



TRAINING MODULE #2

***ENSURE AND GOVERN
PRODUCT DATA***

MARCH 2026



TEAM SPIRIT
CUSTOMER FOCUS
INNOVATION
SUSTAINABILITY
EMPOWERMENT



ENSURE AND GOVERN PRODUCT DATA

"KEY USERS"

→ Contribute to the PIM based on their knowledge and responsibilities

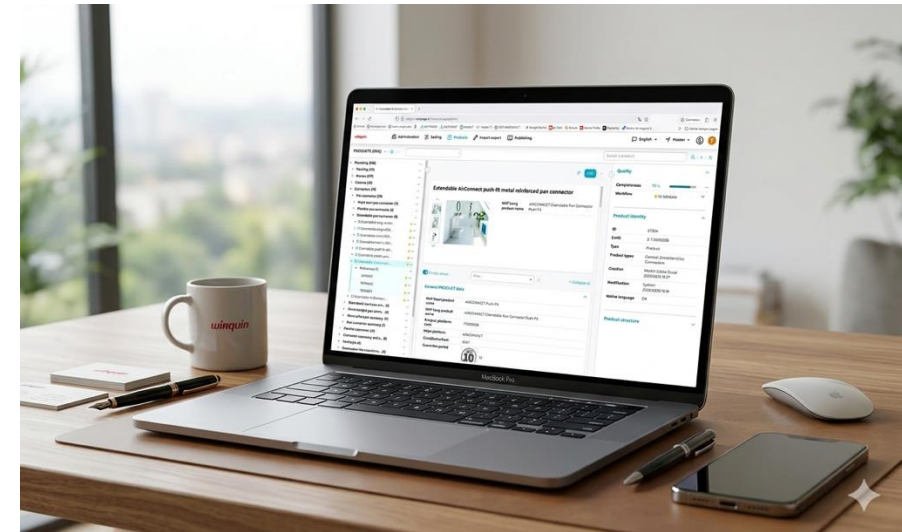
2A USER RIGHTS AND ROLE MANAGEMENT

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



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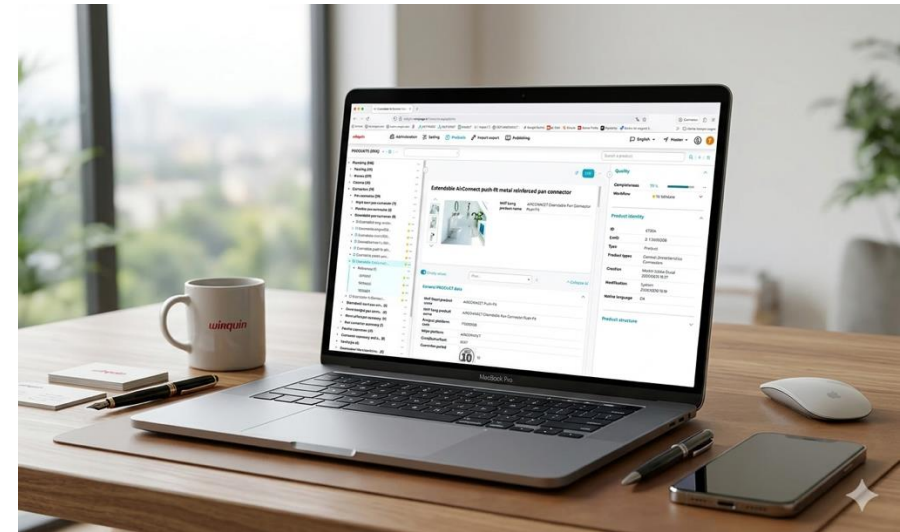
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2A

User rights and role management

2A
USER RIGHTS AND ROLE MANAGEMENT

2B
DATA QUALITY CHALLENGES (CONSISTENCY,
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	VIEW	IMPORT / EXPORT	ENTER DATA	PUBLISH (product sheets)	ADD MEDIA	TRANSLATE	STRUCTURE THE PRODUCT OFFER (Product platform)	ATTRIBUTE MANAGEMENT	ADMINISTER (rights, profiles, languages, workflows...)
ADMINS (Damien/ Solenne/ Marion)	✓	import/export	✓	✓	✓	✓	✓	✓	✓
GROUP KEY USER (Range Managers)	✓	export	✓	✓	✓	✓	✓		
AMBASSADOR/ CONTACT PERSON	✓	export	✓	✓	✓	✓			
LOCAL KEY USER Marketing	✓	export	✓	✓	✓	✓			
LOCAL KEY USER Quality	✓	export	✓	✓					
LOCAL KEY USER Technical	✓	export	✓	✓					
USER All	✓	export							

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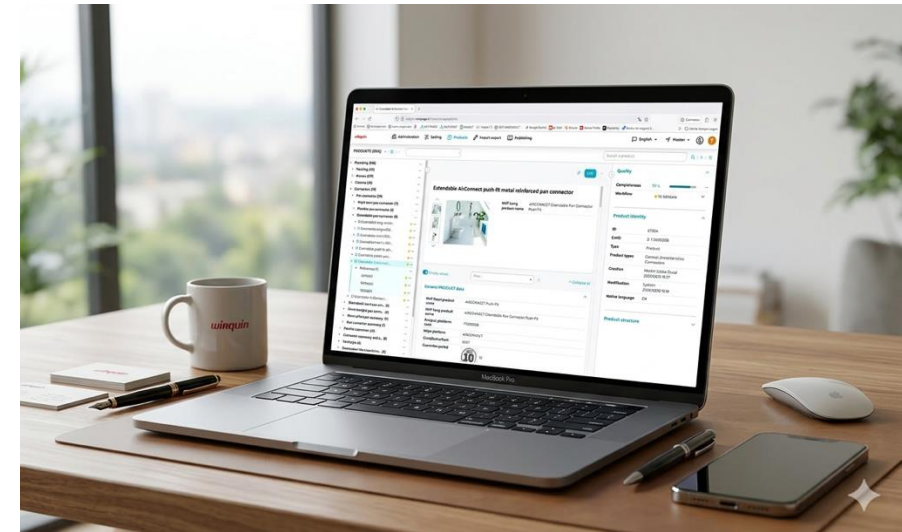
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Data quality challenges

To ensure the reliability, consistency and long-term management of product information, responsibility for product data must be clearly defined and assigned to the most qualified person within the organization.

RESPONSIBILITY MUST MATCH EXPERTISE AND CONTROL

The person responsible for entering or updating product data in the PIM (Product Information Management) or ERP (Enterprise Resource Planning) system should be the one who:

- **has the best knowledge of this information,**
- **can verify its accuracy,**
- **and is able to ensure their follow-up and updates over time.**

This principle ensures that the data owner remains responsible for the quality and validity of the information throughout the product life cycle.

→ Typical examples:

- Technical characteristics → Engineering or R&D
- Material composition or regulatory data → Quality
- Commercial descriptions and marketing claims → Marketing
- Logistics information (dimensions, weight, palletizing) → Supply chain or Logistics

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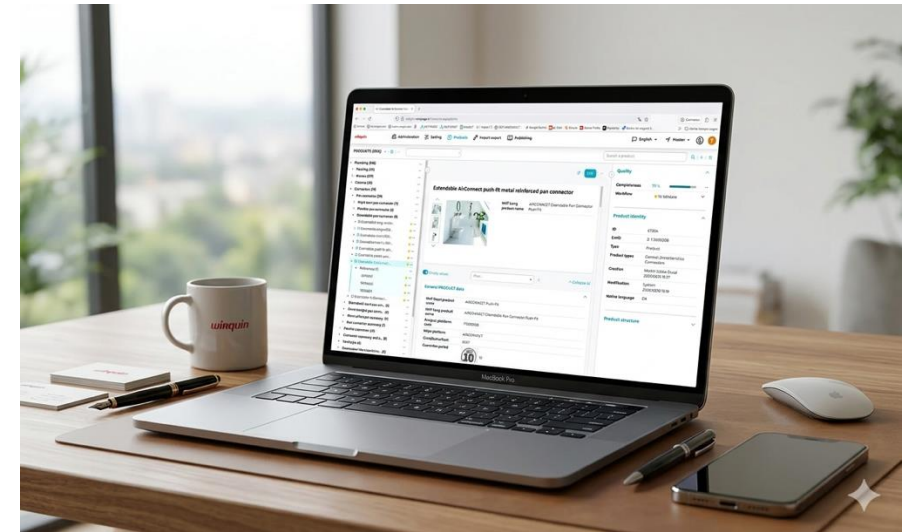
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2C WORKFLOW RULES AND VALIDATION currently being validated

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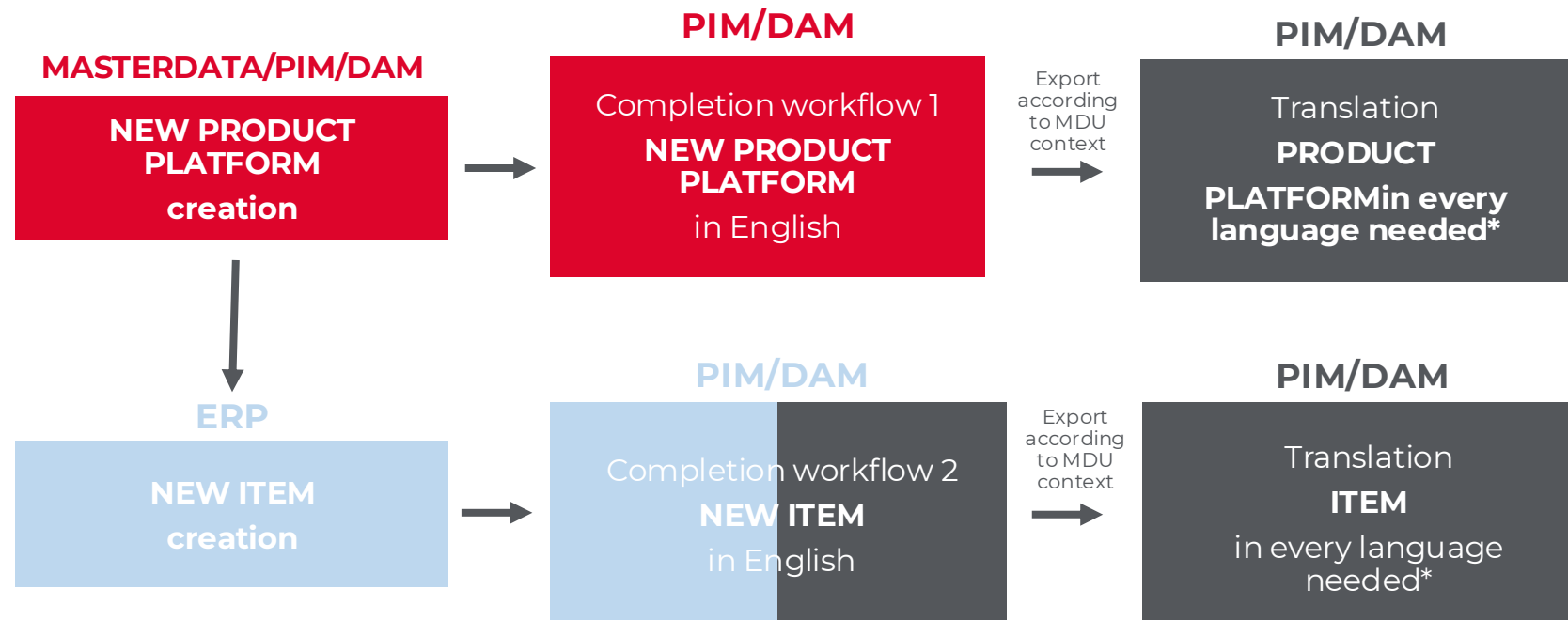
2C

Workflow rules and validation

Group Marketing team

BU - MDU Marketing

BU - Factory (logistics, quality, technical)



* French, Dutch, UK English, South African English, Italian, Polish, Portuguese, Romanian, Russian, Spanish

2C

Workflow rules and validation

Group Marketing team

BU - MDU Marketing

BU - Factory (logistics, quality, technical)

Workflow 1 : COMPLETION NEW **PRODUCT**



Workflow 2 : COMPLETION NEW **ITEM**



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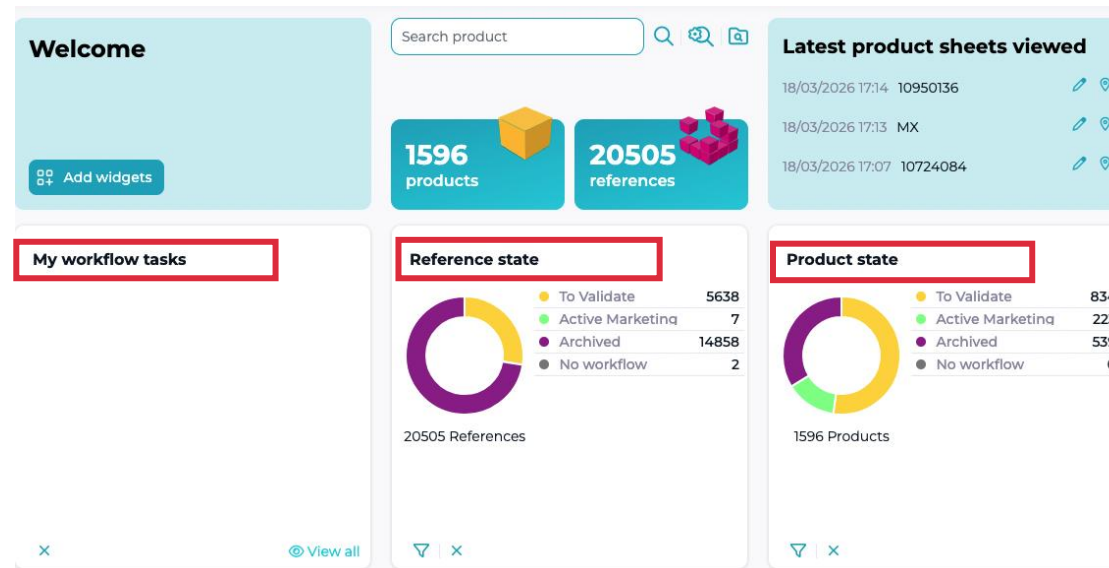
currently being validated

Workflow rules and validation

Each contributor is identified and receives an email for every action they need to complete.

The home screen can also be customized with widgets and display:

- **My workflow tasks.**
- **The progress status of product workflows**
- **The progress status of reference/item workflows.**



Note! → You can click on the statuses to access the records to be completed directly.

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currently being validated

SUMMARY 2C

→ **Product data is managed and validated through PIM/DAM and ERP systems.**
Data is then exported according to MDU context and business needs.

→ **Responsibilities** are shared across **Group Marketing, BU Factory, and BU MDU Marketing teams.**

→ Clear workflows are defined for **both New Product Platform (Workflow 1) and New Item creation (Workflow 2).**
Each contributor is assigned tasks and **notified by email.**
The system ensures accountability and traceability of actions.
Users can monitor progress via customizable dashboards and workflow widgets.

→ **Real-time visibility on:**
Product workflow status
Item/reference workflow status
Direct access to pending actions by clicking on workflow statuses

→ **Multilingual requirements ensure availability in all key markets.**
Translations include multiple languages (FR, EN, IT, ES, etc.)

→ **Overall objective: Ensure data consistency, completeness, and reliability across all product information.**

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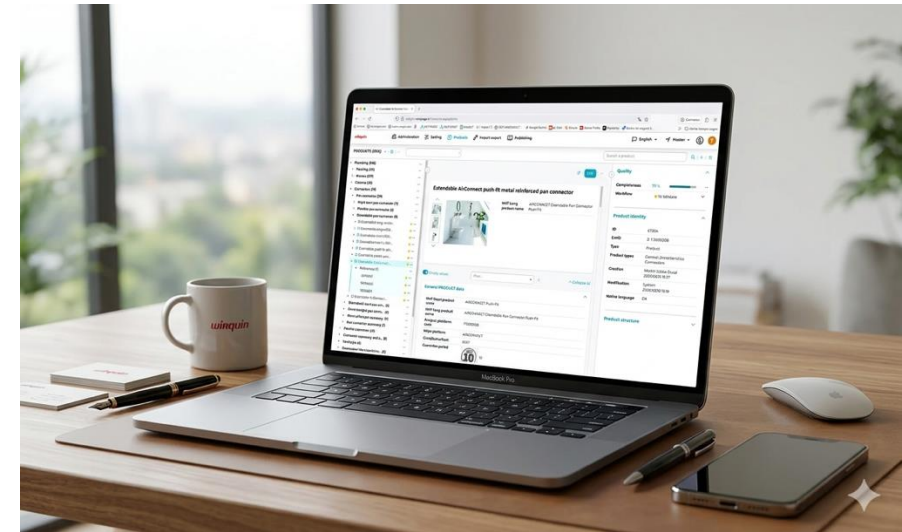
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2D

Best practices for text content

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General rules	Examples
Each sentence must start with a capital letter and end with a period.	Here is an example of a product description.
Any product name that is a brand or trade name and will not be translated must be written in uppercase.	SLIM, LINEAR, TWISTO, DIPLOMAT
Any product name that is descriptive must be written in lowercase and translated into English and into local languages.	Extra-flat shower trap, reinforced extendable solvent-weld pipe
Bullets must be: - (only) DOES NOT APPLY TO PRODUCTS	<ul style="list-style-type: none"> - The Slim shower trap is an extra-flat shower trap designed for designer shower trays. - The membrane technology prevents bad odors.

Note! → This list is not intended for external distribution; it is for internal use only.

It will be enriched through your feedback and our experience as users.

Please share your comments if you would like to add items to it.

2D

Different data entry methods:

→ via Excel export from the PRODUCT, then import

→ manually, directly in the PIM

→ via mass entry from the PRODUCT

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→ via Excel export from the PRODUCT, then import

1 / Export an Excel table using an export profile.

2 / Fill in the data according to your responsibility.

Do not delete or hide any rows or columns, change the formatting, merge cells, or add comments or notes outside the dedicated cells. -> Import would become impossible and the work would have to be redone in Excel.

3 / Send the file to PIM.helpdesk@wirquin.com for import into the PIM.

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
1	SKU	ITEM NAME local	English ITEM NAME	Manufacturing subs	Guarantee pr ACS	ACS - File ref B Mark	B Mark - Cert BSI	BSI - Certific	CE Marking	CE Marking - DOP	DOP - Certific	FSC - produc	Fsc product - GOST	GOST - Certific	KWA	LONGTIME					
7	30720410	SP174 BDE DE LAVABO BOUCHON		WEUR	2	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
8	30967046	????? 1/4 ?????????	Basin waste 1' 1/4 with plastic grid	WRUS	2	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
9	3055081	VENTIL LAVOIR PLASTIC 1' 1/4 (SP174)	CHAINED BASKET WASTE FOR BASIN_STEEL GRID	WRUM	2	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
10	32740005	SP174X BONDE LAVABO A BOUCHON	SP174 WASTE FOR WASH BASIN WIT	WEUR	2	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
11	30718055	????? 1/4 ???? ???????.65??	Bonde 1 1/4" avec grille inox D=65 mm	WRUS	2	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
12	30723119	BONDE LAVABO GRILLE INOX	WASHBASIN WASTE Stainless stee	WEUR	2	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
13	SP174	SP174 BONDE LAVABO A BOUCHON	SP174 WASTE FOR WASH BASIN WIT	WEUR	2	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
14	30723654	SP174 BONDE LAVABO A BOUCHON		WEUR	2	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
15	30724438	BONDE EVER A BOUCHON D50		WEUR	2	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
16	30724459	BONDE LAVABO A BOUCHON		WEUR	2	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
17	30718055B	????? 1/4 ???? ???????.65??	BONDE 1 1/4" AVEC GRILLE INOX D=65 MM	WRUS	2	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
18	3093033	????? 1/4 ???? ???????.65??	BONDE 1 1/4" AVEC GRILLE INOX D=65 MM	WRUS	2	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
19	30975142	????? ?????? ?????? ?????? ??????		WRUS	2	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
21	30719690	????? ?????? ?????? ?????? ?????? ?????? 63?? ? ??????	Vidage evier grille D=63 mm avec TP rond noir	WRUS	2	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
22	WBV218A	SS VANITY BASIN COMBI WASTE	SS VANITY BASIN COMBI WASTE	WEUR	2	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
24	SP201	BONDE LAV/BIDET AUTO	SP201 WASTE W/O PULL FOR WASH	WEUR	2	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
25	SP200	BONDE LAV/BIDET AUTO+TIRETTE	SP200 WASTE WITH PULL FOR BASI	WEUR	2	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
26	32000001	SP200X BONDE LAV AUTO+TIRETTE	SP200X WASTE WITH PULL FOR BAS	WEUR	2	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
27	30720425	SP201 BDE LAVABO PLAS SS TIRET		WEUR	2	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
28	30720437	SP200 BDE LAVABO PLAS AC TIRET		WEUR	2	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
29	32010006	SP201X BONDE LAVABO/BIDET AUTO	SP201X WASTE W/O PULL FOR WASH	WEUR	2	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
30	30723221	BONDE LAVABO A TIRETTE	WASHBASIN WASTE with pull mech	WEUR	2	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
31	30723330	BONDE LAVABO A TIRETTE		WEUR	2	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
32	30723658	BDE AUTO PLAST LAVABO BIDET		WEUR	2	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No

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
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2D

Different data entry methods:

→ via Excel export from the PRODUCT, then import

→ manually, directly in the PIM

→ via mass entry from the PRODUCT

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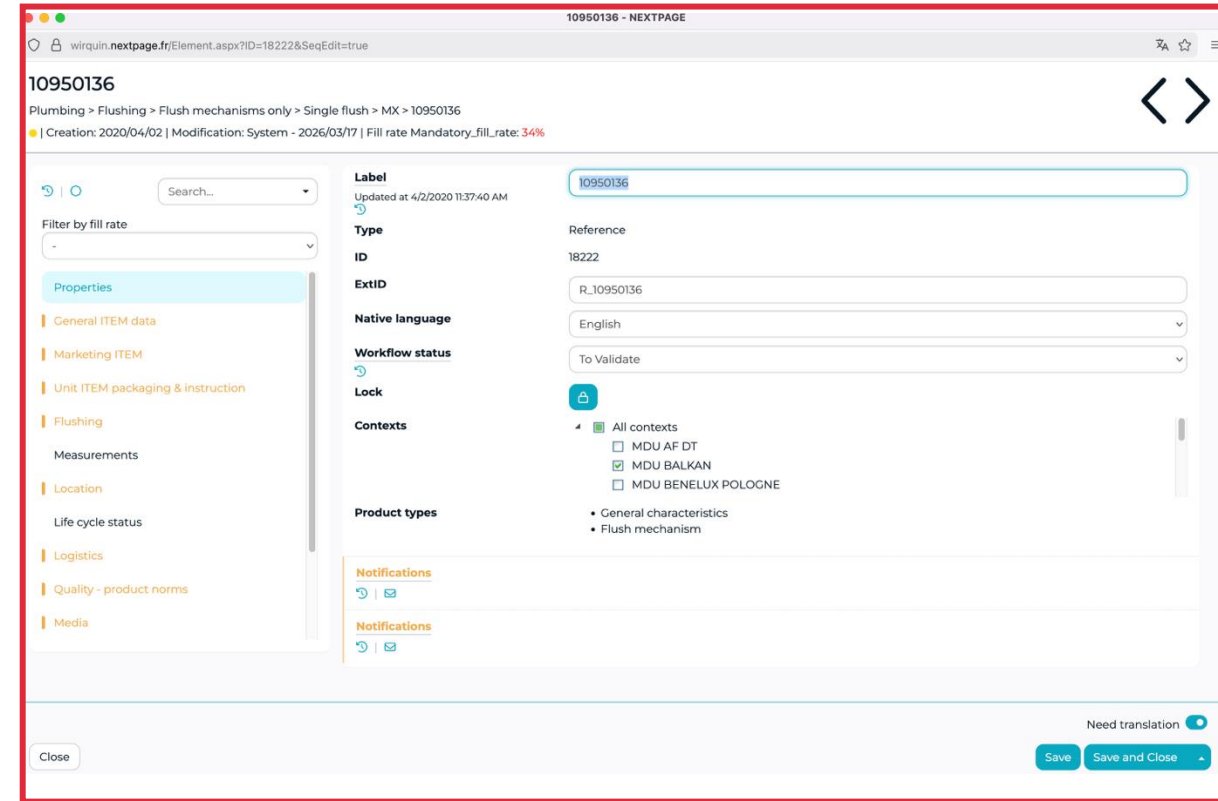
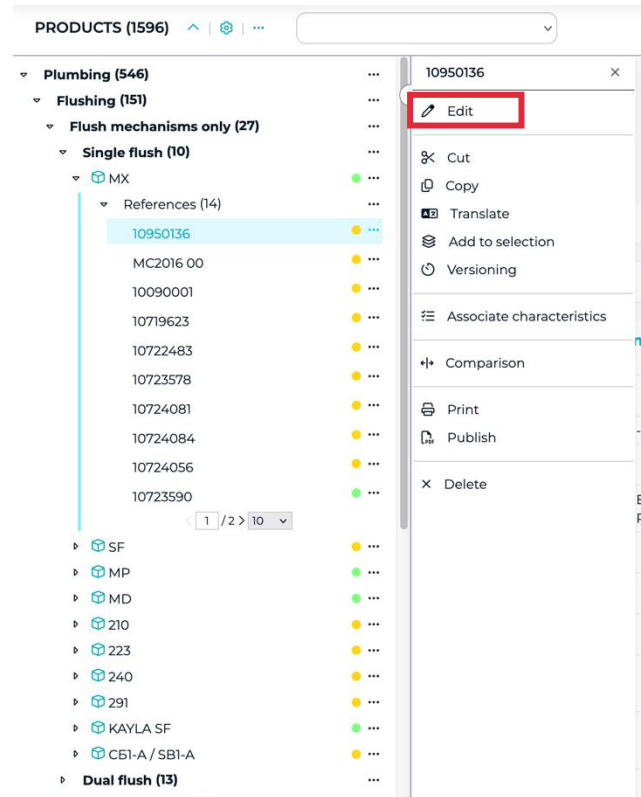
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Note! → Initial entry must be done in ENGLISH in the MASTER context.

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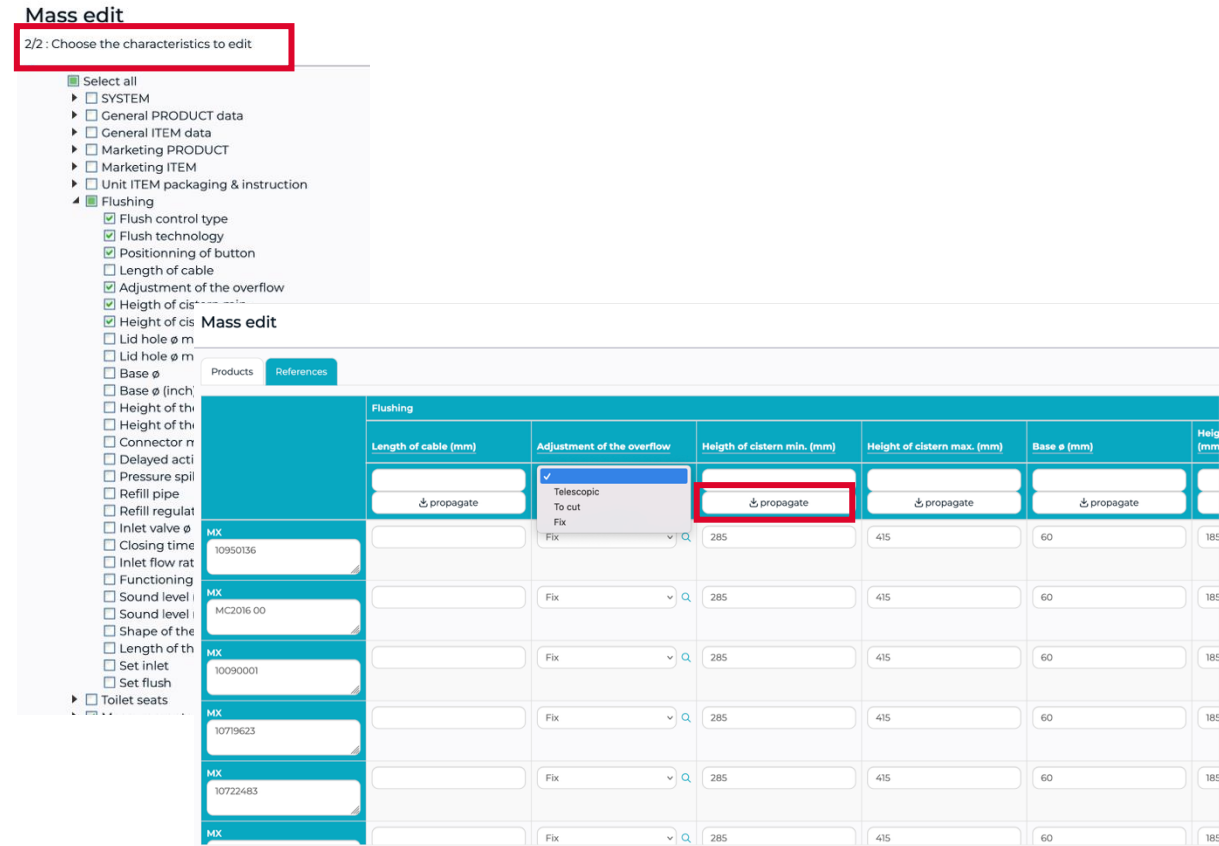
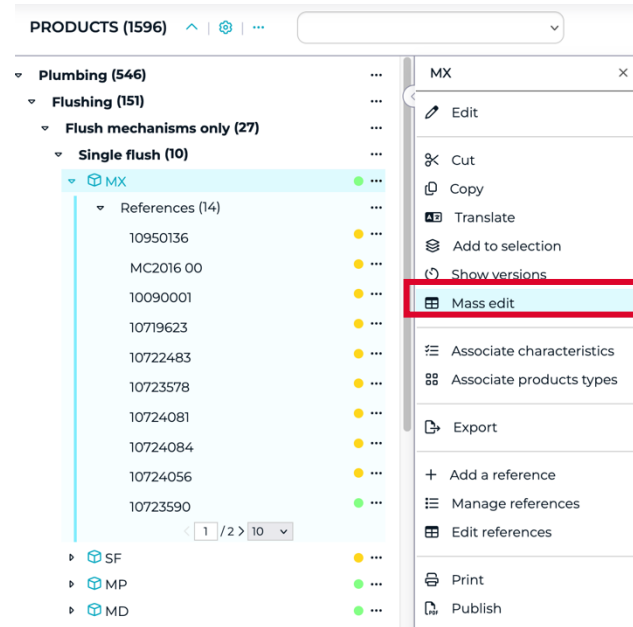
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→ via mass entry from the PRODUCT



Note! → It is recommended to limit mass updates to 10 characteristics. → Do not forget to save before closing the window.

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1 - LOGISTICS DATA

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Logistics data comes from the ERP of the factory that first created the item.
This factory is responsible for this data (entry and monitoring until the end of the product life cycle).

The initial import and logistics data updates are carried out weekly (every Sunday).

2D

2 - TECHNICAL DATA

PRODUCTS (1596) ^ | ⊗ | ⋮

- ▼ Plumbing (546)
 - ▶ Flushing (151)
 - ▶ Wastes (269)
 - ▶ Cisterns (49)
 - ▼ Connectors (77)
 - ▼ Pan connector (43)
 - ▶ Rigid bent pan connector (11)
 - ▶ Flexible pan connector (5)
 - ▼ Extendable pan connector (8)
 - ▶ Extendable long reinfor...
 - ▶ Extendable long (>500...
 - ▶ Extendable long (>500...
 - ▶ Extendable short (<500...
 - ▶ Extendable push-fit rein...
 - ▶ Extendable plastic pan ...
 - ▶ Extendable AirConnect ...
 - ▼ References (3)
 - 70725181
 - 70754502
 - 70120824
 - ▶ Extendable AirConnect ...
 - ▶ Extendable bent pan co... (5)
 - ▶ Short straight pan conn... (6)
 - ▶ Short offset pan connect... (7)
 - ▶ Pan connector accessory (1)
 - ▶ Flexible Connector (19)
 - ▶ Connector accessory and s... (8)
 - ▶ Ventapipe (3)
 - ▶ Connectors Merchandisin... (2)

Plumbing > Connectors > Pan connector > Extendable pan connector > Extendable AirConnect push-fit metal reinforced pan connector > 70725181 Edit ⋮

Connectors

Connection type	Push-fit or Solvent weld
Inlet ø (mm)	80-105
Inlet material	ABS
Inside ø (mm)	
Outlet ø (mm)	93/100/110
Outlet material	ABS
Total length (mm)	475
Minimum length (mm)	260
Angle in °	45

Measurements

Item height (mm)	350
Item length (mm)	200
Item width (mm)	145
Item weight (Kg)	0,7120000
Packaged item height (mm)	340,000
Packaged item length (mm)	145,000
Packaged item width (mm)	200,000
Packaged item weight (Kg)	0,712

**Note! → The requested characteristics depend on the product type.
→ Do not forget to save before closing the window.**

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Note! → These are the measurements of the assembled product WITHOUT ITS PACKAGING.



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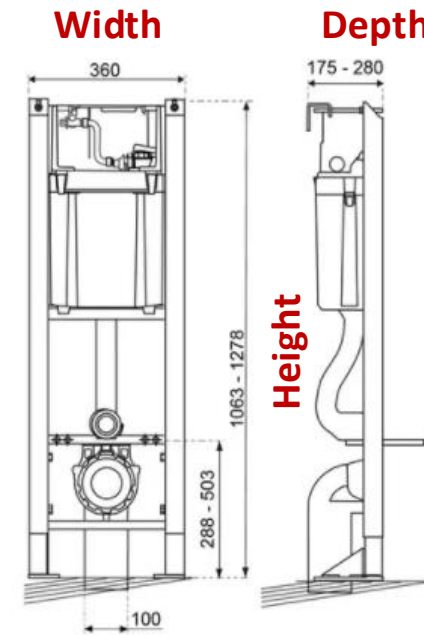
How should dimensions be entered?

Frames

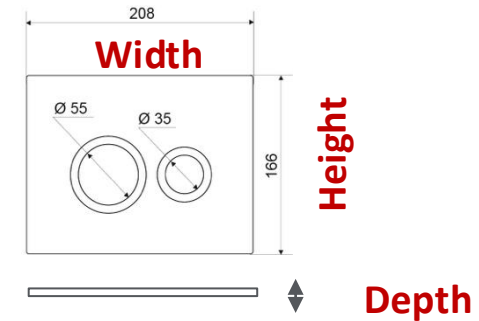
Product length (mm)

Product width (mm)

Product height (mm)



Flush plate



Note! → Enter the correct value in each field. If this value varies (for example, the height of the frames), please indicate the minimum and maximum values by separating the two numbers with a hyphen. Example above.

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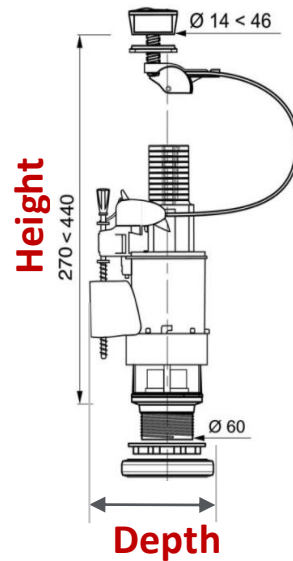
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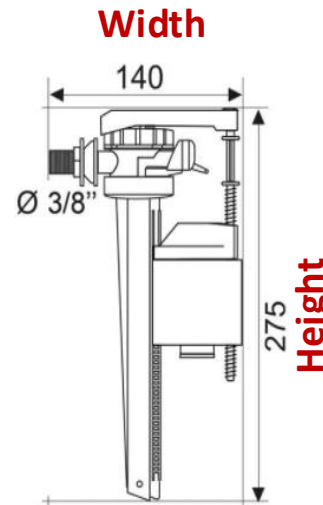
2 - TECHNICAL DATA

How should dimensions be entered?

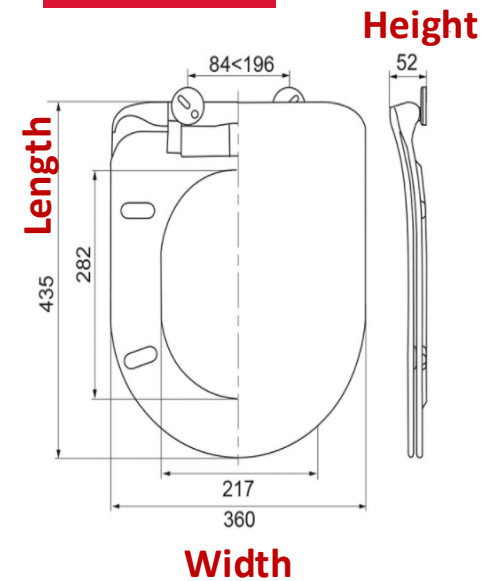
Mechanisms



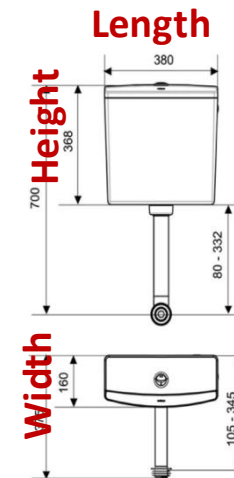
Taps



Toilet



Cisterns



Note! → Enter the correct value in each field. If this value varies (for example, the height of the frames), please indicate the minimum and maximum values by separating the two numbers with a hyphen. Example above.

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

2 - TECHNICAL DATA

How should dimensions be entered?

2A
USER RIGHTS AND ROLE MANAGEMENT

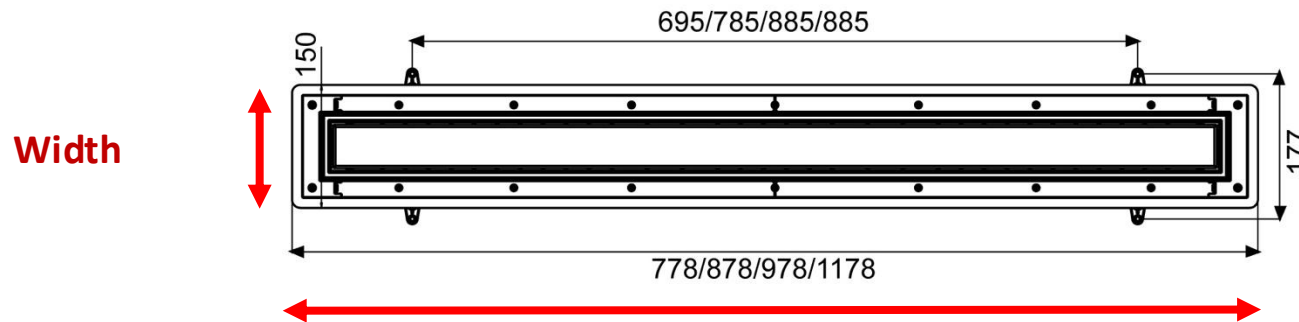
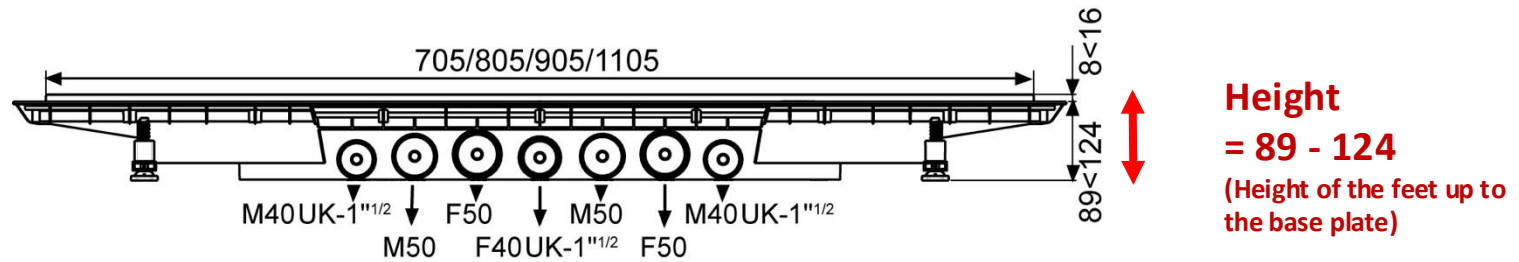
2B
DATA QUALITY CHALLENGES (CONSISTENCY,
COMPLETENESS, RELIABILITY)

2C
WORKFLOW RULES AND VALIDATION

2D
DATA ENTRY AND STRUCTURING

- 1 – Logistics
- 2 – Technical
- 3 – Quality
- 4 – Marketing

Shower channels



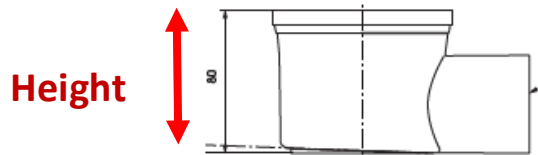
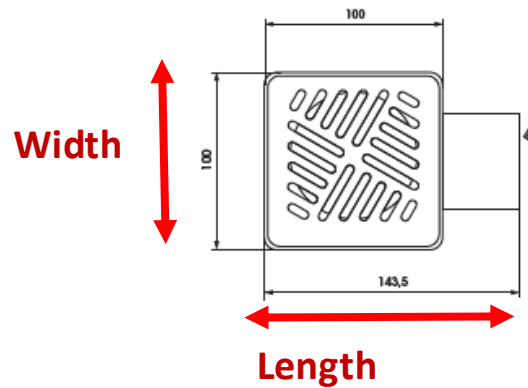
Note! → Enter the correct value in each field. If this value varies (for example, the height of the feet), please indicate the minimum and maximum values by separating the two numbers with a hyphen. Example above.

2D

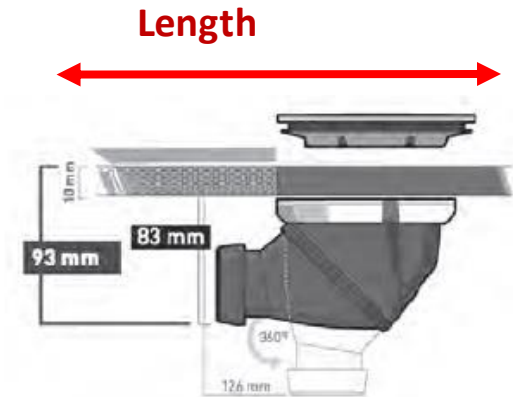
2 - TECHNICAL DATA

How should dimensions be entered?

Screed drain



Height
 = 93 - 126
 (from the horizontal or vertical outlet, measured from the top of the drain)



Note! → Enter the correct value in each field. If this value varies (for example, the height of the feet), please indicate the minimum and maximum values by separating the two numbers with a hyphen. Example above.

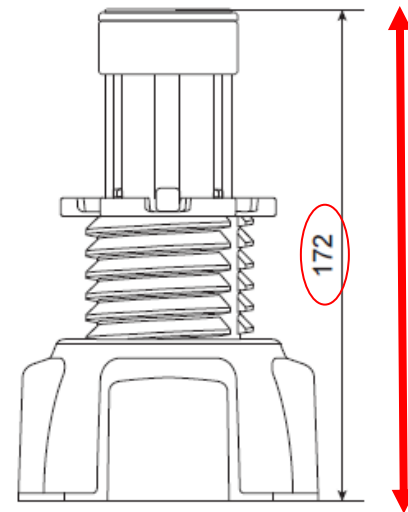
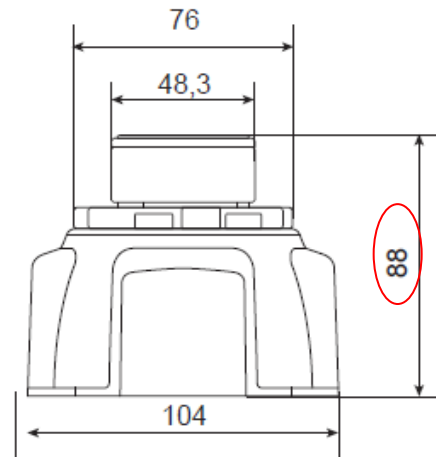
- 2A USER RIGHTS AND ROLE MANAGEMENT
- 2B DATA QUALITY CHALLENGES (CONSISTENCY, COMPLETENESS, RELIABILITY)
- 2C WORKFLOW RULES AND VALIDATION
- 2D DATA ENTRY AND STRUCTURING
 - 1 – Logistics
 - 2 – Technical
 - 3 – Quality
 - 4 – Marketing

2D

2 - TECHNICAL DATA

How should dimensions be entered?

Shower tray feet



Height
= 88 - 172



Note! → Enter the correct value in each field. If this value varies, please indicate the minimum and maximum values by separating the two numbers with a hyphen. Example above.

2A
USER RIGHTS AND ROLE MANAGEMENT

2B
DATA QUALITY CHALLENGES (CONSISTENCY,
COMPLETENESS, RELIABILITY)

2C
WORKFLOW RULES AND VALIDATION

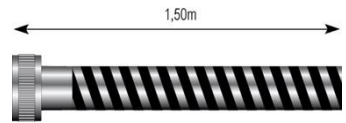
2D
DATA ENTRY AND STRUCTURING

- 1 – Logistics
- 2 – Technical
- 3 – Quality
- 4 – Marketing

2 - TECHNICAL DATA

How should dimensions be entered?

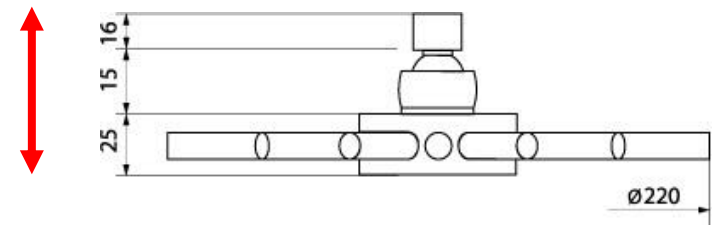
Hose



Length

Shower head

Height = 56



Width (enter the diameter for round shapes)
Ø 220

Enter for square shapes



Length

Width

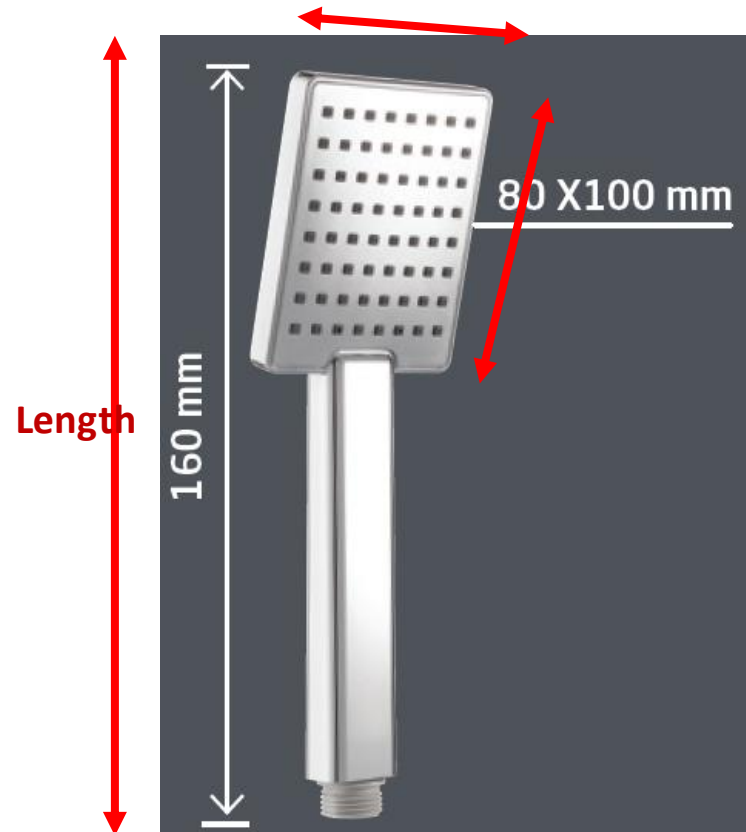
- 2A
USER RIGHTS AND ROLE MANAGEMENT
- 2B
DATA QUALITY CHALLENGES (CONSISTENCY, COMPLETENESS, RELIABILITY)
- 2C
WORKFLOW RULES AND VALIDATION
- 2D
DATA ENTRY AND STRUCTURING
 - 1 – Logistics
 - 2 – Technical
 - 3 – Quality
 - 4 – Marketing

2 - TECHNICAL DATA

How should dimensions be entered?

Hand shower

Width = 80 – 100



Length



Width
= 70
(= diameter)

2A
USER RIGHTS AND ROLE MANAGEMENT

2B
DATA QUALITY CHALLENGES (CONSISTENCY,
COMPLETENESS, RELIABILITY)

2C
WORKFLOW RULES AND VALIDATION

2D
DATA ENTRY AND STRUCTURING

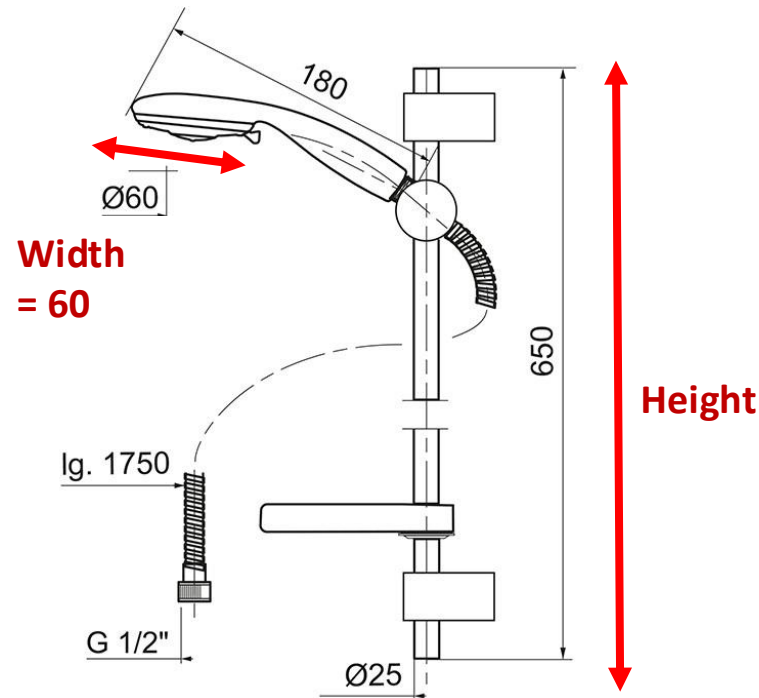
- 1 – Logistics
- 2 – Technical
- 3 – Quality
- 4 – Marketing

2D

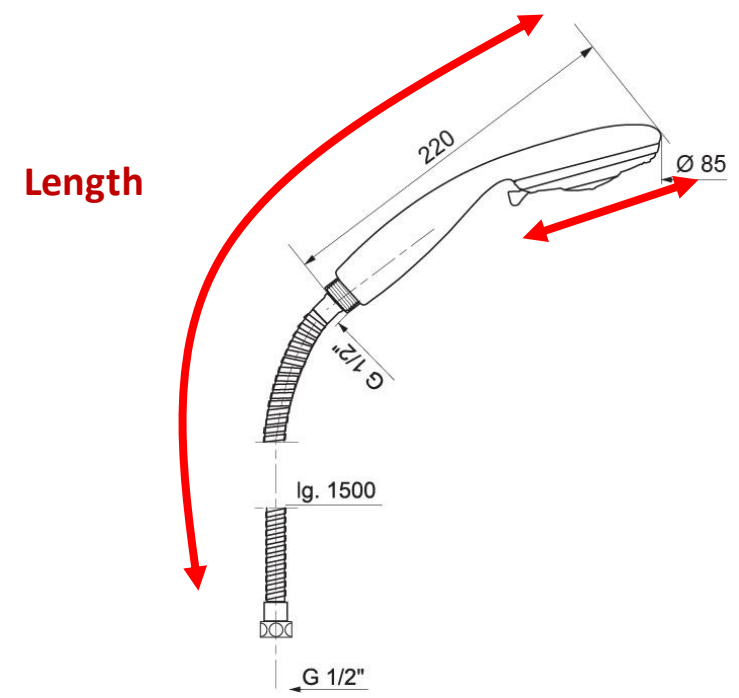
2 - TECHNICAL DATA

How should dimensions be entered?

Shower rail



Shower set



2A
USER RIGHTS AND ROLE MANAGEMENT

2B
DATA QUALITY CHALLENGES (CONSISTENCY,
COMPLETENESS, RELIABILITY)

2C
WORKFLOW RULES AND VALIDATION

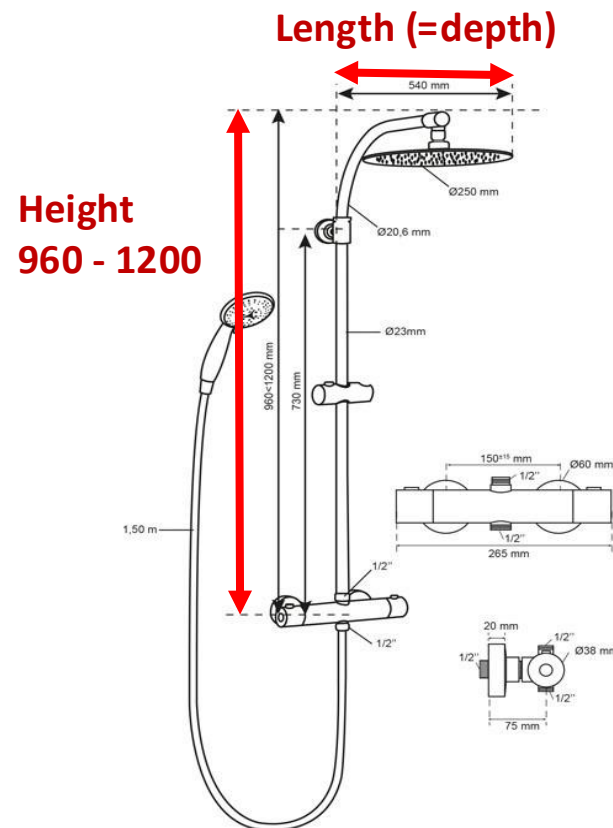
2D
DATA ENTRY AND STRUCTURING

- 1 – Logistics
- 2 – Technical
- 3 – Quality
- 4 – Marketing

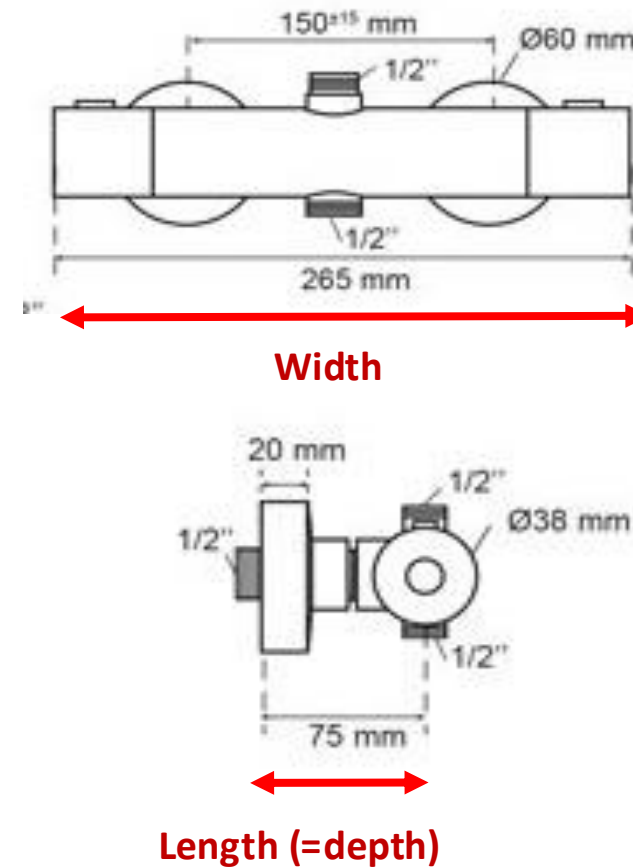
2 - TECHNICAL DATA

How should dimensions be entered?

SHOWER COLUMNS



MIXER TAPS



2A
USER RIGHTS AND ROLE MANAGEMENT

2B
DATA QUALITY CHALLENGES (CONSISTENCY,
COMPLETENESS, RELIABILITY)

2C
WORKFLOW RULES AND VALIDATION

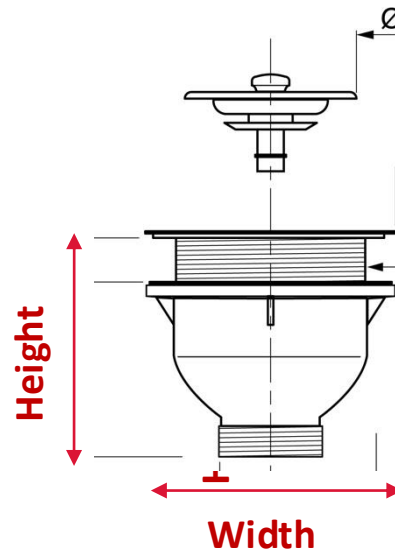
2D
DATA ENTRY AND STRUCTURING

- 1 – Logistics
- 2 – Technical
- 3 – Quality
- 4 – Marketing

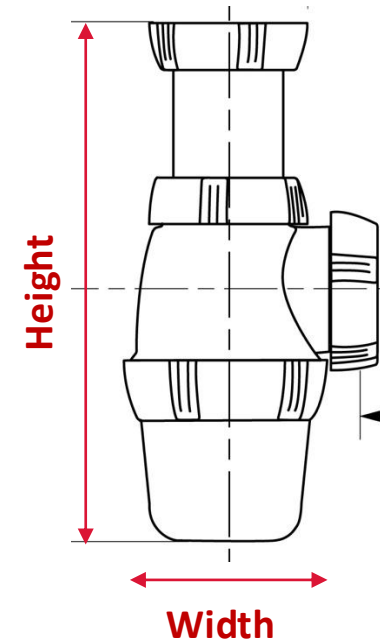
2 - TECHNICAL DATA

How should dimensions be entered?

Drain



Trap



Note! → Enter the correct value in each field. If this value varies, please indicate the minimum and maximum values by separating the two numbers with a hyphen. Example above.

2A
USER RIGHTS AND ROLE MANAGEMENT

2B
DATA QUALITY CHALLENGES (CONSISTENCY,
COMPLETENESS, RELIABILITY)

2C
WORKFLOW RULES AND VALIDATION

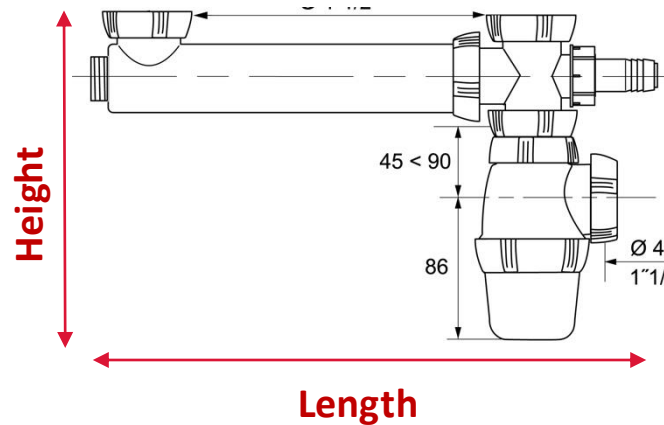
2D
DATA ENTRY AND STRUCTURING

- 1 – Logistics
- 2 – Technical
- 3 – Quality
- 4 – Marketing

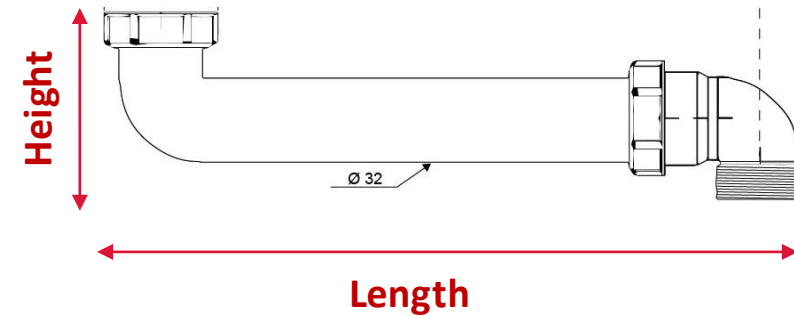
2 - TECHNICAL DATA

How should dimensions be entered?

Extension with trap



Extension without trap



Note! → Enter the correct value in each field. If this value varies, please indicate the minimum and maximum values by separating the two numbers with a hyphen. Example above.

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

2 - TECHNICAL DATA

How should dimensions be entered?

2A
USER RIGHTS AND ROLE MANAGEMENT

2B
DATA QUALITY CHALLENGES (CONSISTENCY,
COMPLETENESS, RELIABILITY)

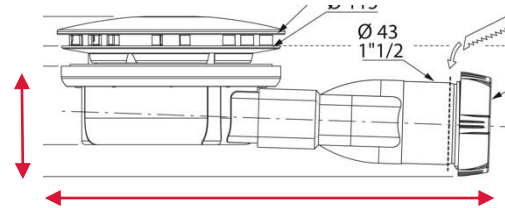
2C
WORKFLOW RULES AND VALIDATION

2D
DATA ENTRY AND STRUCTURING

- 1 – Logistics
- 2 – Technical
- 3 – Quality
- 4 – Marketing

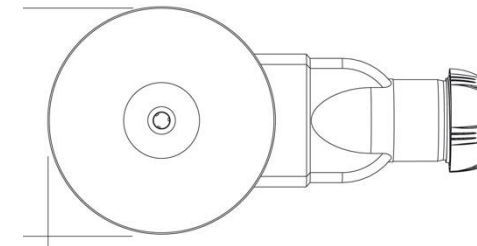
Shower drain

Height under tray



Length

Width

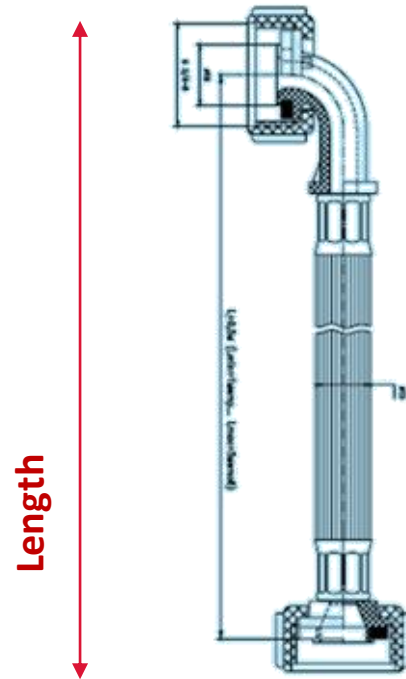


Note! → Enter the correct value in each field. If this value varies, please indicate the minimum and maximum values by separating the two numbers with a hyphen. Example above.

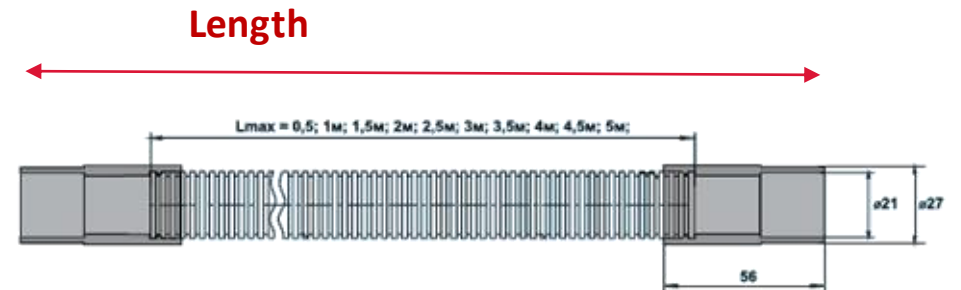
2 - TECHNICAL DATA

How should dimensions be entered?

Filling hose



Drain hose



2A
USER RIGHTS AND ROLE MANAGEMENT

2B
DATA QUALITY CHALLENGES (CONSISTENCY,
COMPLETENESS, RELIABILITY)

2C
WORKFLOW RULES AND VALIDATION

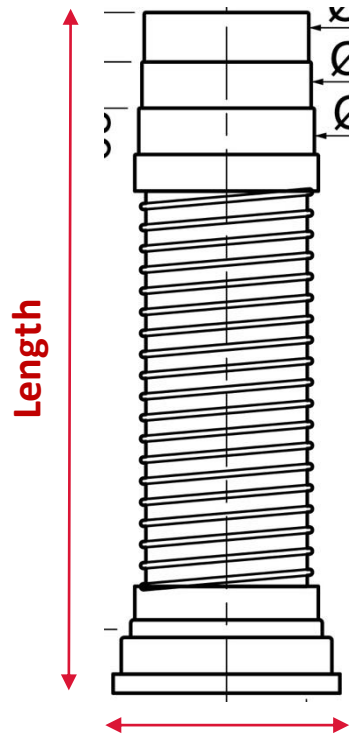
2D
DATA ENTRY AND STRUCTURING

- 1 – Logistics
- 2 – Technical
- 3 – Quality
- 4 – Marketing

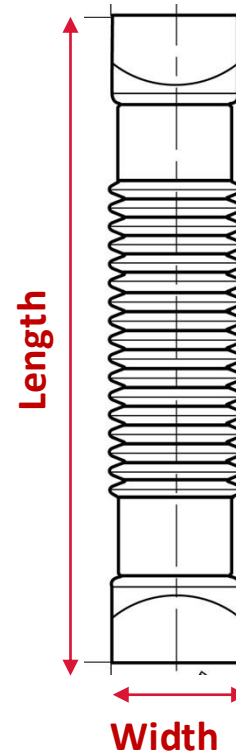
2 - TECHNICAL DATA

How should dimensions be entered?

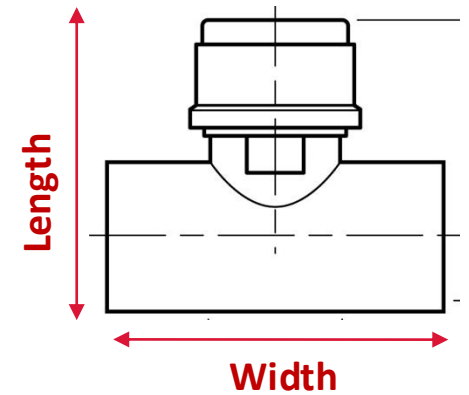
WC pipe



Hose connector



Vacuum breaker



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

2D

2 - TECHNICAL DATA

PRODUCTS (1596)

- Plumbing (546)
 - Flushing (151)
 - Flush mechanisms only (27)
 - Single flush (10)
 - MX
 - References (14)
 - 10950136
 - MC2016 00
 - 10090001
 - 10719623
 - 10722483
 - 10723578
 - 10724081
 - 10724084
 - 10724056
 - 10723590

Quality - product norms	
BSI	No
BSI - Certificate n°	
GOST	
GOST - Certificate n°	
KIWA	
KIWA - Certificate n°	
LONGTIME®	
LONGTIME® - Certificate n°	
NF	No
NF - CSTB code	
NF - CSTB designation	
Origine France Garantie	No
Origine France Garantie - Certificate n°	
RoHS	
RoHS - Certificate n°	
WRAS	
WRAS - Certificate N°	

PRODUCTS (1596)

- Plumbing (546)
 - Flushing (151)
 - Flush mechanisms only (27)
 - Single flush (10)
 - MX
 - References (14)
 - 10950136
 - MC2016 00
 - 10090001
 - 10719623
 - 10722483
 - 10723578
 - 10724081
 - 10724084
 - 10724056
 - 10723590

Unit ITEM packaging & instruction	
Unit packaging content	
Unit packaging type	-
Unit packaging hangable (on a peg)	
Languages on the packaging	EN RO
Unit packaging weight (g)	
Unit packaging material	
Unit packaging rate recycled material (%)	
Unit packaging recycled material label	
Unit packaging recycled material label - Certificate n°	
FSC/PEFC - unit packaging	
FSC/PEFC - unit packaging Certificate n°	
Instructions leaflet provided	
Instructions weight (g)	
Instructions material	
Instructions rate recycled material (%)	
Instruction recycled material label	
Instruction recycled material label - Certificate n°	
FSC/PEFC - Instructions	
FSC/PEFC - Instructions - Certificate n°	

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

2D

3 - MARKETING DATA

At product level : General PRODUCT data

The screenshot shows a product management interface. On the left is a navigation tree under 'PRODUCTS (1597)'. The tree is expanded to 'Shower waste D90 (14)' > 'SLIM + ABS (69%)'. Below this, a list of references is shown with their respective quality percentages (e.g., 30723365: 39%, 30723374: 39%, 30723364: 39%, 30723392: 39%, 30723375: 39%, 30723362: 39%, 30723376: 37%, 30723786: 39%, 90724449: 11%, 30724078: 29%).

The main content area shows the breadcrumb 'Plumbing > Wastes > Shower waste > Shower waste D90 > SLIM + ABS' and an 'Edit' button. The product name is 'SLIM + ABS' and the 'MKT Long product name' is 'SLIM + shower waste ABS dome'. There are three images of the product. Below the images, there is a section for 'Empty values' with a 'Filter...' dropdown and an 'Expand all' button. A list of data categories is shown, with 'General PRODUCT data' highlighted and its edit icon (a pencil) circled in red. Other categories include 'Marketing PRODUCT', 'Media', 'Publication (carac hidden)', 'Sales (carac hidden)', and 'Carac masquées temporaire'.

Tips! → Initial entry in the master context in English language

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

2D

3 - MARKETING DATA

At product level : General product data

SLIM + ABS

Plumbing > Wastes > Shower waste > Shower waste D90 > SLIM + ABS

Creation: Nadji Rahima - 2020/04/01 | Modification: Barre Solenne - 2026/04/23 | Fill rate Mandatory_fill_rate: 69%

General PRODUCT d...

<p>MKT Short product name</p> <p>Updated at 1/17/2022 11:30:06 AM by SBE</p> <p>🔄 ↻ ⋮ ✉</p>	<input style="width: 90%;" type="text" value="SLIM + shower waste ABS dome"/> <p>Max length : 40</p>	Mandatory
<p>MKT Long product name</p> <p>Updated at 1/17/2022 11:30:06 AM by SBE</p> <p>🔄 ↻ ⋮ ✉</p>	<input style="width: 90%;" type="text" value="SLIM + shower waste ABS dome"/> <p>Max length : 60</p>	Mandatory
<p>Product Platform code</p> <p>Updated at 6/9/2023 3:50:23 PM by ERY</p> <p>🔄 ✉</p>	<input style="width: 90%;" type="text" value="130030112"/>	
<p>Major platform</p> <p>Updated at 8/30/2021 6:41:05 PM by LGT</p> <p>🔄 ✉</p>	<input style="width: 90%;" type="text" value="SLIM +"/>	Mandatory
<p>Good/Better/Best</p> <p>Updated at 8/30/2021 6:41:05 PM by LGT</p> <p>🔄 ✉</p>	<input style="width: 90%;" type="text" value="BEST"/>	Mandatory
<p>Guarantee period</p> <p>Updated at 8/30/2021 6:41:05 PM by LGT</p> <p>🔄 ✉</p>	<input style="width: 90%;" type="text" value="10"/>	Mandatory

Close

Save

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

Note! → Don't forget to save

2D

3 - MARKETING DATA

At product level, Marketing PRODUCT

The screenshot shows a product management interface. On the left is a navigation tree under 'PRODUCTS (1597)'. The tree is expanded to 'Shower waste D90 (14)' > 'SLIM + ABS (69%)'. Below this, a list of references is shown with their respective completion percentages: 30723365 (39%), 30723374 (39%), 30723364 (39%), 30723392 (39%), 30723375 (39%), 30723362 (39%), 30723376 (37%), 30723786 (39%), 90724449 (11%), and 30724078 (29%).

The main view shows the product 'SLIM + ABS' with a breadcrumb trail: Plumbing > Wastes > Shower waste > Shower waste D90 > SLIM + ABS. The product name is 'SLIM + ABS' and the 'MKT Long product name' is 'SLIM + shower waste ABS dome'. There are three images of the product. Below the images, there is a filter section with 'Empty values' and a 'Filter...' dropdown. A list of data categories is shown with expandable arrows: 'General PRODUCT data', 'Marketing PRODUCT' (highlighted with a red box and a pencil icon), 'Media', 'Publication (carac hidden)', 'Sales (carac hidden)', and 'Carac masquées temporaire'.

Tips! → Initial entry in the master context in English language

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

2D

3 - MARKETING DATA At product level, Marketing PRODUCT

SLIM + ABS

Plumbing > Wastes > Shower waste > Shower waste D90 > SLIM + ABS
Creation: Nadji Rahima - 2020/04/01 | Modification: Barre Solenne - 2026/04/23 | Fill rate Mandatory_fill_rate: 69%

Marketing PRODUCT

<p>General Wirquin description Updated at 9/21/2023 10:01:30 AM by MPN</p> <p>🔍 ↺ ⋮ ✉</p>	<p>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.</p> <p>Max length : 1300</p>
<p>General specific customer's description Updated at 9/21/2023 10:01:30 AM by MPN</p> <p>🔍 ↺ ⋮ ✉</p>	<p>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.</p> <p>Max length : 1300</p>
<p>Marketing story / USP Updated at 9/21/2023 10:01:30 AM by MPN</p> <p>🔍 ↺ ⋮ ✉</p>	<p>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.</p> <p>Max length : 400</p>
<p>Claim Updated at 1/7/2022 11:30:06 AM by SBE</p> <p>🔍 ↺ ⋮ ✉</p>	<p>The extra flat shower waste.</p> <p>Max length : 90</p>
<p>Innovation title Updated at 9/21/2023 10:01:30 AM by MPN</p> <p>🔍 ↺ ⋮ ✉</p>	<p>SMART MEMBRANE TECHNOLOGY</p> <p>Max length : 100</p>
<p>Innovation description Updated at 9/21/2023 10:01:30 AM by MPN</p> <p>🔍 ↺ ⋮ ✉</p>	<p>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.</p> <p>Max length : 600</p>
<p>Variant descriptions Updated at 8/30/2021 7:43:36 PM by LGT</p> <p>🔍 ↺ ⋮ ✉</p>	<p>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).</p>

Mandatory

Mandatory

Mandatory

Mandatory for Better and Best product

Mandatory for Best product

Mandatory for Best product

Mandatory

Note! → Don't forget to save



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

2D

3 - MARKETING DATA At product level, Marketing PRODUCT

SLIM + ABS

Plumbing > Wastes > Shower waste > Shower waste D90 > SLIM + ABS

Creation: Nadji Rahima - 2020/04/01 | Modification: Barre Solenne - 2026/04/23 | Fill rate Mandatory_fill_rate: 69%

Marketing PRODUCT

Product benefit 1 <small>Updated at 9/21/2023 10:01:30 AM by MPN</small>	Quick to install in all configuration and with shallow depth. Ideal for low profile shower trays and for a trendy finish <small>Max length : 300</small>
Product feature 1 <small>Updated at 9/21/2023 10:01:30 AM by MPN</small>	Extra compact, only 40mm of height and 190mm of length <small>Max length : 300</small>
Product benefit 2 <small>Updated at 9/21/2023 10:07:38 AM by MPN</small>	No more bad smells: a perfect barrier against the bad smells and the guarantee without any risk of depth of seal suction <small>Max length : 300</small>
Product feature 2 <small>Updated at 9/21/2023 10:05:22 AM by MPN</small>	Smart Membrane Technology: a waterless membrane which replace a traditional water seal trap <small>Max length : 300</small>
Product benefit 3 <small>Updated at 9/21/2023 10:01:30 AM by MPN</small>	A reliable installation guaranteed 100% leak-proof <small>Max length : 300</small>
Product feature 3 <small>Updated at 9/21/2023 10:01:30 AM by MPN</small>	Bi-injected washer under the tray <small>Max length : 300</small>
Product benefit 4 <small>Updated at 9/21/2023 10:01:30 AM by MPN</small>	Easy to clean from above <small>Max length : 300</small>
Product feature 4 <small>Updated at 9/21/2023 10:01:30 AM by MPN</small>	Independant hair catcher to adapt the cleaning frequency of everyone's habits without desiphoning. Removable cartr <small>Max length : 300</small>
Tips	<input type="text"/> <small>Max length : 350</small>
Quality marketing benefits <small>Updated at 9/21/2023 10:01:30 AM by MPN</small>	SLIM+ is patented, registered design and manufactured in France. <small>Max length : 280</small>
Care and cleaning instructions <small>Updated at 8/30/2021 7:43:36 PM by LGT</small>	To protect your installation, we recommend to do not use cleaning products based on sulfuric acid. <small>Max length : 350</small>

Mandatory for Better and Best product

Mandatory for Better and Best product

Mandatory for Better and Best product

Mandatory for Better and Best product

Mandatory for Best product

Mandatory for Best product

Mandatory for Best product

Mandatory for Best product

Optional

Mandatory for Better and Best product

Mandatory for Better and Best product

Note! → Don't forget to save



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

2D

3 - MARKETING DATA

At SKU level, Marketing ITEM

The screenshot displays a product data management interface. On the left, a navigation tree shows a hierarchy: PRODUCTS (1597) > Plumbing (548) > Flushing (152) > Wastes (269) > Basin waste (74) > Shower waste (28) > Shower waste D90 (14) > SLIM + ABS (69%). The selected item is '30723365' with a 39% completion rate. The right pane shows the product detail for 'SLIM + ABS' with SKU '30723365'. It includes a product image and two fields: 'MKT Long product name' (SLIM + shower waste ABS dome) and 'MKT Long item name' (SLIM + shower waste D40 ABS dome). Below these fields is a list of categories with expandable sections: 'General ITEM data' (highlighted with a red box), 'Marketing ITEM', 'Unit ITEM packaging & instruction', 'Wastes', 'Measurements', 'Location', 'Life cycle status', 'Logistics', 'Quality - product norms', and 'Media'. A search filter and 'Expand all' button are also visible.

Tips! → Initial entry in the master context in English language



2A
USER RIGHTS AND ROLE MANAGEMENT

2B
DATA QUALITY CHALLENGES (CONSISTENCY,
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2D

3 - MARKETING DATA

At SKU level, Marketing ITEM

30723365

Plumbing > Wastes > Shower waste > Shower waste D90 > SLIM + ABS > 30723365

● | Creation: 2021/03/08 | Modification: System - 2026/04/20 | Fill rate Mandatory_fill_rate: 39%

General ITEM data	<p>MKT Long item name Updated at 9/23/2021 10:58:43 AM by LGT SLIM + shower waste D40 ABS dome. Max length : 60</p> <p>MKT Short item name Updated at 9/23/2021 10:58:43 AM by LGT SLIM + shower waste D40 ABS dome. Max length : 40</p> <p>Sold in channel Updated at 2/4/2026 4:06:54 PM by DBT <ul style="list-style-type: none"> DIY ERETAIL PRO OEM </p> <p>Sold in MDU Updated at 2/4/2026 4:06:54 PM by DBT <ul style="list-style-type: none"> MDU MISCELLANEOUS MDU BALKAN MDU RUSSIE </p> <p>Brand type Updated at 3/8/2021 3:04:02 AM by S WIRQUIN BRAND</p> <p>Brand name Updated at 2/4/2022 10:42:27 AM by RCN WIRQUIN</p> <p>Product ExtID Updated at 9/23/2021 4:19:03 PM by DR P_130030112</p> <p>Item main raw material Updated at 8/19/2022 5:41:56 PM by ERY ABS</p> <p>Item rate recycled material (%) Min :1 Max :100</p> <p>VALOBAT code</p> <p>Main colour Updated at 9/3/2021 7:17:19 PM by LGT Grey.</p>
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Mandatory

Mandatory (for any data sheets template)

Mandatory for French market only

Close

Save



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

2D


3 - MARKETING DATA

At SKU level, Marketing ITEM

PRODUCTS (1597) ^ | @ | ...

- Plumbing (548) ...
- Flushing (152) ...
- Wastes (269) ...
 - Basin waste (74) ...
 - Shower waste (28) ...
 - Shower waste D90 (14) ...
 - SLIM + ABS 69% ...
 - References (28) ...
 - 30723365 39% ● ...
 - 30723374 39% ● ...
 - 30723364 39% ● ...
 - 30723392 39% ● ...
 - 30723375 39% ● ...
 - 30723362 39% ● ...
 - 30723376 37% ● ...
 - 30723786 39% ● ...
 - 90724449 11% ● ...
 - 30724078 29% ● ...
 - SLIM + Metal & Flat grid 69% ...
 - SLIM + Deck 69% ...
 - Product - Shower waste D90 46% ...
 - Shower waste D60 (4) ...
 - Shower waste D50 (9) ...
 - Linear Shower waste (1) ...
 - Washing machine waste (17) ...
 - Waste accessories and spare parts (38) ...
 - Washer (9) ...
 - Waste merchandising tools (1) ...
 - Urinal waste (6) ...
 - Sink waste (67) ...
 - Bath waste (29) ...
 - Cisterns (49) ...
 - Connectors (78) ...
 - Sanitary (334) ...

Plumbing > Wastes > Shower waste > Shower waste D90 > SLIM + ABS > 30723365 Edit



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

Empty values × Expand all

- General ITEM data
- Marketing ITEM ✎
- Unit ITEM packaging & instruction
- Wastes
- Measurements
- Location
- Life cycle status
- Logistics
- Quality - product norms
- Media

Tips! → Initial entry in the master context in English language



2A
USER RIGHTS AND ROLE MANAGEMENT

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2D

3 - MARKETING DATA At SKU level, Marketing ITEM

30723365

Plumbing > Wastes > Shower waste > Shower waste D90 > SLIM + ABS > 30723365

● | Creation: 2021/03/08 | Modification: System - 2026/04/20 | Fill rate Mandatory_fill_rate: 39%

Marketing ITEM

Item description

Updated at 9/3/2021 7:14:41 PM by LGT

SLIM + shower waste for extra flat shower tray D90.

OPTIONNAL Item benefit 1

Max length : 300

OPTIONNAL Item feature 1

Max length : 300

OPTIONNAL Item benefit 2

Max length : 300

OPTIONNAL Item feature 2

Max length : 300

Compatibility

Customer guarantee period (Month)

Specific customer

Updated at 9/3/2021 7:17:19 PM by LGT

No

Specific customer's code

Specific customer's name

Specific customer's address

Max length : 500

Close

Save

This highlights the advantages or positive outcomes the reference delivers to the user, showing its value and impact. This feature addresses the corresponding benefit by delivering a specific advantage to the user. (Maximum lenght 300 characters) It must be different from PRODUCT feature and benefits. Will appear at 5th and 6th benefits in Better and Best data sheets

Mandatory only if it's a specific customer item

Mandatory

Mandatory only if it's a specific customer item



2A
USER RIGHTS AND ROLE MANAGEMENT

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SUMMARY 2D

→ **3 data entry methods:**

- via Excel export from the PRODUCT, then import (initial entry)
- manually, directly in the PIM (one-off data entry when a new product is created)
- via mass entry from the PRODUCT (initial entry or bulk update)

→ **4 structured data (textual or numeric):**

- Logistics
- Technical
- Quality
- Marketing

→ Data owner remains **responsible for the quality and validity** of the information throughout the product life cycle.

CONCLUSION

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

→ Object: Module 2

PIM.helpdesk@wirquin.com

- ✓ 2A USER RIGHTS AND ROLE MANAGEMENT
- ✓ 2B DATA QUALITY CHALLENGES (CONSISTENCY, COMPLETENESS, RELIABILITY)
- ✓ 2C WORKFLOW RULES AND VALIDATION
- ✓ 2D DATA ENTRY AND STRUCTURING

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

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TRAINING MODULE #2

THANK YOU!

MARCH 2026



TEAM SPIRIT
CUSTOMER FOCUS
INNOVATION
SUSTAINABILITY
EMPOWERMENT

