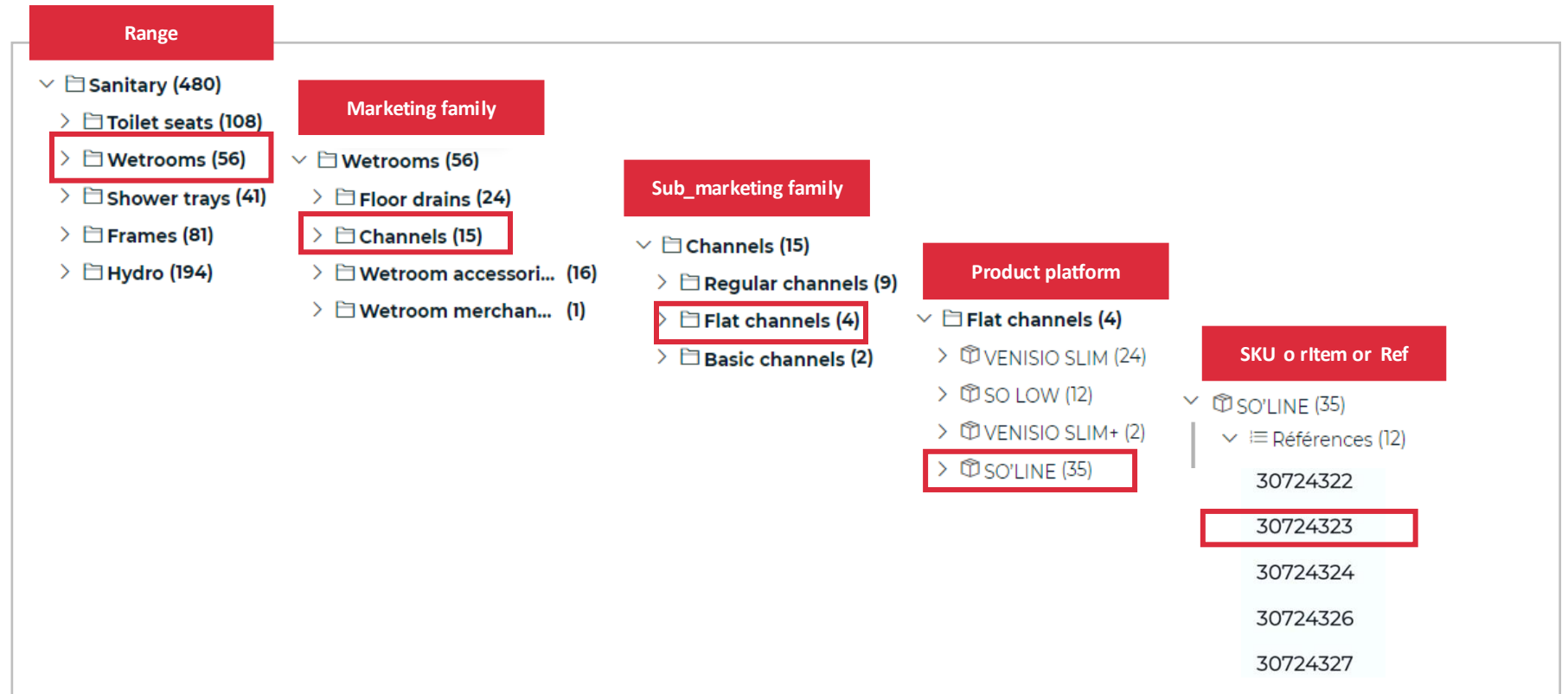
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MANAGING DATA EXPORTS



1B

Focus on the Product Tree

→ A 5-level reading programme



Please note!

→ This structure is also known as "Masterdata".

1B

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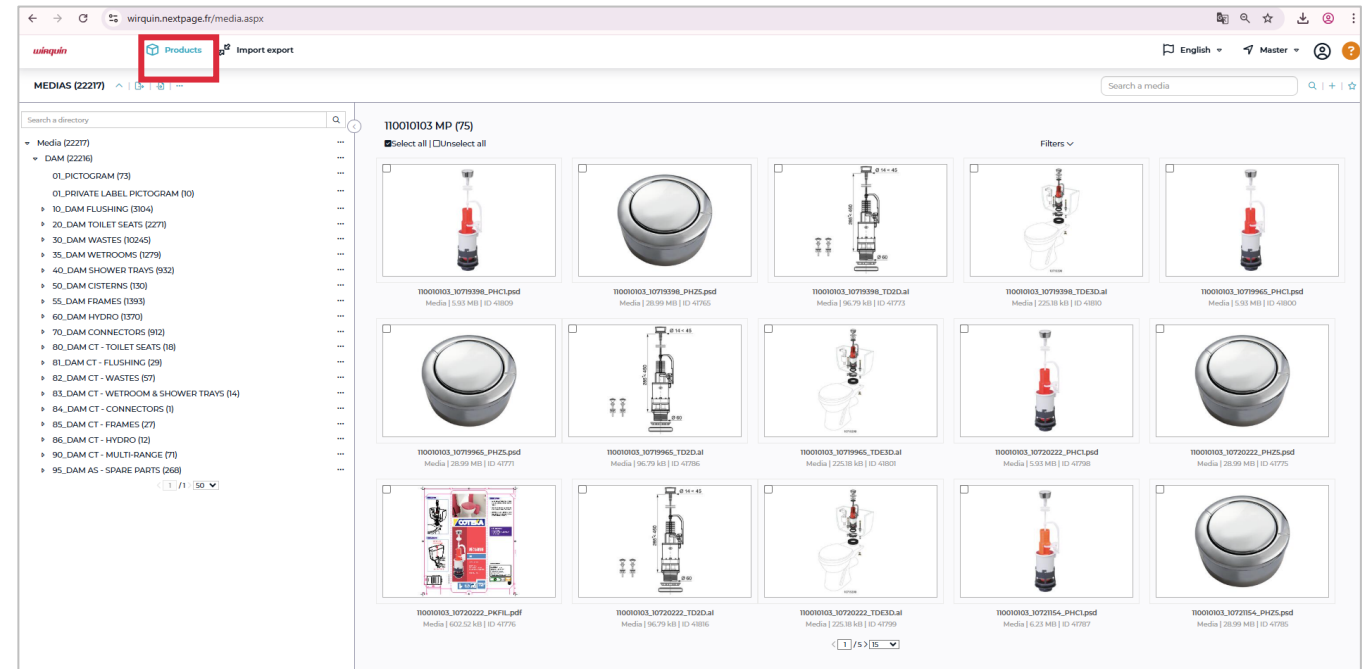
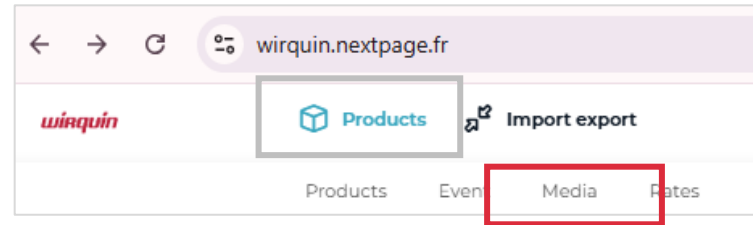
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1B

The DAM tab

→ Access to the Media tree (media library)



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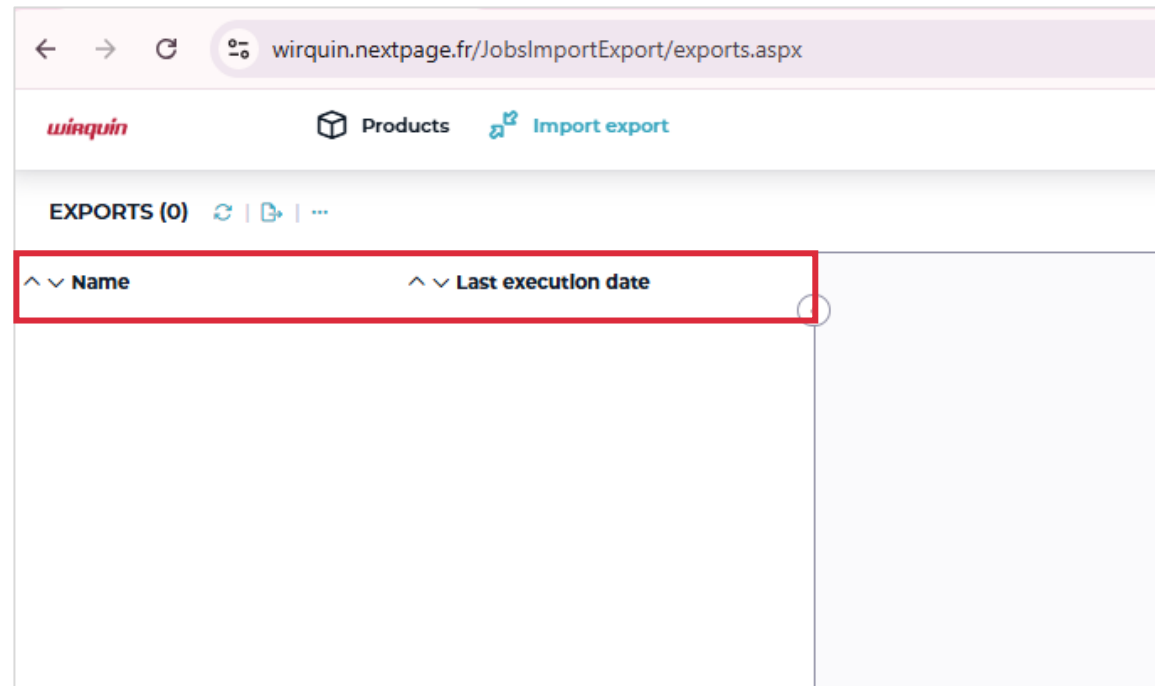
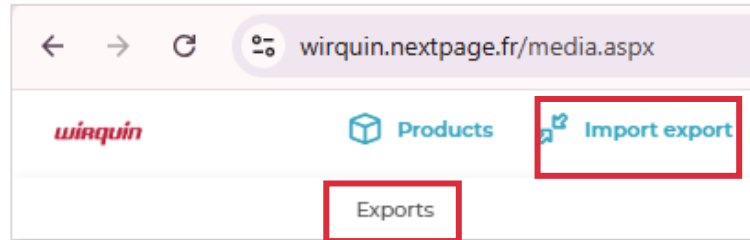
1F
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1B

The EXPORT tab

→ Option to export data (text/media) in Excel format or as a zipped file



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SUMMARY 1B



→ 3 tabs you should know about: **PRODUCT**, **MEDIA** and **EXPORT**

→ **Product tab** = PIM, access to the Master Data tree and entry of text information

→ **MEDIA tab** = DAM, accessing the Media tree and uploading media

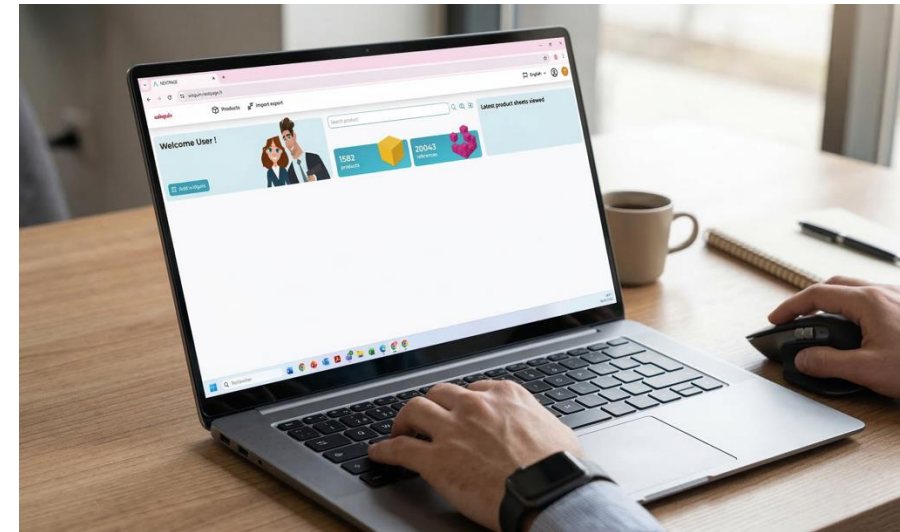
→ **EXPORT tab** = Export text data (in Excel format) or media (zipped folder)

GETTING STARTED WITH THE PIM

"ALL USERS"

→ Discover the tool, its purpose and the essentials you need to get started with confidence

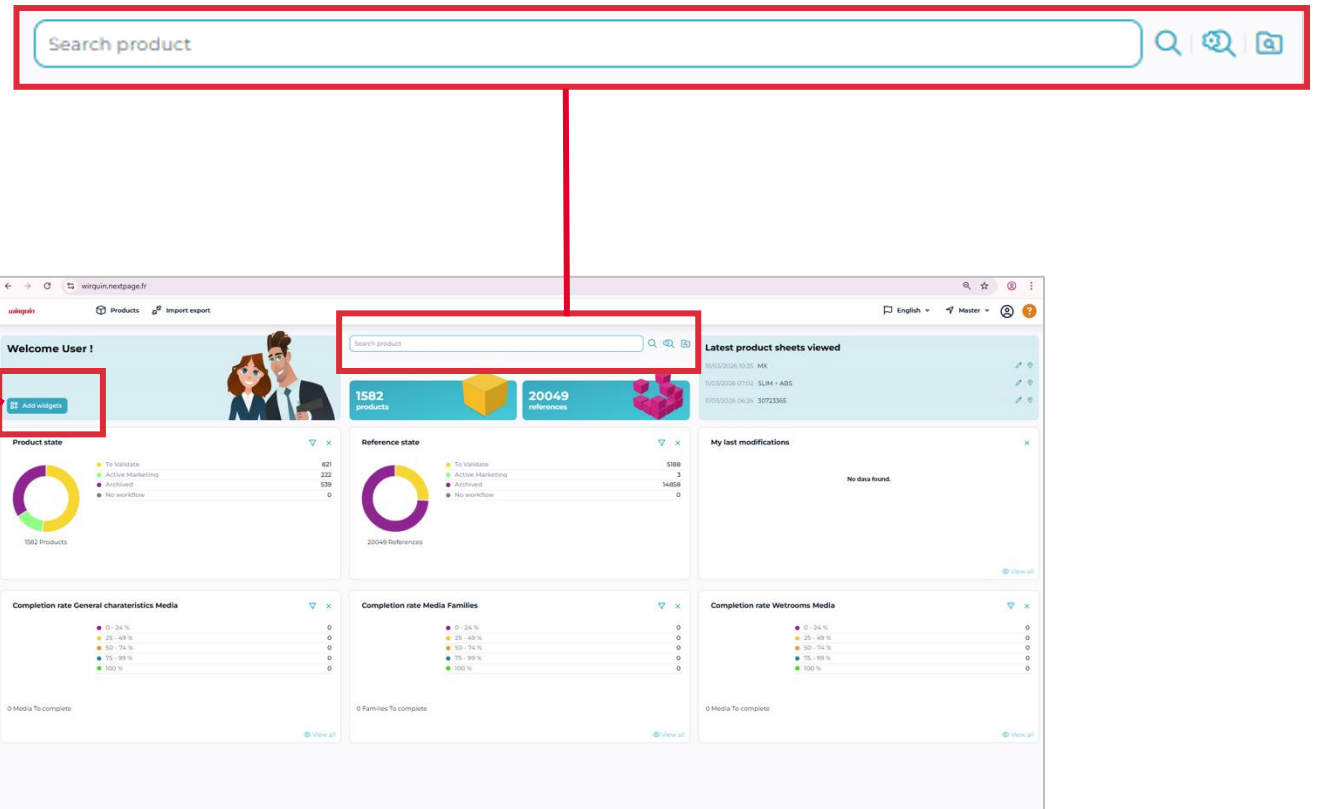
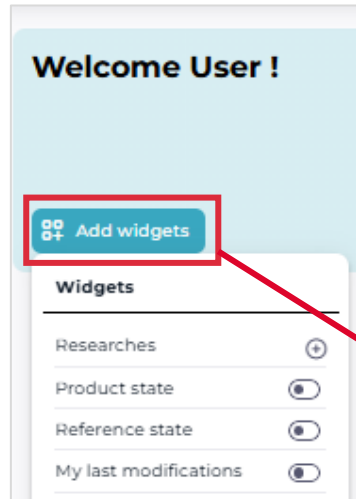
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1C

The home screen → Fully customisable.

→ You can enter your search (basic or advanced search)



Get statistics: e.g. Completion rate (widgets)

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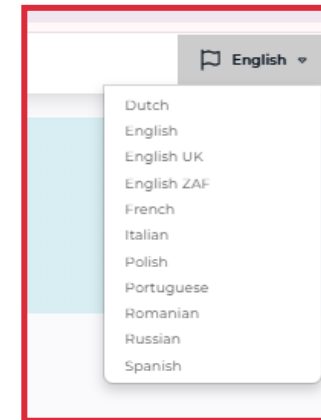
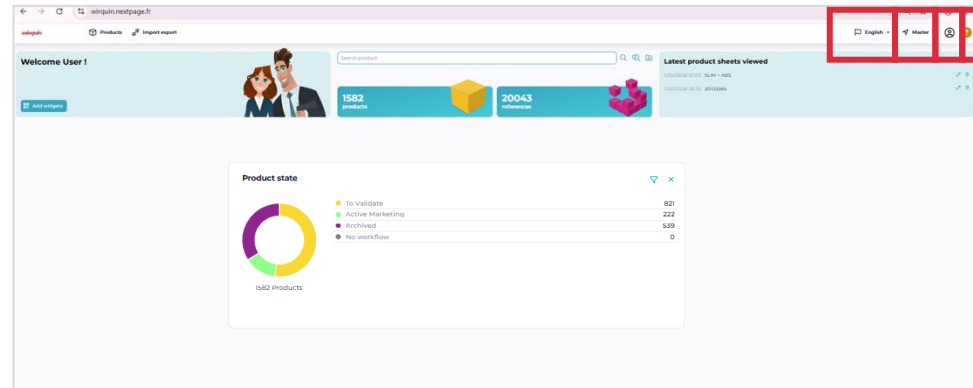
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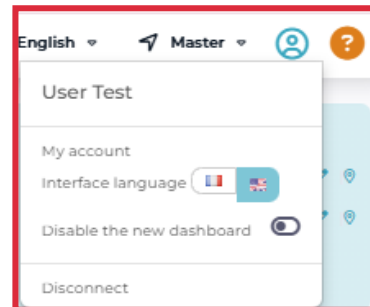
1C

The home screen

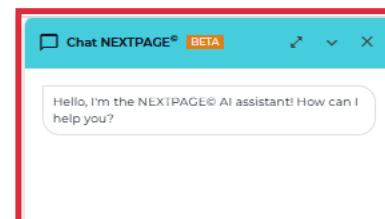
→ You can customise your language, context and account, and chat with an AI chatbot to help you with your research



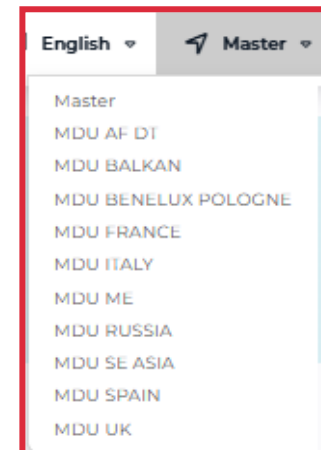
Your language



*Your account +
choice of interface
language*



*IA Assistant
(Beta version -
French only)*



*Your context =
The product's scope
in your market*

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SUMMARY 1C



→ Une **CUSTOMISING THE HOME SCREEN** quite extensive and offering a variety of services

→ **Widgets** = displaying statistics as a pie chart

→ **Language** = choose your language

→ **Context** = choosing the sales area for your market

→ **Account** = view the details associated with your account and select the interface language

→ **AI Assistant** = chatbox that answers your questions and search queries (FR)

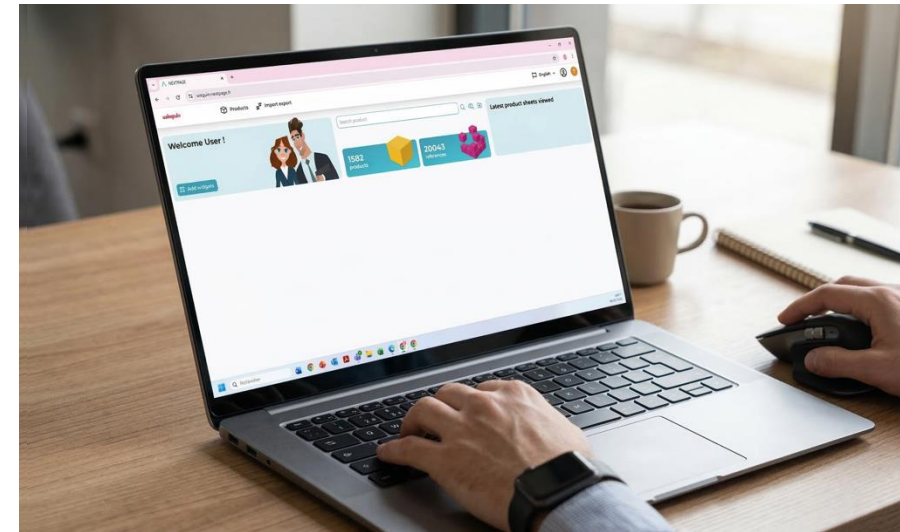
→ **Search** = carry out simple or advanced searches

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1D

2 levels of interpretation

→ To find product INFORMATION

→ **PRODUCT level (3 sections)**

(General information applicable to all SKUs)

The screenshot displays the Winquin PIM interface. On the left, a navigation tree shows the hierarchy: PRODUCTS (1582) > Plumbing (546) > Wastes (269) > Shower waste (28) > Shower waste D90 (14) > **SLIM + ABS**. The 'SLIM + ABS' item is highlighted with a red box. The main content area shows the breadcrumb path: Plumbing > Wastes > Shower waste > Shower waste D90 > SLIM + ABS. Below the breadcrumb, the product name 'SLIM + ABS' is displayed. To the right, the 'MKT Long product name' is 'SLIM + shower waste ABS dome'. Below this, there are three sections: 'Empty values' with a filter input, 'General PRODUCT data', 'Marketing PRODUCT', and 'Media'. These three sections are highlighted with a red box.

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→ SKU/item/reference level (10 sections)

(Specific information that may apply only to the SKU in question)

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The screenshot displays the Winquin PIM interface. On the left, a navigation tree shows a hierarchy of products: Plumbing (546), Flushing (151), Wastes (269), Basin waste (74), Shower waste (28), and Shower waste D90 (14). Under Shower waste D90, there are sub-categories: SLIM + ABS (69%), References (28), SLIM + Metal & Flat grid (69%), SLIM + Deck (69%), and Product - Shower waste D90 (46%). A red box highlights the 'References' section, which lists several SKUs with their respective completion percentages (e.g., 30723365 at 41%, 30723374 at 41%, etc.).

On the right, the detailed view for a selected product shows a product image and a list of data sections. A red box highlights this list of sections: General ITEM data, Marketing ITEM, Unit ITEM packaging & instruction, Wastes, Measurements, Location, Life cycle status, Logistics, Quality - product norms, and Media. Each section has a dropdown arrow indicating it can be expanded.


1D

PRODUCT level

→ This data may be textual or visual, and is sometimes already present in the PIM and cannot be edited as it originates from the ERP.

SLIM + ABS

- General PRODUCT data
- Marketing PRODUCT
- Media

General PRODUCT data	
MKT Short product name	SLIM + shower waste ABS dome
MKT Long product name	SLIM + shower waste ABS dome
Product Platform code	130030112
Major platform	SLIM +
Good/Better/Best	BEST
Guarantee period	 10
Year of launch	2021

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1D

PRODUCT level

SLIM + ABS

General PRODUCT data

Marketing PRODUCT

Media

Marketing PRODUCT

General Wirquin description	The WIRQUIN SLIM+ is an extra flat shower waste especially designed for the extra flat shower trays in ø90. Equipped with a high-performance silicon membrane, which replace a traditional depth of seal and a well-designed chrome plated ABS dome. SLIM+ is also quick and easy to install in all configurations, extra reliable without any risk of leaks and easy to clean : the guarantee to meet all the installers and end-users expectations.
General specific customer's description	SLIM+ is an extra flat shower waste especially designed for the extra flat shower trays in ø90. Equipped with a high-performance silicon membrane, which replace a traditional depth of seal and a well-designed chrome plated ABS dome. SLIM+ is also quick and easy to install in all configurations, extra reliable without any risk of leaks and easy to clean.
Marketing story / USP	SLIM+ shower waste is the flattest and the most compact shower waste on the market, easy to install, extra reliable without any risk of leaks and easy to clean. Extra performant thanks to its SMART Membrane Technology, SLIM+ is the guarantee of a reliable installation and a great user experience.
Claim	The extra flat shower waste.
Innovation title	SMART MEMBRANE TECHNOLOGY
Innovation description	Cartridge is equipped with silicone membrane which opens when water passes and closes automatically afterwards, ensuring optimal drainage. Its external bi-injected washer guarantee a perfect air-tightness. No more bad smells, no more pipes noises, no more desiphoning possible. The hair catcher is extractible from above, without cartridge disassembly for an easy and quick cleaning without desiphoning and adapted to the frequency cleaning of everyone. Cartridge is also removable from above for a deeper cleaning and a direct access to the pipes.
Variant descriptions	Available with different outlet diameters (ø40 compression and solvent weld, ø50 solvent weld and ø40uk compression and solvent weld) and with different finishes (chrome plated ABS dome, Zink nickel brushed dome, flat stainless steel brushed grid or without grid for deck installation).
Product benefit 1	Quick to install in all configuration and with shallow depth. Ideal for low profile shower trays and for a trendy finish
Product feature 1	Extra compact, only 40mm of height and 190mm of length
Product benefit 2	No more bad smells: a perfect barrier against the bad smells and the guarantee without any risk of depth of seal suction: no noise and no bad smells which come back from the canalisations
Product feature 2	Smart Membrane Technology: a waterless membrane which replace a traditional water seal trap
Product benefit 3	A reliable installation guaranteed 100% leak-proof
Product feature 3	Bi-injected washer under the tray
Product benefit 4	Easy to clean from above
Product feature 4	Independant hair catcher to adapt the cleaning frequency of everyone's habits without desiphoning. Removable cartridge for a deeper cleaning and a direct access to the pipes
Tips	
Quality marketing benefits	SLIM+ is patented, registered design and manufactured in France.
Care and cleaning instructions	To protect your installation, we recommend to do not use cleaning products based on sulfuric acid.

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




1D


















PRODUCT level

SLIM + ABS

- General PRODUCT data
- Marketing PRODUCT
- Media**

Media

- Product logo_LO1

- Product background photo 1_PHB1

- Product background photo 2_PHB2

- Product cutout photo view 1_PHC1

- Product cutout photo view 2_PHC2

- Product cutout photo view 3_PHC3

- Product cutout photo view 4_PHC4

- Product cutout photo view 5_PHC5


- Product zoom photo 1_PHZ1

- Product zoom photo 2_PHZ2

- Product zoom photo 3_PHZ3

- Product introduction picture_PHS1

- Product pictogram 1_PIC1

- Product pictogram 2_PIC2

- Product pictogram 3_PIC3

- Product pictogram 4_PIC4

- Product 3D technical drawing_T3D1

- Product 3D exploded view_T3E1D

- Product data sheet_DSX1

- Product technical leaflet_TPL1

- Product user guide_TPL3

- Product QR code_QRCODE

- Product introduction video_VDR1

- Product tutorial video_VDT1

- Product assembly video_VDS1


Please note!

→ To download a media file, do so via the MEDIA tab so that you can select the appropriate format.



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SKU level

→ This data may be text-based or visual, and is sometimes already present in the PIM and cannot be edited as it originates from the ERP.

30723365

General ITEM data	
SKU/Reference/Item	30723365
EAN 13 / GTIN 13	3375537232482
ERP local item name	SLIM+ D40 DOME ABS
ERP english item name	
MKT Long item name	SLIM + shower waste D40 ABS dome.
MKT Short item name	SLIM + shower waste D40 ABS dome.
Sold in channel	PRO DIY ERETAIL OEM
Sold in MDU	MDU RUSSIE MDU MISCELLANEOUS MDU BALKAN
Brand type	WIRQUIN BRAND
Brand name	WIRQUIN
Product ExtID	P_130030112
Item main raw material	ABS
Item rate recycled material (%)	
Main colour	Grey.

General ITEM data	▼
Marketing ITEM	▼
Unit ITEM packaging & instruction	▼
Wastes / Flushing / Connectors / Toilet seat / Frame...	▼
Measurements	▼
Location	▼
Life cycle status	▼
Logistics	▼
Quality - product norms	▼
Media	▼

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SKU level

30723365

Marketing ITEM

Item description	SLIM + shower waste for extra flat shower tray D90.
Item benefit 1	
Item feature 1	
Item benefit 2	
Item feature 2	
Compatibility	
Customer guarantee period (Month)	
Specific customer	No
Specific customer's code	
Specific customer's name	
Specific customer's address	

General ITEM data	▼
Marketing ITEM	▼
Unit ITEM packaging & instruction	▼
Wastes / Flushing / Connectors / Toilet seat / Frame...	▼
Measurements	▼
Location	▼
Life cycle status	▼
Logistics	▼
Quality - product norms	▼
Media	▼

Please note!

→ Some fields are blank because they are optional.

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SKU level

30723365

Unit ITEM packaging & instruction	
Unit packaging content	SLIM + shower waste, filter and membrane cartridge, chrome plated ABS dome.
Unit packaging type	BOX
Unit packaging hangable (on a peg)	Yes
Languages on the packaging	RO RU
Unit packaging material	
Unit packaging rate recycled material (%)	
VALOBAT code	
Eco-contribution (HT) (€)	
FSC/PEFC- unit packaging	
FSC/PEFC - unit packaging - Certificate n°	
Instructions leaflet provided	No

General ITEM data	▼
Marketing ITEM	▼
Unit ITEM packaging & instruction	▼
Wastes / Flushing / Connectors / Toilet seat / Frame...	▼
Measurements	▼
Location	▼
Life cycle status	▼
Logistics	▼
Quality - product norms	▼
Media	▼

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SKU level

30723365

Wastes

Waste flow rate (L/min)	34
Depth of seal (mm)	Membrane
Height under sanitary equipment (mm)	58
Compatible with trap box	Yes
Shower waste Inlet ø (mm)	90
Outlet fitting	Compression & Solvent weld
Outlet option	Without outlet option
Shower waste finish	ABS chrome
Shower waste design	Dome
Shower waste outlet ø (mm)	D40

Flushing (151)

Wastes (269)

Cisterns (49)

Connectors (77)

Toilet seats (78)

Wetrooms (44)

Shower trays (17)

Frames (56)

Hydro (137)

Please note!

→ These technical specifications relate to the selected SKU.
30723365 is an SKU from the WASTE range, so the requested specifications relate solely to technical information for the WASTE range.

In fact, a TOILET SEAT will not have the same technical specifications as a CISTERN or a TOILET FRAME.

General ITEM data	▼
Marketing ITEM	▼
Unit ITEM packaging & instruction	▼
Wastes / Flushing / Connectors / Toilet seat / Frame...	▼
Measurements	▼
Location	▼
Life cycle status	▼
Logistics	▼
Quality - product norms	▼
Media	▼

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Level SKU

30723365

Measurements

Item height (mm)	75
Item length (mm)	190
Item width (mm)	118
Item weight (Kg)	0,2350000
Packaged item height (mm)	125,000
Packaged item length (mm)	195,000
Packaged item width (mm)	80,000
Packaged item weight (Kg)	0,318

General ITEM data	▼
Marketing ITEM	▼
Unit ITEM packaging & instruction	▼
Wastes / Flushing / Connectors / Toilet seat / Frame...	▼
Measurements	▼
Location	▼
Life cycle status	▼
Logistics	▼
Quality - product norms	▼
Media	▼

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Level SKU

30723365

Location

Make or buy	Group manufactured
Item generic export field	
Manufacturing subsidiary	WEUR
Original purchasing subsidiary	
Supplier country	
Country of origin	FRA

General ITEM data	▼
Marketing ITEM	▼
Unit ITEM packaging & instruction	▼
Wastes / Flushing / Connectors / Toilet seat / Frame...	▼
Measurements	▼
Location	▼
Life cycle status	▼
Logistics	▼
Quality - product norms	▼
Media	▼

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Level SKU

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Life cycle status

WAIM Reference status	-
WASI Reference status	-
WCAL Reference status	-
WEUR Reference status	MATURE
WLTD Reference status	-
WROM Reference status	MATURE
WRUS Reference status	MATURE
WZAF Reference status	-

General ITEM data	▼
Marketing ITEM	▼
Unit ITEM packaging & instruction	▼
Wastes / Flushing / Connectors / Toilet seat / Frame...	▼
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Logistics	
Quantity of item per inner carton	
Outer carton height (mm)	0
Outer carton length (mm)	1
Outer carton width (mm)	0
Outer carton volume (mm3)	0
Outer carton gross weight (g)	0,7470000
Quantity of item per outer carton	28
Outer carton EAN 14	
Quantity of units per layer	112
Pallet height (mm)	0
Pallet length (mm)	1
Pallet width (mm)	1
Pallet volume (mm3)	0
Pallet gross weight (g)	12,0000000
Quantity of units per pallet	560
Pallet type	PALETTE 800*1200*150
Number of outer cartons per layer	4
Number of outer cartons per pallet	20
Number of layers per pallet	5
Commodity code / Customs code	39229000
Selling unit quantity	1

General ITEM data	▼
Marketing ITEM	▼
Unit ITEM packaging & instruction	▼
Wastes / Flushing / Connectors / Toilet seat / Frame...	▼
Measurements	▼
Location	▼
Life cycle status	▼
Logistics	▼
Quality - product norms	▼
Media	▼

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Level SKU

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Quality - product norms

B Mark	
B Mark - Certificate n°	
BSI	No
BSI - Certificate n°	
LONGTIME®	
LONGTIME® - Certificate n°	
NF	No
NF - CSTB code	
NF - CSTB designation	
Origine France Garantie	 Yes
Origine France Garantie - Certificate n°	24203045

General ITEM data	▼
Marketing ITEM	▼
Unit ITEM packaging & instruction	▼
Wastes / Flushing / Connectors / Toilet seat / Frame...	▼
Measurements	▼
Location	▼
Life cycle status	▼
Logistics	▼
Quality - product norms	▼
Media	▼

Please note!

- These quality characteristics are **SPECIFIC** to the selected SKU.
- 30723365 is an SKU corresponding to a product type linked to specific quality standards.
- You will not find the same standards on a **FRAME** or a **CONNECTOR**.

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SKU level

30723365

The screenshot displays a grid of media assets for the SKU 30723365. The assets are organized into three columns and several rows. The first column is labeled 'Media' and contains items like 'Product logo_LO1', 'Product background photo 1_PHB1', 'Product background photo 2_PHB2', 'Product cutout photo view 1_PHC1', 'Product cutout photo view 2_PHC2', 'Product cutout photo view 3_PHC3', 'Product cutout photo view 4_PHC4', and 'Product cutout photo view 5_PHC5'. The second column contains 'Product zoom photo 1_PHZ1', 'Product zoom photo 2_PHZ2', 'Product zoom photo 3_PHZ3', 'Product Innovation picture_PHI1', 'Product pictogram 1_PIC1', and 'Product pictogram 2_PIC2'. The third column contains 'Product pictogram 3_PIC3', 'Product pictogram 4_PIC4', 'Product 2D technical drawing_TD2D', 'Product 3D exploded view_TDE3D', 'Product data sheet_DASH', 'Product technical leaflet_TPL1', 'Product user guide_TPL3', 'Product QR code_QRCODE', 'Product introduction video_VIDINT', and 'Product tutorial videos_VIDTU'. At the bottom, there are 'Product assembly videos_VIDAS'.

General ITEM data	▼
Marketing ITEM	▼
Unit ITEM packaging & instruction	▼
Wastes / Flushing / Connectors / Toilet seat / Frame...	▼
Measurements	▼
Location	▼
Life cycle status	▼
Logistics	▼
Quality - product norms	▼
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Please note!

→ To download a media file, go to the MEDIA tab to select the appropriate format.

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SUMMARY 1D



→ 2 levels of information: PRODUCT level & SKU/item/reference level

→ **Product Level** : General information about my product, which may therefore cover several SKUs

Marketing **PRODUCT** ^

General Wirquin description

The WIRQUIN SLIM+ is an extra flat shower waste especially designed for the extra flat shower trays in ø90. Equipped with a high-performance silicon membrane, which replace a traditional depth of seal and a well-designed chrome plated ABS dome. SLIM+ is also quick and easy to install in all configurations, extra reliable without any risk of leaks and easy to clean : the guarantee to meet all the installers and end-users expectations.

→ **Level SKU** : Specific information regarding my reference number, specifically relating to the SKU/item/reference

Quality - product norms ^

B Mark

→ The data may be textual (PIM) or visual (DAM), sometimes already present in the PIM and non-editable as it originates from the ERP.

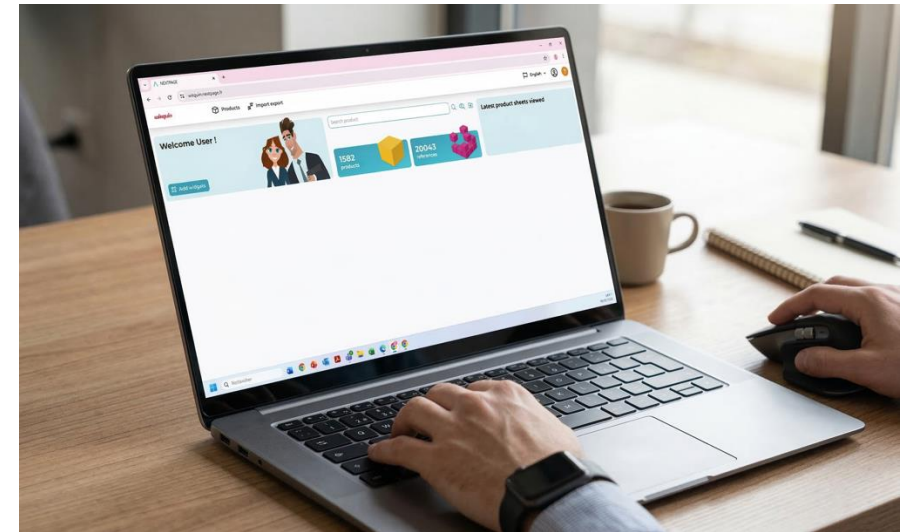
→ You can add new attributes or list values if required by sending an email to:
PIM.helpdesk@wirquin.com.

GETTING STARTED WITH THE PIM

"ALL USERS"

→ Discover the tool, its purpose and the essentials you need to get started with confidence

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You can search for INFORMATION using:

→ In the search bar

→ By expanding the tree view on the **PRODUCT** tab

→ Using an advanced search based on **FEATURES**

→ In the **MEDIA** tab (media library)

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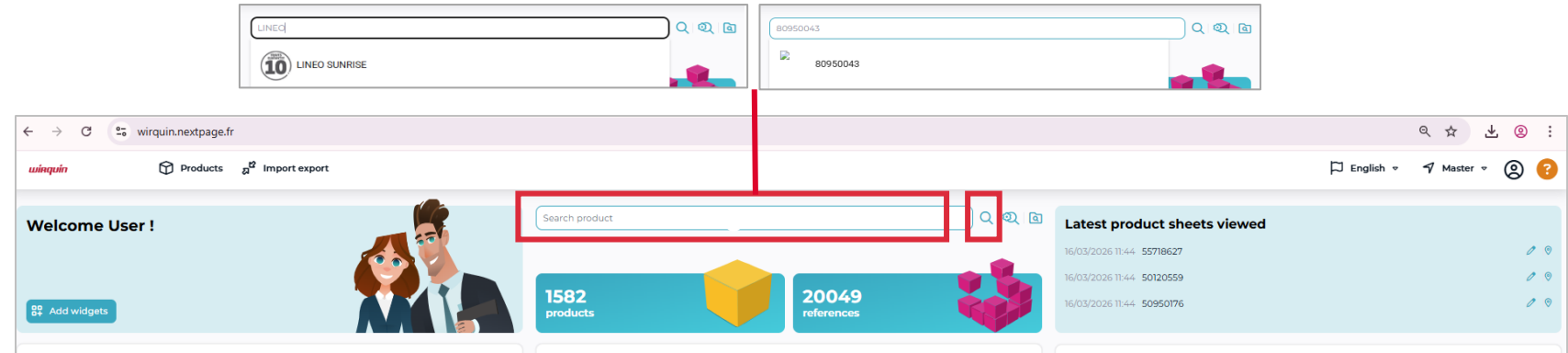
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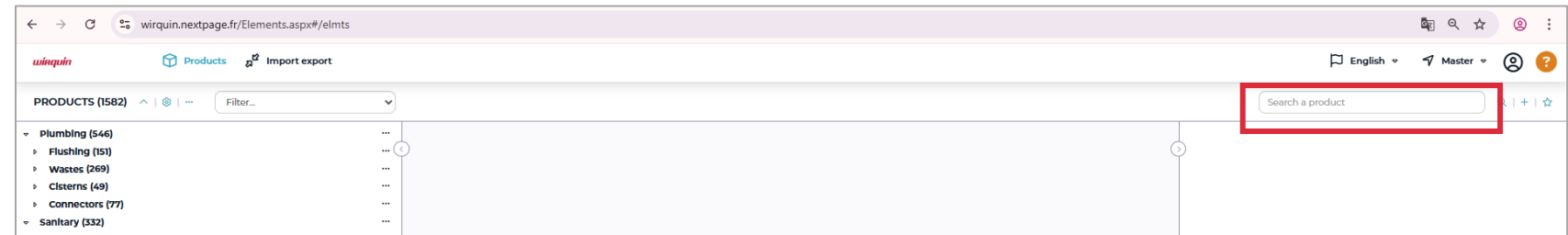
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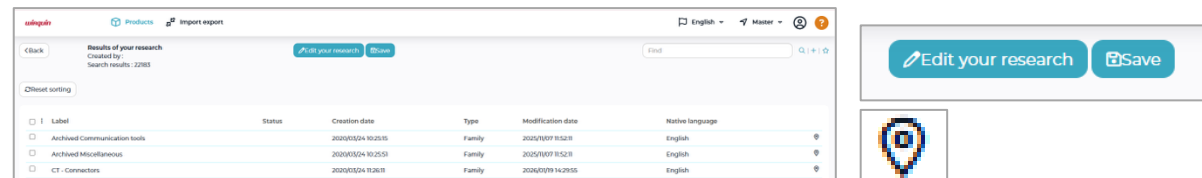
I am searching by SKU/item number/reference number or product name/code
→ I type my search term into the search bar on my home screen



→ I enter my search term in the search bar on the right-hand side of the PRODUCT tab



Please note! → You may see a window with an icon , click on it to access your search. You can also edit or save it.



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You can search for INFORMATION using:

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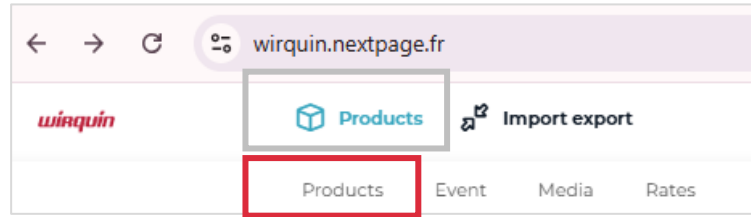
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I am searching by SKU/item number/reference number or product name/code
→ By clicking on "Families", then "Sub-family", then "Product name", then "SKU"



I'm searching by process of elimination by browsing from category to category

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1G MANAGING DATA EXPORTS

You can search for INFORMATION using:

→ In the search bar

→ By expanding the tree view on the PRODUCT tab

→ Using an advanced search based on FEATURES



→ In the MEDIA tab (media library)

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AND MEDIA

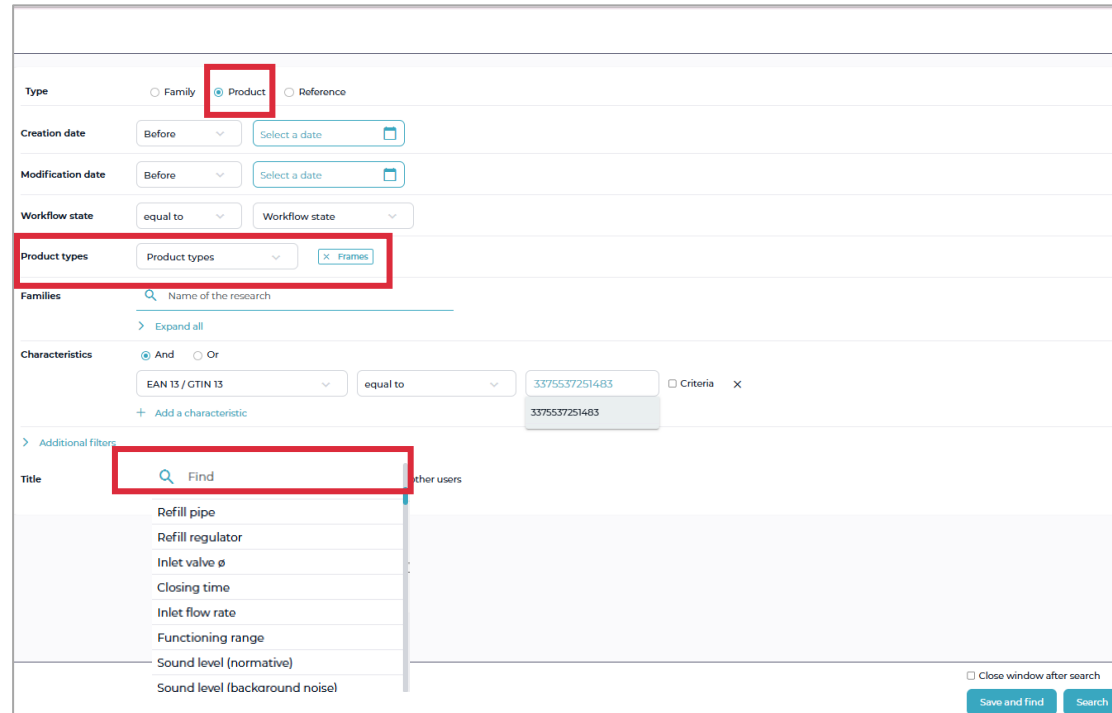
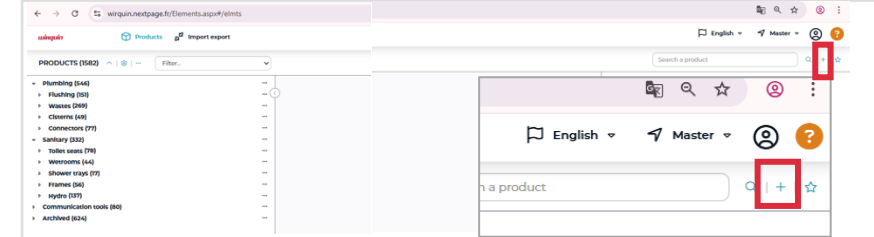
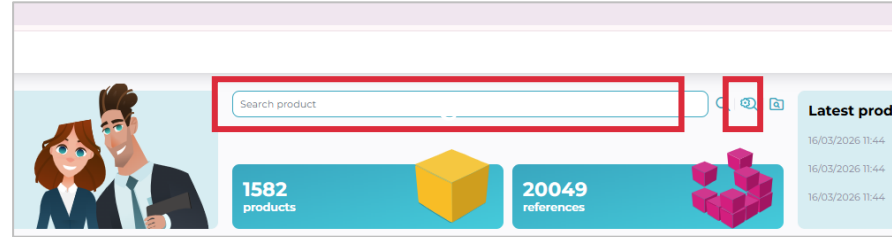
1F
MANAGING LANGUAGES, MARKETS AND
CONTEXTS

1G
MANAGING DATA EXPORTS

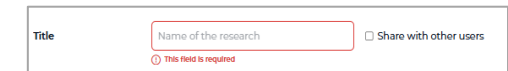
1E

Advanced Search by FEATURES

→ If you do not have the product name/code or SKU/item/reference, but you know some of the product's details, you can perform an advanced search from the home screen or in the PRODUCT tab on the right



You can enter certain details that you have (flow rate, diameter, date of creation or barcode...)



You must give your search a name and you can share it with other users

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→ In the search bar

→ By expanding the tree view on the **PRODUCT** tab

→ Using an advanced search based on **FEATURES**

→ In the **MEDIA** tab (media library)



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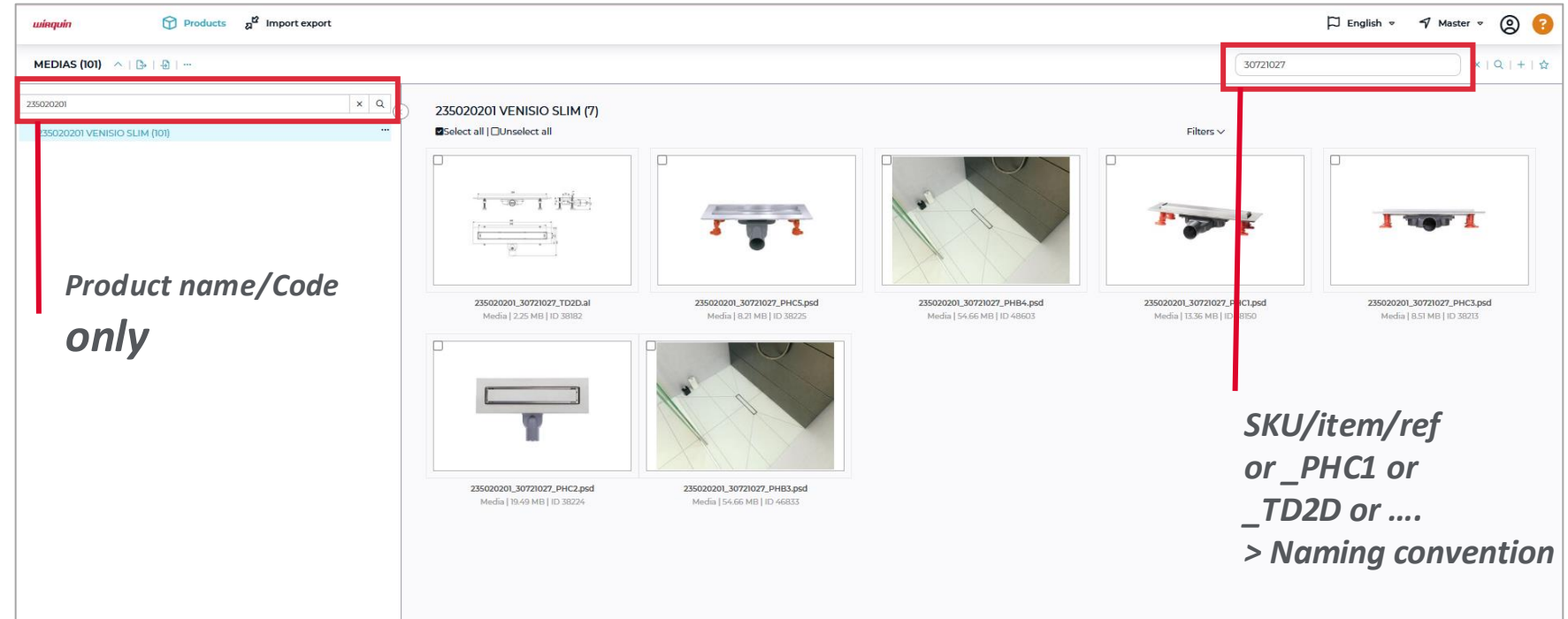
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I am searching by SKU/item/ref or product name/code from the MEDIA (DAM) tab

→ I type my search term into the search bar



Please note!

→ The media are named according to a naming convention (PHC, PHB, PKFIL, etc.)
You will find the table of definitions on the next slide.

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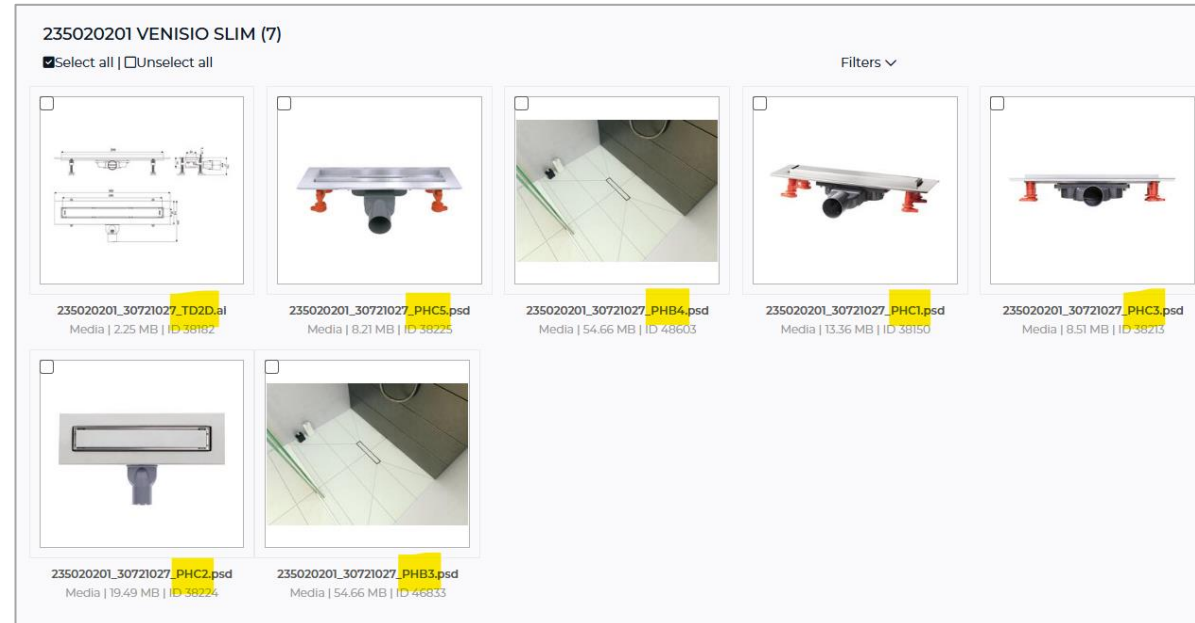
1E SEARCHING FOR INFORMATION, PRODUCTS AND MEDIA

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Naming convention : productcode_skucode_Extension

→ List of extensions



- **_PHC**: main product image (cropped)
- **_PHB**: product photo in a setting
- **_PHZ**: cropped close-up photo of the product
- **_TD2D**: 2D technical drawing
- **_TDE3D**: 3D technical diagram
- **_TPL**: instruction manual, user guide, technical manual
- **_VID**: video
- **_DASH**: product sheet

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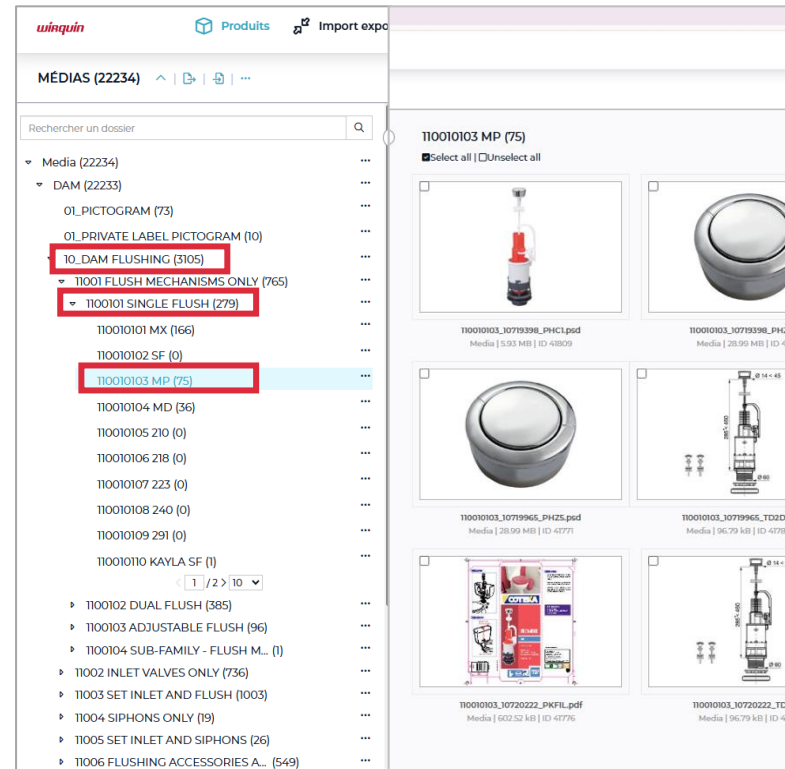
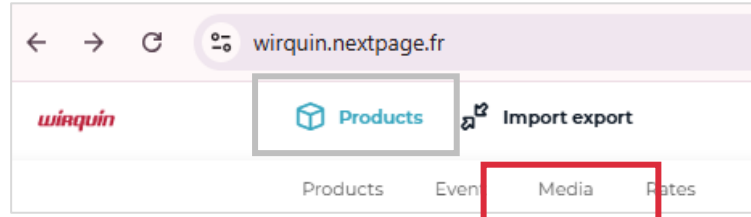
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I am searching by SKU/item/ref or product name/code from the MEDIA (DAM) tab

→ By clicking on 'Families', then 'Sub-family', then 'Product name'



I'm searching by process of elimination by browsing from category to category

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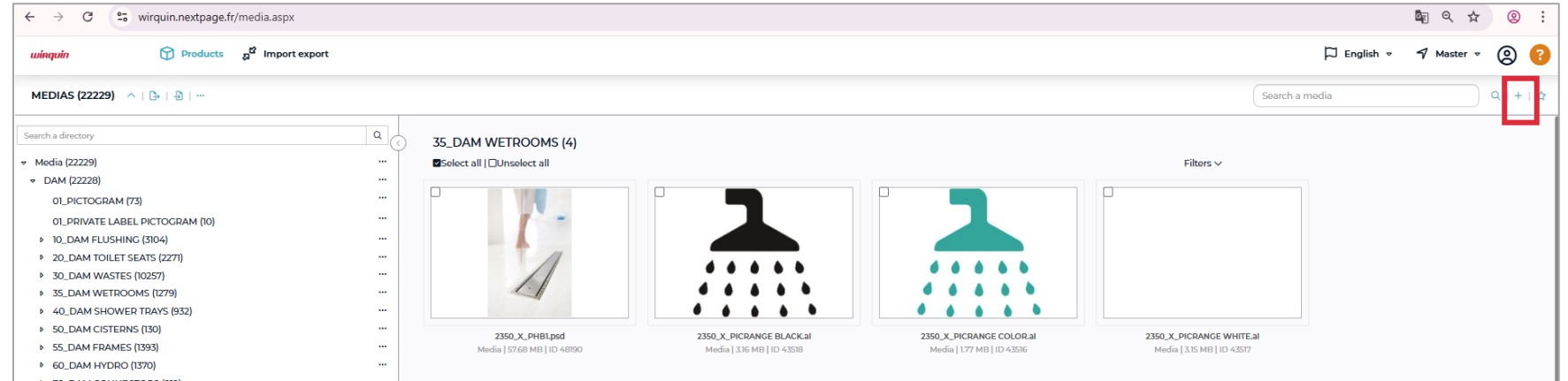
1E SEARCHING FOR INFORMATION, PRODUCTS AND MEDIA

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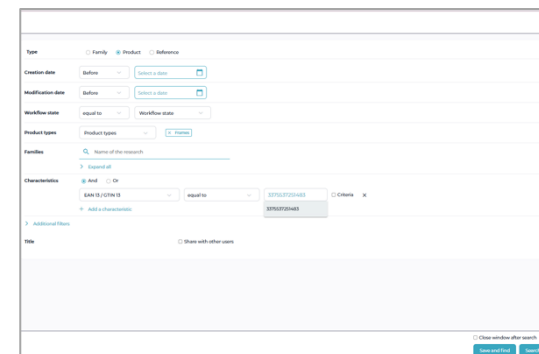
Advanced search from the DAM tab

→ If you do not have the product name/code or SKU/item/reference, but you know some of the product's features, you can perform an advanced search



Please note!

→ You will be taken to a window identical to the advanced search function, which you can access from the home screen or the PRODUCT tab



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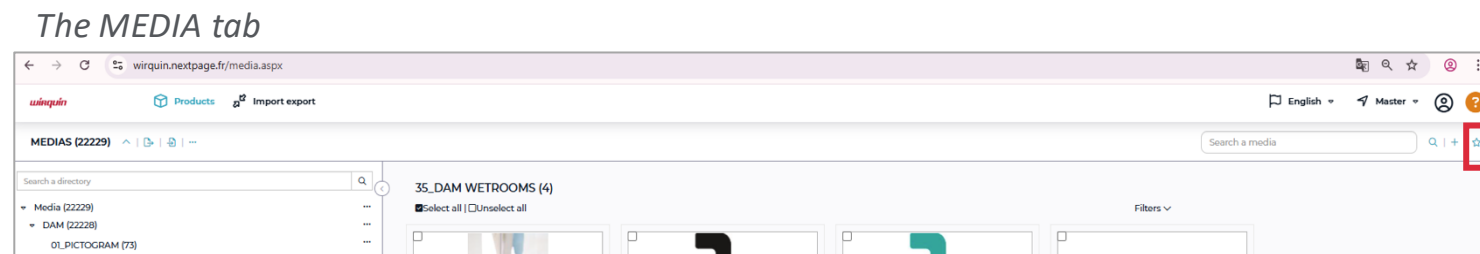
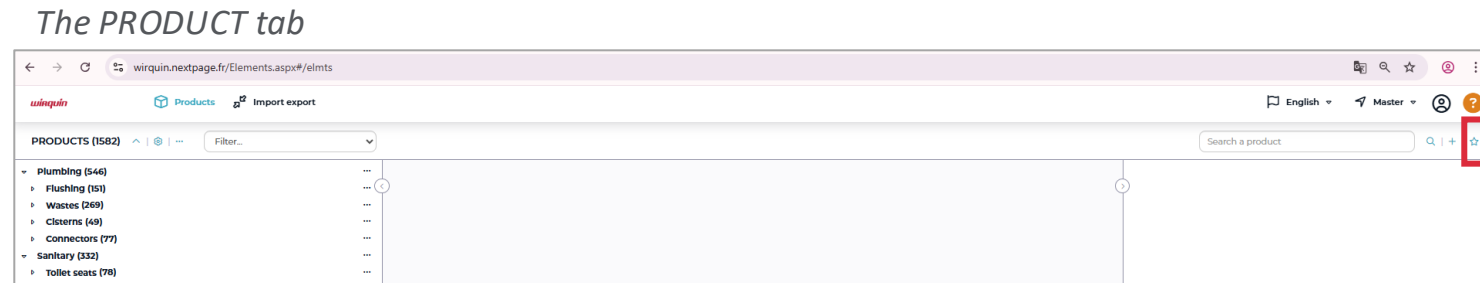
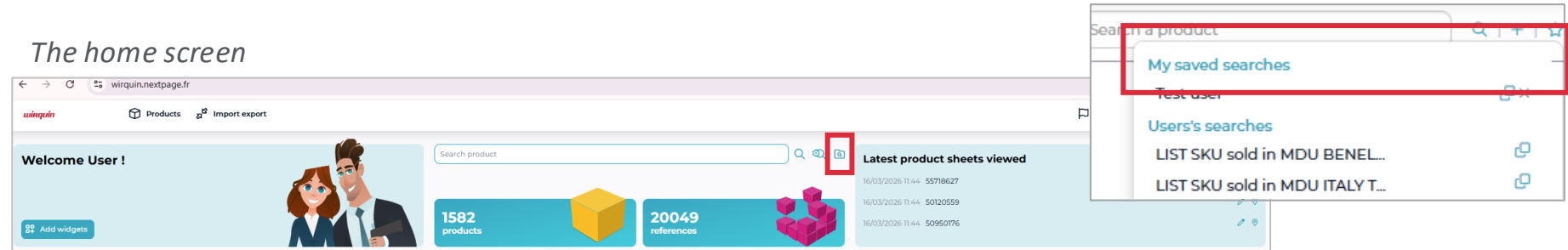
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Search history

→ You can view your previous searches either from the home screen or from the PRODUCT or MEDIA tab



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Medias download

→ only by MEDIA tab

→ by clicking in the middle of the image

The screenshot shows the PIM interface with the 'Medias' section selected. The left sidebar contains a directory tree with '235020204 SO'LINE (115)' highlighted. The main area displays a grid of media thumbnails. One thumbnail, '235020204_30724324_PHC1.psd', is highlighted with a red border. A modal window is open for this media, showing details and a 'Download' panel with a red border around the download options.

Medias (22234)

Search a media

Search a directory

- Media (22234)
 - DAM (22233)
 - 01_PICTOGRAM (73)
 - 01_PRIVATE LABEL PICTOGRAM (10)
 - 10_DAM FLUSHING (3105)
 - 20_DAM TOILET SEATS (2271)
 - 30_DAM WASTES (10259)
 - 35_DAM WETROOMS (1279)
 - 23501 FLOOR DRAINS (360)
 - 23502 CHANNELS (826)
 - 2350201 REGULAR CHANNE... (366)
 - 2350202 FLAT CHANNELS (426)
 - 235020201 VENISIO SLIM (101)
 - 235020202 SO LOW (77)
 - 235020203 VENISIO SLIM + (133)
 - 235020204 SO'LINE (115)
 - 2350203 BASIC CHANNELS (34)
 - 23503 WETROOM ACCESSORI... (89)
 - 40_DAM SHOWER TRAYS (933)
 - 50_DAM CISTERNS (130)
 - 55_DAM FRAMES (1393)
 - 60_DAM HYDRO (1371)

235020204_30724324_DASHESI.pdf
Media | 1.70 MB | ID 91913

235020204_30724324_DASHFRI.pdf
Media | 1.79 MB | ID 92734

235020204_30724324_PHB1.psd
Media | 133.87 MB | ID 57115

235020204_30724324_PHB2.psd
Media | 115.77 MB | ID 57123

235020204_30724324_PHB3.psd
Media | 141.87 MB | ID 57162

235020204_30724324_PHB4.psd
Media | 115.05 MB | ID 57159

235020204_30724324_PHC1.psd
Media | 15.28 MB | ID 57100

235020204_30724324_PHC2.psd
Media | 13.37 MB | ID 57163

235020204_30724324_PHC3.psd
Media | 8.74 MB | ID 57144

235020204_30724324_PHC4.psd
Media | 63.62 MB | ID 60188

235020204_30724324_PHC1.psd
Media | 15.28 MB | ID 57100

235020204_30724324_PHC1.psd

Edit Analyze Move Delete Characteristics Product types

Path DAM\35_DAM WETROOMS\23502 CHANNELS\2350202 FLAT CHANNELS\235020204 SO'LINE\235020204_30724324_PHC1.psd

Name 235020204_30724324_PHC1.psd

Size 15.28 MB

DateLastModified 2023-05-31 13:15:19

Export the media to the public section of the media server? Y

MediaFile DAM\35_DAM WETROOMS\23502 CHANNELS\2350202 FLAT CHANNELS\235020204 SO'LINE\235020204_30724324_PHC1.psd

Download

File	Original file	Download
File	Original file	Download
Thumb	250x250 JPG 75%	Download
Thumb	680x680 JPG 75%	Download
Thumb	2500x2500 JPG 75%	Download
Thumb	3000x3000 JPG 75%	Download

Tips!

→ Several formats are available, including the original file (CMYK HD) + 4 sizes RGB JPEG files

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SUMMARY 1E

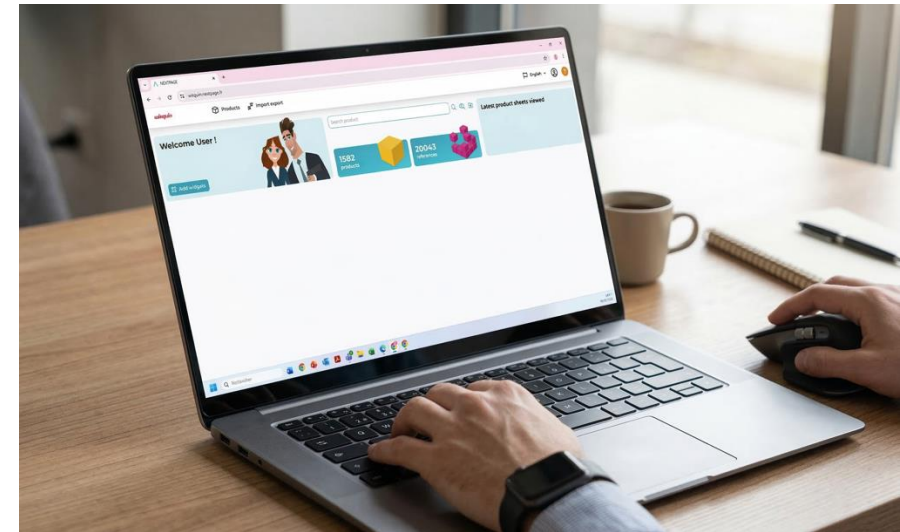
- Different ways to search: by product name, code, SKU, item or reference
- The **ADVANCED** search is based on known product details
- Search results can be saved in the search history
- A window may sometimes appear which you must click on to access the search 
- Results may sometimes be spread across several pages 
- For media files, searching by code `_PHC1`, `_PK3D` is possible thanks to the naming convention

GETTING STARTED WITH THE PIM

"ALL USERS"

→ Discover the tool, its purpose and the essentials you need to get started with confidence

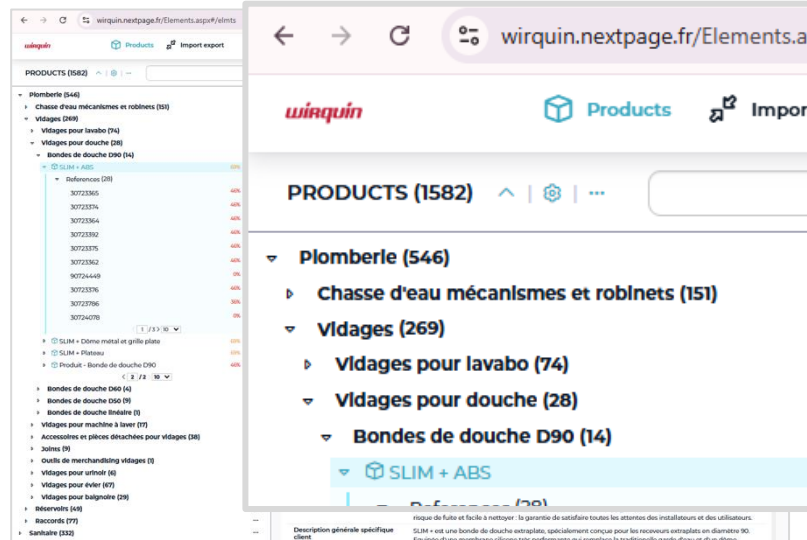
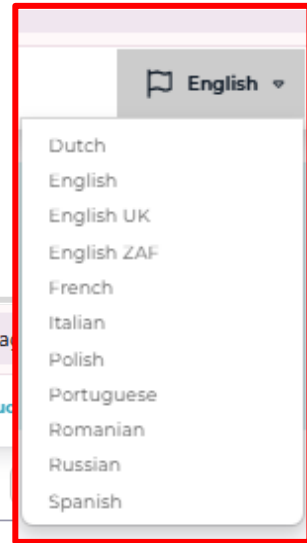
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- 1C CUSTOMISING THE HOME SCREEN
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- 1E SEARCHING FOR INFORMATION, PRODUCTS AND MEDIA
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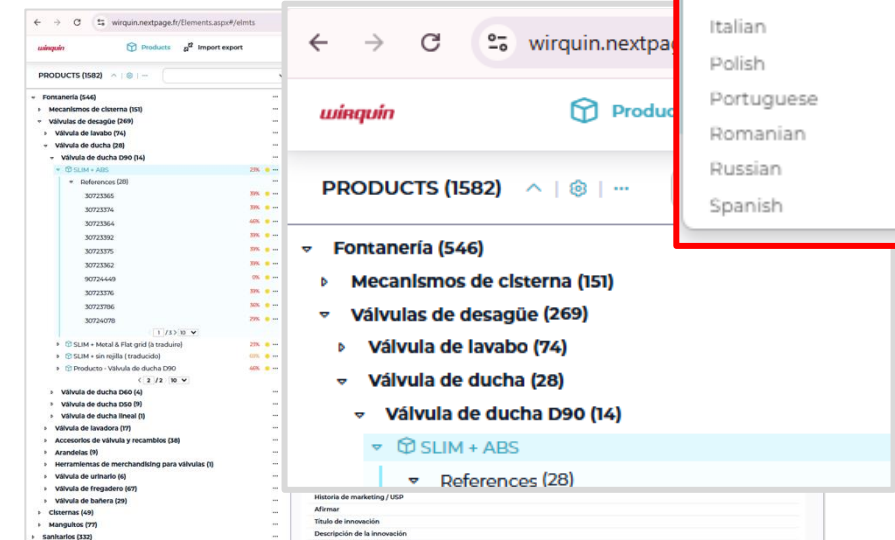
1F

Managing languages

→ Browse the PIM in your preferred language



Screen with the language "French" selected

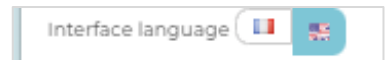


Screen with the language "Spanish" selected

Please note!

→ Warning: do not confuse "language management" with "interface language settings".

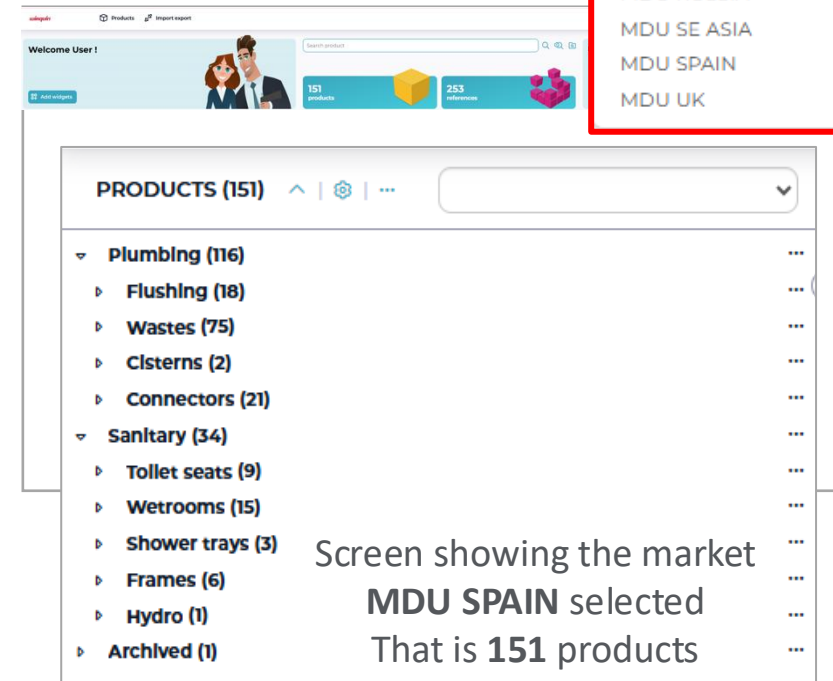
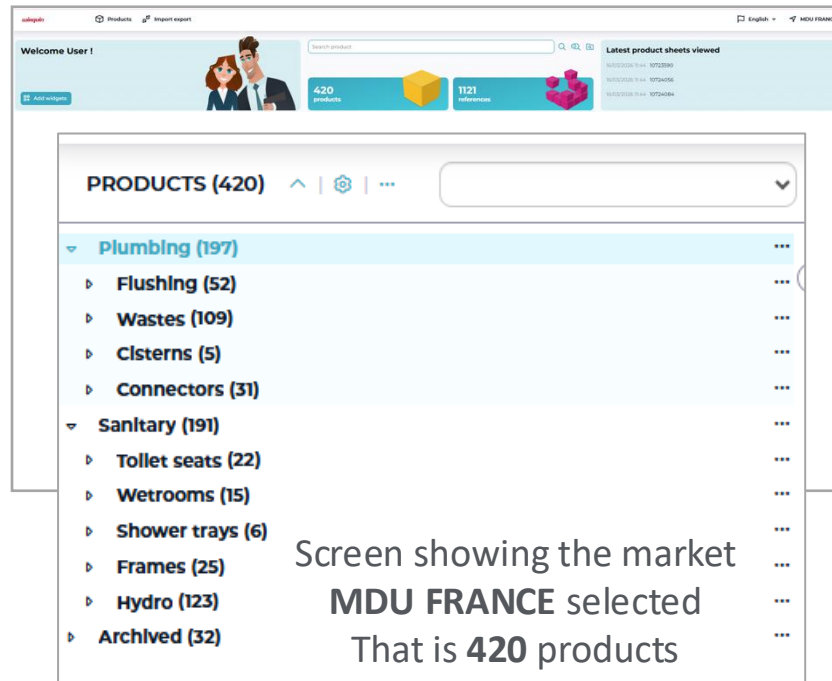
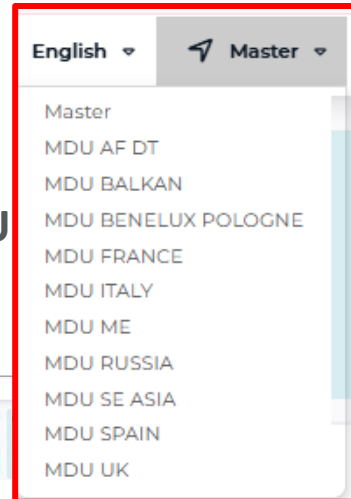
Among the 11 languages available, it is normal to see English, English UK and English ZAF listed, because although they are essentially the same languages, the specific wording (terms or phrases used) may differ.



1F

Overview by context

- Browse the PIM tree within the context of the selected MDU
- Context = Scope of active or under-development references for the MDU



Please note!

- The MASTER context covers all active product references sold within the group.
The primary language for the group is ENGLISH.

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SUMMARY 1F

The PIM can be customised:

→ Either in the language of your choice

- Dutch
- English
- English UK
- English ZAF
- French
- Italian
- Polish
- Portuguese
- Romanian
- Russian
- Spanish

→ Either via the CONTEXT, i.e. the "Scope of active references" or the MDU under development

- Master
- MDU AF DT
- MDU BALKAN
- MDU BENELUX POLOGNE
- MDU FRANCE
- MDU ITALY
- MDU ME
- MDU RUSSIA
- MDU SE ASIA
- MDU SPAIN
- MDU UK

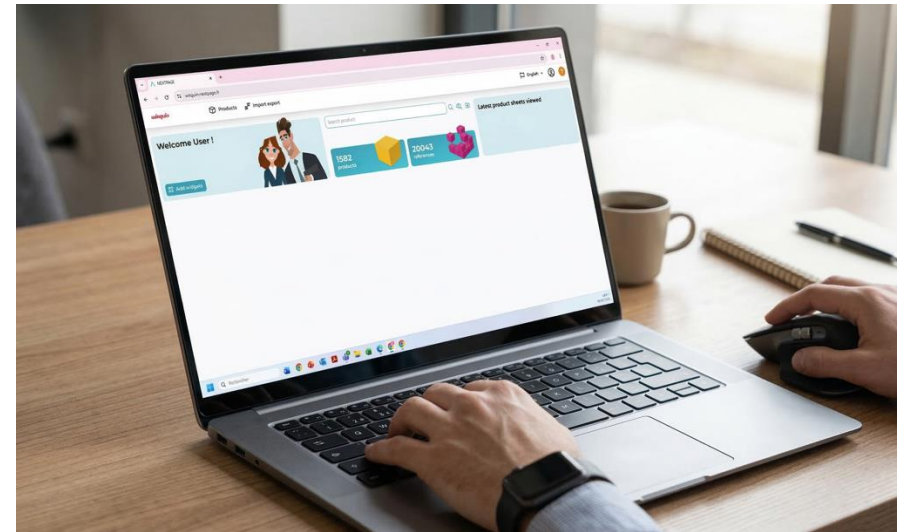


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Data export management

→ It is possible to export data. Imports and other types of export* can only be carried out by administrators. If you have a specific request, please contact: PIM.helpdesk@wirquin.com

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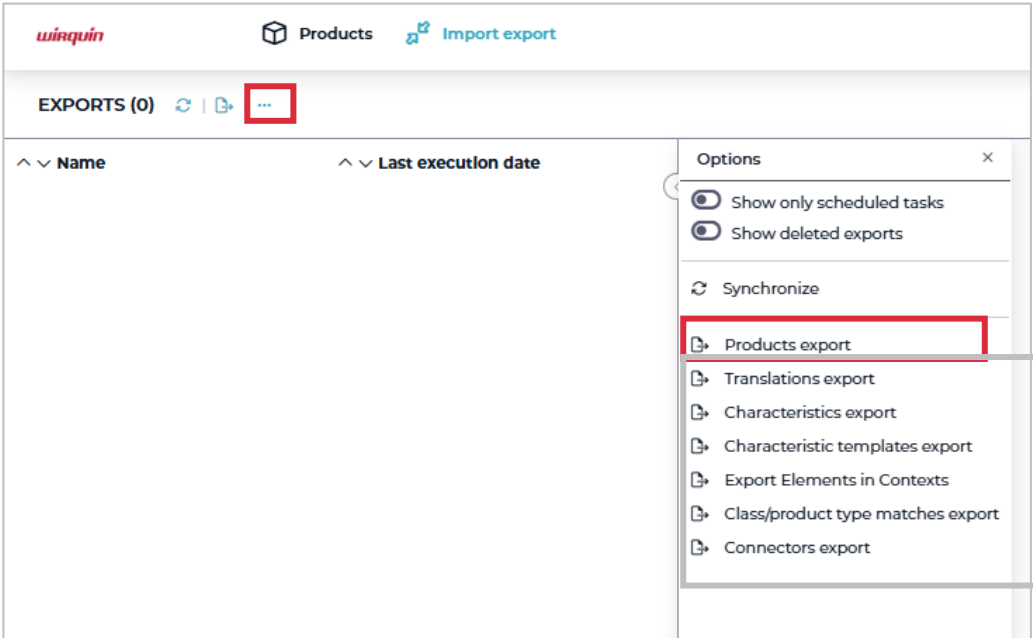
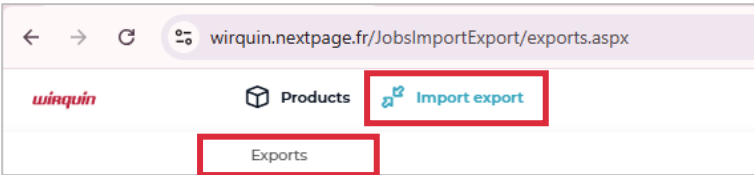
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Data export management

→ Export WITHOUT using filters

Export from the directory tree

The screenshot shows the 'Export' interface with the following components:

- Export** header with a progress indicator: 1/3 : Choose the product scope to export
- Choose products to export in the product treeview** (highlighted with a red box):
 - Select all
 - Plumbing (546)
 - Sanitary (332)
 - Communication tools (80)
 - Archived (624)
- Filters** section with various dropdown menus:
 - Filter by advanced search
 - Filter by characteristics
 - Filter by product status
 - Filter by reference status
 - Filter by modification in the last N days
 - Filter by product type
 - Filter by articles code list
- Product treeview** on the right showing a hierarchical structure of products with checkboxes for selection.

- Family or

- Sub-family or

- Product

Please note!

→ We recommend that you start by performing simple exports on limited scopes

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Data export management

→ Export WITH using filters

Export using filters

Export
1/3 : Choose the product scope to export

Choose products to export in the product treeview

- Select all
- Plumbing (546)
- Sanitary (332)
- Communication tools (80)
- Archived (624)

▼ Filters

Filter by advanced search

Filter by characteristics

Filter by product status

Filter by reference status

Filter by modification in the last N days

Filter by product type

Filter by articles code list

▼ Filters

Filter by advanced search

Filter by characteristics

Filter by product status

Filter by reference status

Filter by modification in the last N days

Filter by product type

Filter by articles code list

Please note!

→ If you wish to filter by specific SKUs/items/references, you must enter their numbers and add a ";" between multiple references if necessary. E.g. 30728099;30765732 (please note: do not leave a space between the references!)



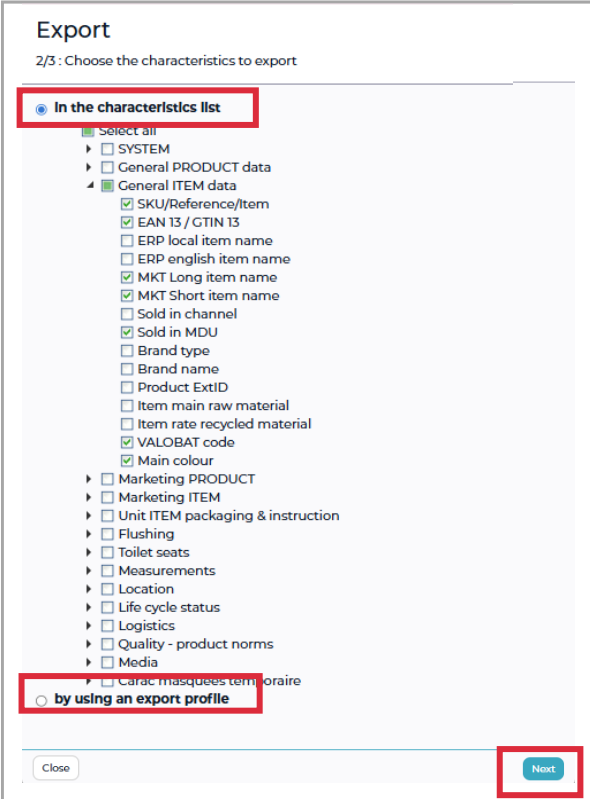
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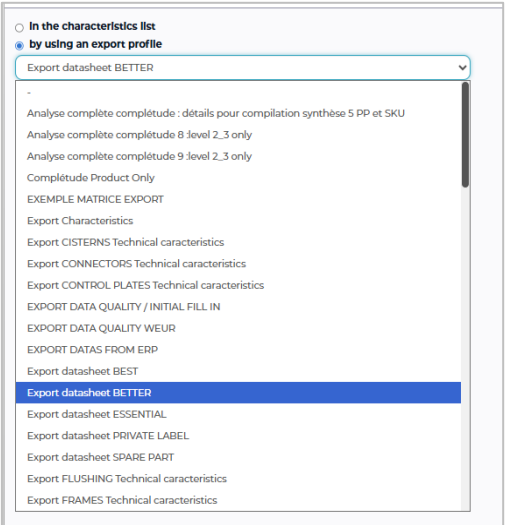
Step 1

→ Select the data you wish to export



- By selecting the desired **features**

- Or by using an **export profile** from the drop-down list



Please note!

→ If you wish to configure an export profile for your recurring exports, please submit a request to PIM.helpdesk@wirquin.com



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Step 2

→ Select the options you wish to export

The screenshot shows the 'Export' dialog box with the following details:

- Title:** Test Formation User
- Description:** (empty)
- Send to:** (empty)
- Output Format:** XLSX
- Options:**
 - Export unities
 - Images in Excel file
 - Simplified export
 - Export list icons
- Export languages:**
 - Dutch
 - English
 - English UK
 - English ZAF
 - French
 - Italian
 - Polish
 - Portuguese
 - Romanian
 - Russian
 - Spanish
- Medias export:**
 - ExportMedia
 - Export 250x250
 - Export 2500x2500
 - Export 3000x3000
 - Export 680x680
- Buttons:** Close, Finish

- You must provide a **title** for your export
- Select the desired **format**;
we recommend the **.xlsx** format to prevent data loss
- You can customise **your options** by selecting the **desired language**, with the option to export media either in a **zipped folder** or **directly visible in the Excel file**

Please note!

→ Depending on the complexity of the export, if it is a large file, you may have to wait a few minutes before it arrives in your inbox.



Export in progress
Please wait, you will receive an email at the end of progress.

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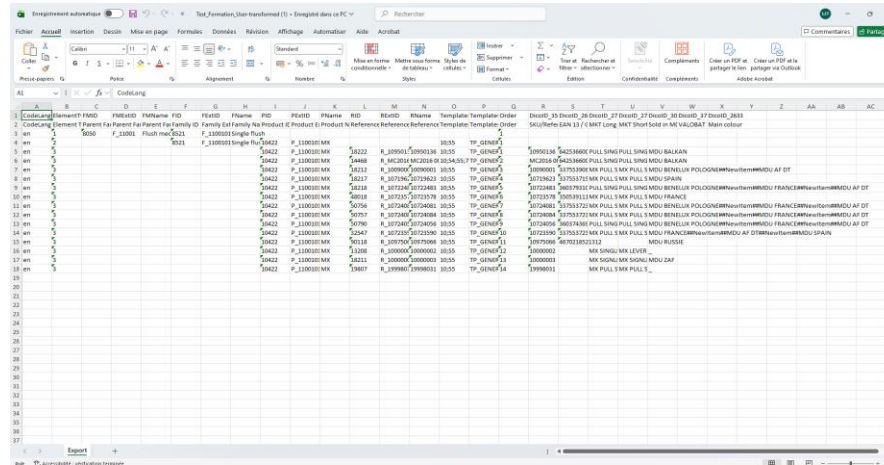
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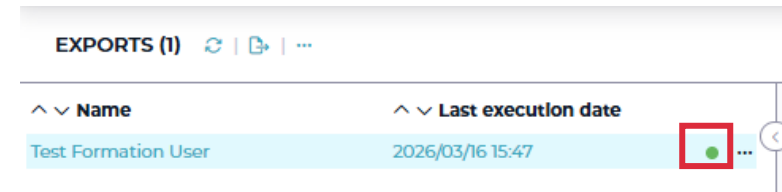
Step 3

→ Well done, you've just received your export via email – please open the file



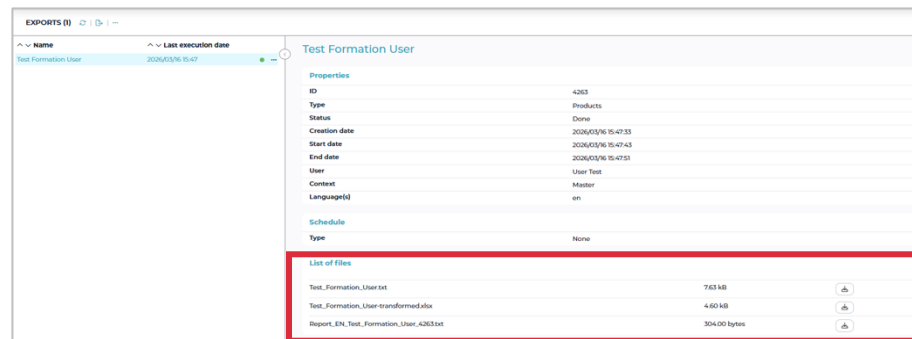
Please note!

- You can view the progress status of your export
 - Grey: pending
 - Green: export successful
 - Red: export failed



Please note!

→ If you do not receive an email, you can download the .xlsx file directly from the PIM. We recommend that you download the TRANSFORMED version.



- 1A THE ROLE OF THE PIM IN THE COMPANY'S DIGITAL ECOSYSTEM
- 1B NAVIGATING THE INTERFACE / KEY SCREENS
- 1C CUSTOMISING THE HOME SCREEN

- 1D TYPES OF PRODUCT DATA (MARKETING, TECHNICAL, LOGISTICAL, STANDARDS)
- 1E SEARCHING FOR INFORMATION, PRODUCTS AND MEDIA

- 1F MANAGING LANGUAGES, MARKETS AND CONTEXTS

- 1G MANAGING DATA EXPORTS

SUMMARY 1G



Data can be exported either:

→ Export **WITH** or **WITHOUT** filters

→ Choose the right scope (product range, product type, or SKU/item/reference)

→ When exporting, don't forget to add a title to your export and select the .xlsx format

→ You will receive an email; we recommend using the Excel version of the 'TRANSFORMED' file

→ If you notice that a field is missing from your export,
you will need to regenerate a new export, as it is not possible to modify an export once it is in progress.

CONCLUSION

→ If you have any questions about this first module, please don't hesitate to contact us

→ Object: Module 1

PIM.helpdesk@wirquin.com

- ✓ 1A THE ROLE OF THE PIM IN THE COMPANY'S DIGITAL ECOSYSTEM
- ✓ 1B NAVIGATING THE INTERFACE / KEY SCREENS
- ✓ 1C CUSTOMISING THE HOME SCREEN
- ✓ 1D TYPES OF PRODUCT DATA (MARKETING, TECHNICAL, LOGISTICAL, STANDARDS)
- ✓ 1E SEARCHING FOR INFORMATION, PRODUCTS AND MEDIA
- ✓ 1F MANAGING LANGUAGES, MARKETS AND CONTEXTS
- ✓ 1G MANAGING DATA EXPORTS

PIM TRAINING SESSIONS

1 / GETTING STARTED WITH THE PIM

1A_ THE ROLE OF THE PIM IN THE COMPANY'S DIGITAL ECOSYSTEM
1B_ NAVIGATING THE INTERFACE / KEY SCREENS
1C_ CUSTOMISING THE HOME SCREEN
1D_ TYPES OF PRODUCT DATA
(MARKETING, TECHNICAL, LOGISTICAL, STANDARDS)
1E_ SEARCHING FOR INFORMATION, PRODUCTS AND MEDIA
1F_ MANAGING DATA EXPORTS
1G_ GESTION DES EXPORTS DE DONNÉES

4 / MANAGING THE PRODUCT RANGE

4A_ CREATING / MANAGING PRODUCT FAMILIES
4B_ STRUCTURING ACCORDING TO MASTER DATA
4C_ MANAGING PRODUCT RELATIONSHIPS (ACCESSORIES, REPLACEMENTS, EQUIVALENTS)

2 / ENSURING THE RELIABILITY AND MANAGEMENT OF PRODUCT DATA

2A_ MANAGEMENT OF USER RIGHTS AND ROLES
2B_ DATA QUALITY ISSUES (CONSISTENCY, COMPLETENESS, RELIABILITY)
2C_ WORKFLOW RULES AND VALIDATION
2D_ INPUT AND STRUCTURING OF INFORMATION
1 – Logistics
2 – Technical
3 – Quality
4 – Marketing
2E_ MANAGEMENT OF LANGUAGES, MARKETS AND CONTEXTS

5 / DISTRIBUTING THE DATA

5A_ PREPARING DATA FOR CATALOGUES
5B_ DISTRIBUTION TO E-COMMERCE SITES, MARKETPLACES AND RETAILERS
5C_ MANAGING FORMATS AND REQUIREMENTS BY CHANNEL
5D_ TESTING AND CHECKS BEFORE PUBLICATION

3 / OPTIMISING CONTENT AND MEDIA

3A_ MARKETING CONTENT WRITING
3B_ TRANSLATIONS
3C_ MEDIA INTEGRATION / MANAGEMENT
3D_ EDITING A PDF PRODUCT SHEET
3E_ MANAGING MARKET-SPECIFIC CONTENT

6 / ADMINISTERING AND UPGRADING THE PIM

6A_ ADMINISTRATION OF PRODUCT CHARACTERISTICS AND TYPES
6B_ WORKFLOW OPTIMISATION
6C_ MANAGEMENT OF DATA IMPORTS/EXPORTS AND EXPORT PROFILES
6D_ MAINTENANCE AND UPGRADING OF THE PIM

TRAINING MODULES BY PROFILE

	1 / GETTING STARTED WITH THE PIM	2 / ENSURING THE RELIABILITY AND MANAGEMENT OF PRODUCT DATA	3 / OPTIMISING CONTENT AND MEDIA	4 / MANAGING THE PRODUCT RANGE	5 / DISTRIBUTING THE DATA	6 / ADMINISTERING AND UPGRADING 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	✓					

AMBASSADOR

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MDU UK	Kim Blacktin
MDU ZAF	?
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MODULE TRAINING #1

THANK YOU!

MARCH 2026



**TEAM SPIRIT
CUSTOMER FOCUS
INNOVATION
SUSTAINABILITY
EMPOWERMENT**

