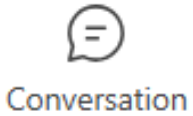
GROUP PIM PRESENTATION

AGENDA

- **PIM definition and trainers introduction**
- **Users and rights**
- **PIM navigation :**

  - Masterdata
  - PIM research
  - PIM Writers
  - Product data export
  - Media research (DAM)
  - Product sheet publishing

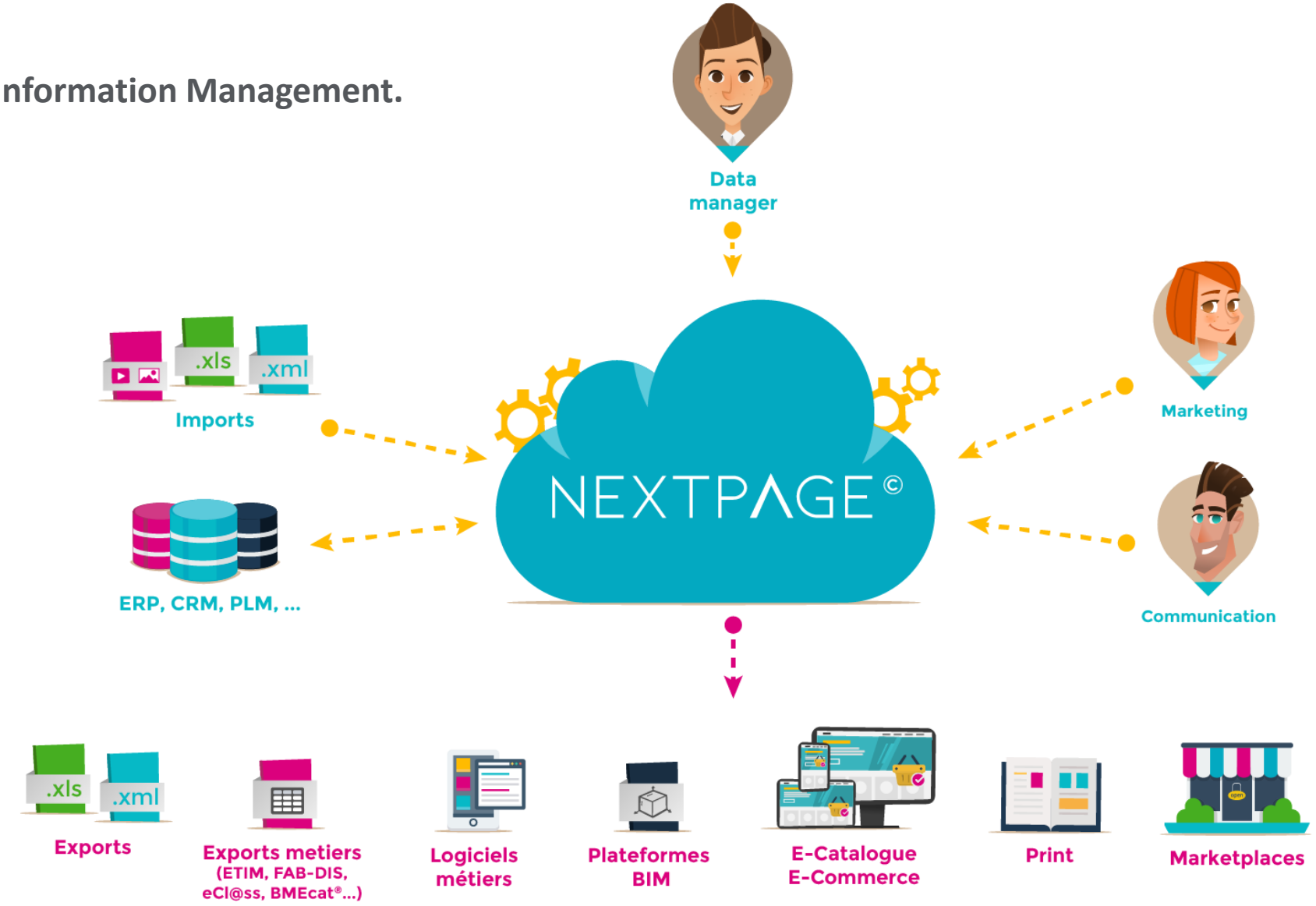
RULES

- Meeting is recorded
- Make sure MIC is OFF.
- Feel free if any question during presentation.
- As Teams meeting → use and 

- If no reply/ information on specific question → we will revert to you after training.
- PDF file will be sent after training

PIM DEFINITION

PIM: Product Information Management.

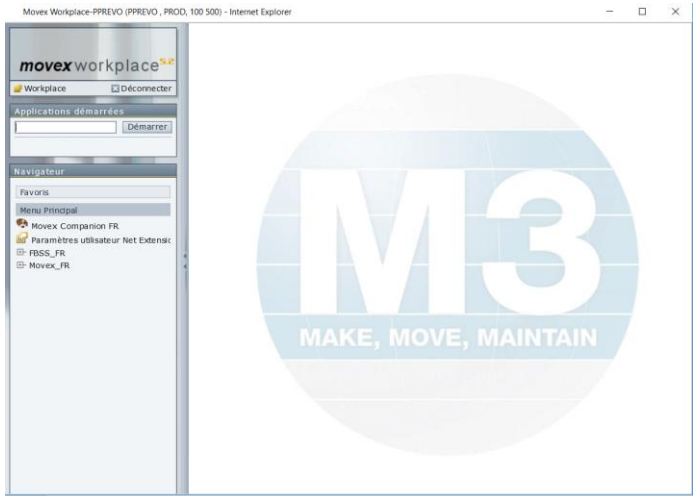


WIRQUIN BEFORE THE PIM

FINDING PRODUCT INFORMATION

CATALOGUES

ERP



PRODUCT SPECIFICATIONS

WEBSITES

PHONE A FRIEND

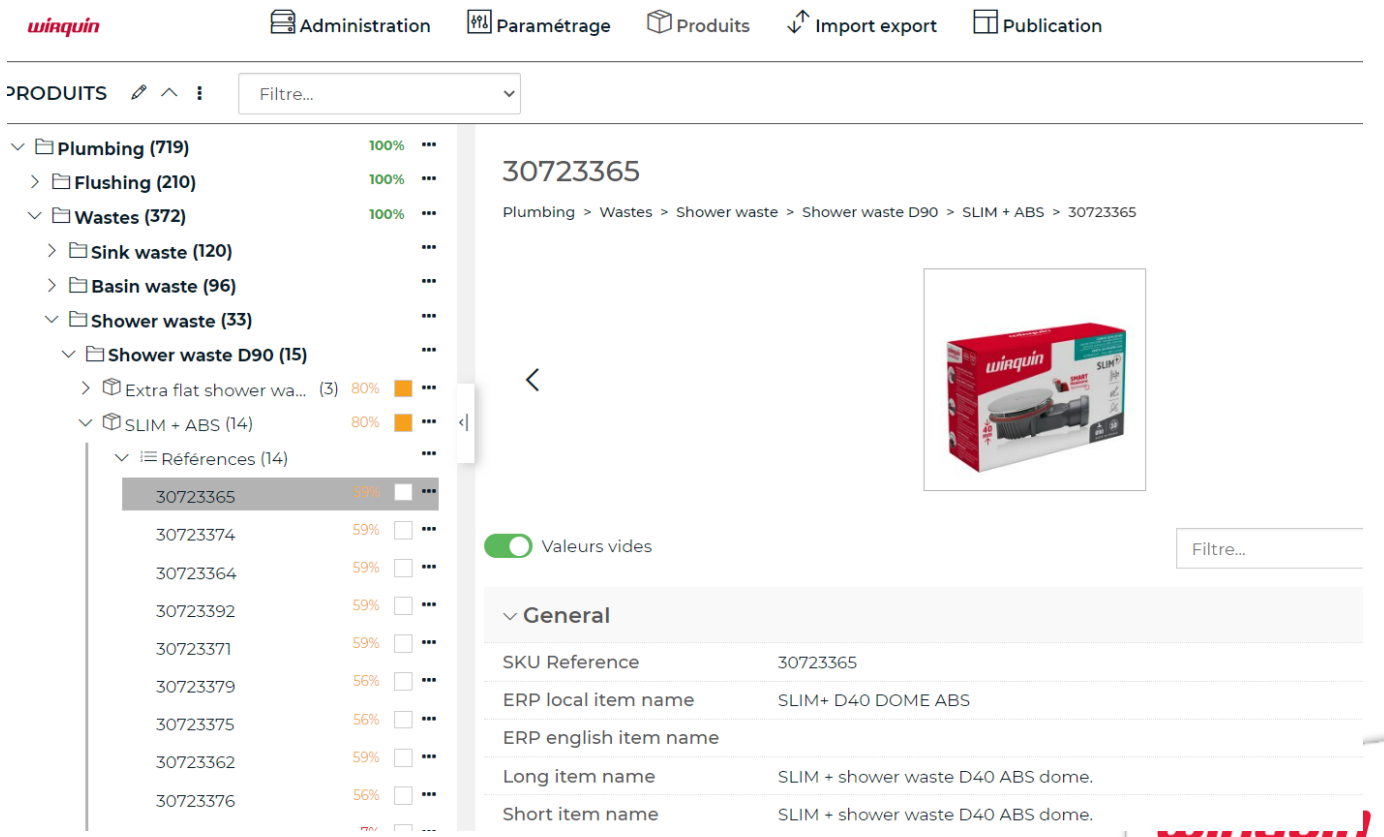
WIRQUIN WITH THE PIM

THE PURPOSE OF PIM:

- Immediate and accurate information → we ALL share the same level of information.
- For marketing, commercial, purchasing teams…
- Save time (information search, generate tools and supports for sale and marketing teams).

FINDING PRODUCT INFORMATION

PIM



USERS AND RIGHTS

MDU	PIM DAM AMBASSADOR
WFR France	Iuliia Linard
WFR BEN PL	Coraline Boistuaud
WFR IT	Graziella Nivola
WRO	Alexandra Suta
WLTD	Kim Blacktin
WZAF	Juandri Klynsmith
WRU	TBC Maria Kutuzova ?
WCAL	Noemi Romero

AMBASSADOR MISSION = project leader + Writer

- Training local user& key user
- Product Platform creation (specific BU) with Group Key User
- **Creation of SKU** and applicable segmentation.
- **Fill in** management fields
  - product platform
  - SKU level
  - DAM
- Translations of general **English version** (group level access)
  and **local market language version**.
- **MEDIA upload** = picture / packaging / instruction leaflet….
- **Product Sheet upload:** PDF file as marketing and commercial tool.
- Contact interface with Wsupport.

USERS AND RIGHTS

LOCAL KEY USER

Local dedicated key contact who could support the Ambassador (with lower access).

TRANSLATION
IMPORT/ EXPORT
PUBLISHING

USERS AND RIGHTS

READER:

All who have access at Wirquin Group level
Any coworker in Subsidiaries' Wirquin Teams (internal and confidential information).

READER = get information for his field of work.

- Search and find detailed information about products (Product Platform and SKU level).
- Find medias about products.
- MEDIA download (picture / packaging / instruction leaflet…).
- Product Sheet download: generate PDF as commercial and marketing support.
- Download files and medias for local market and customers.
- Check other BU selling the product (in addition to Cognos).

USERS AND RIGHTS

Any request or issue detected? Ambassador send e-mail to key contact : assistance.informatique@wirquin.com

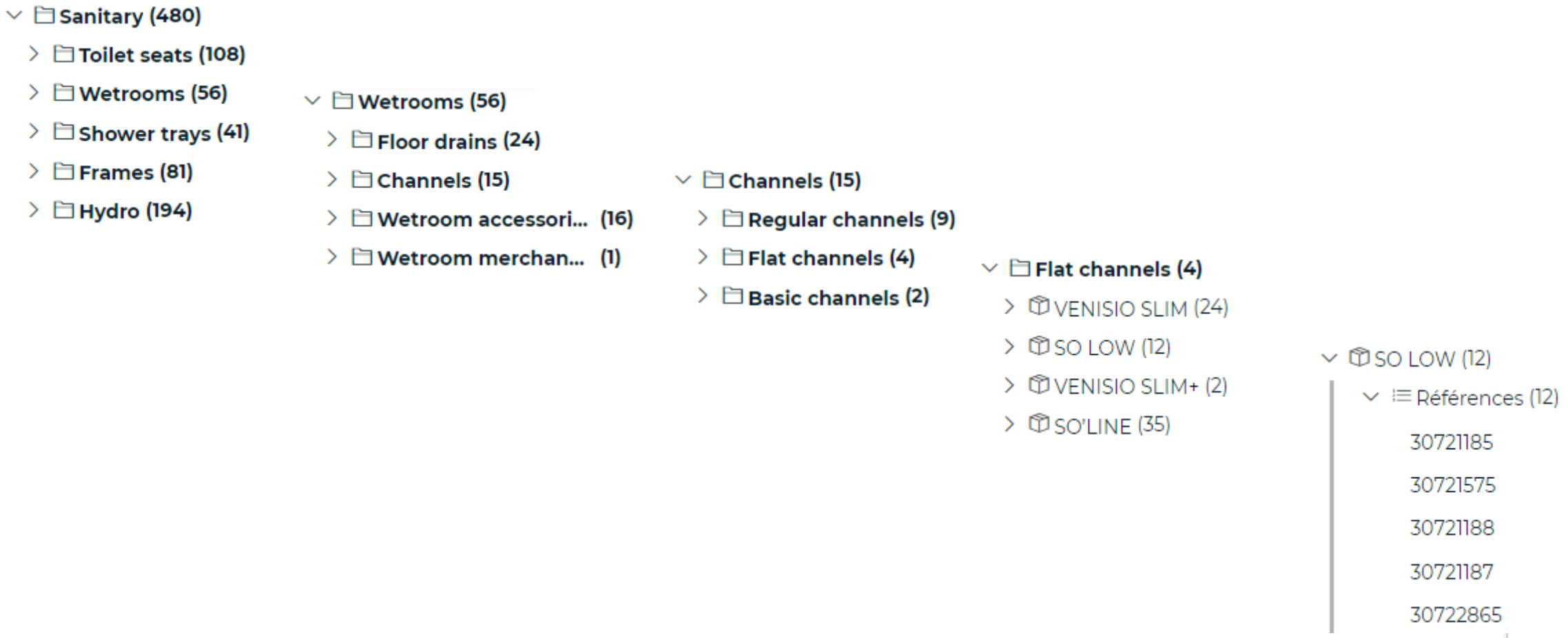
	ADMINISTRATION (grant right access, segmentation…).	**PRODUCT MANAGEMENT** (Product Platform, SKU)	**CHARACTERISTICS MANAGEMENT** (add or delete characteristics, fields…)	**TRANSLATION**	**IMPORT/ EXPORT**	**PUBLISHING**	**Information consultation/ Reading**	**Training to new arrival onboarding**
ADMINISTRATOR (Damien/ Solenne/ Marion)	✓	✓	✓	✓	✓	✓	✓	
WSupport Key user (Range Managers)		✓		✓	✓	✓	✓	
AMBASSADOR/ CONTACT PERSON		✓		✓	✓	✓	✓	✓
LOCAL Key User				✓	✓	✓	✓	
Reader					Export Excel file only	✓	✓	

1 key contact as Administrator at Wgroup: Data manager (Damien)

PIM NAVIGATION

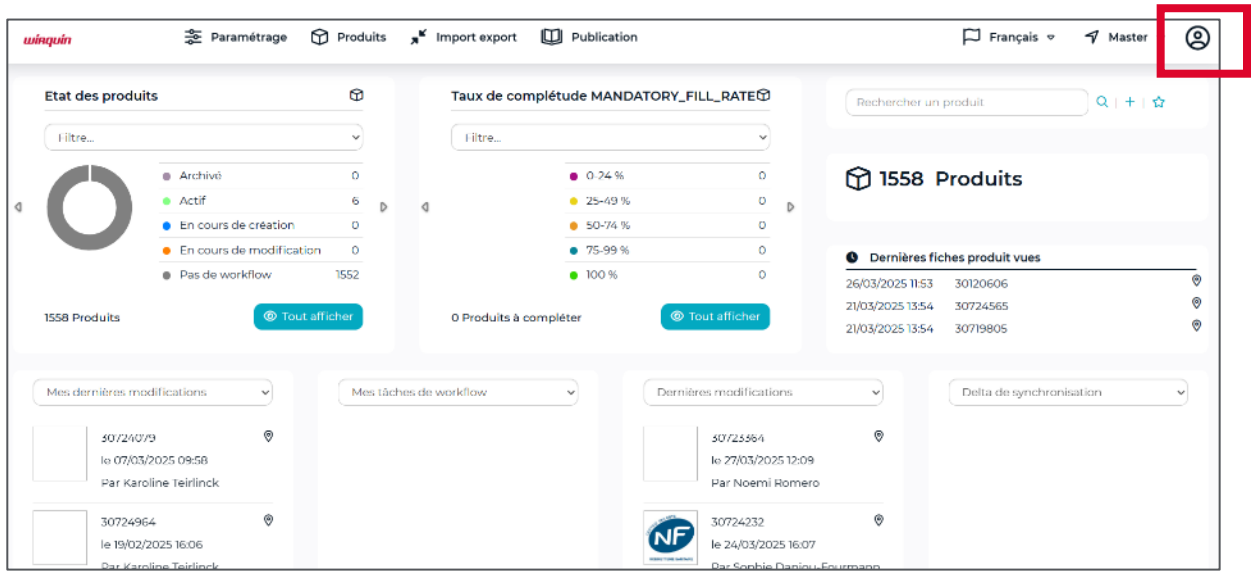
MASTERDATA

Range → **Marketing family** → **Sub-marketing family** → **Platform product** → **SKU**



PIM ACCESS

1. **Connect to your account**



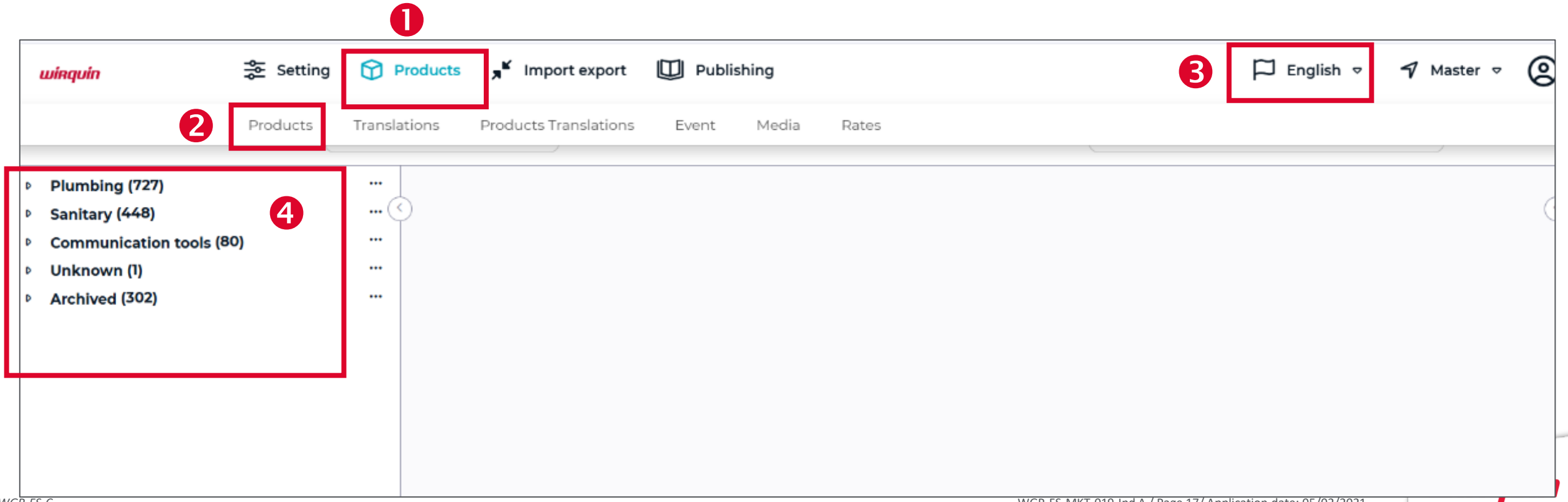
2. **Landpage** in local language (French or English might be set by default).

Select and choose interface languages

PIM LANGUAGE DISPLAY

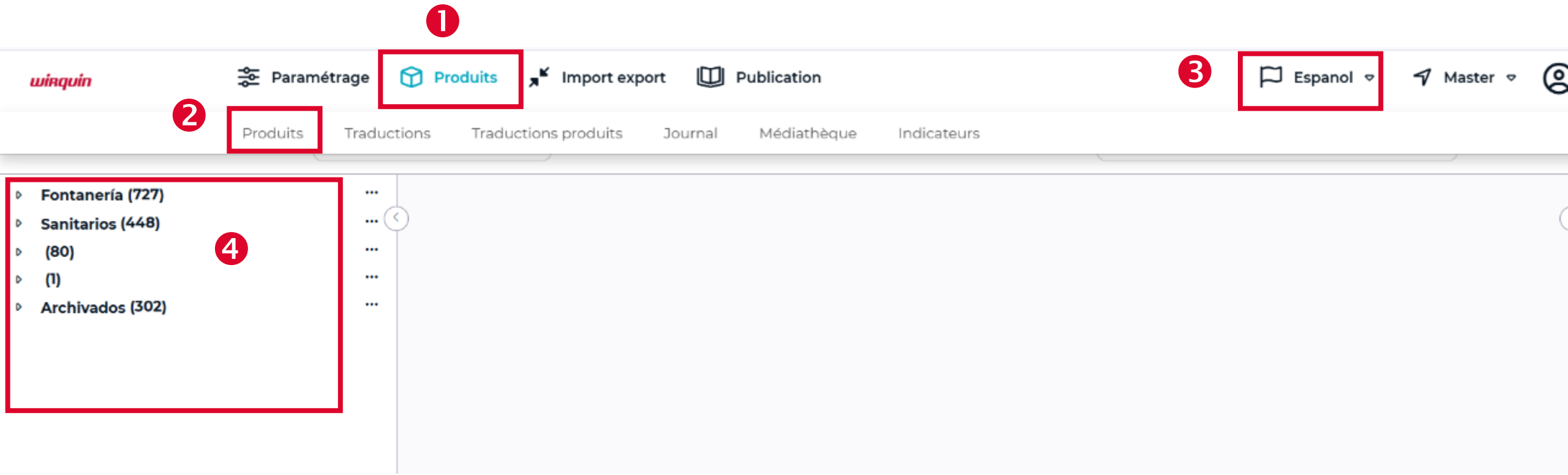
How to select LANGUAGES in MENU display

1. Select « PRODUCTS » on top line
2. Select « PRODUCTS » on below line
3. Select LANGUAGES
4. Display in selected local language



PIM LANGUAGE DISPLAY

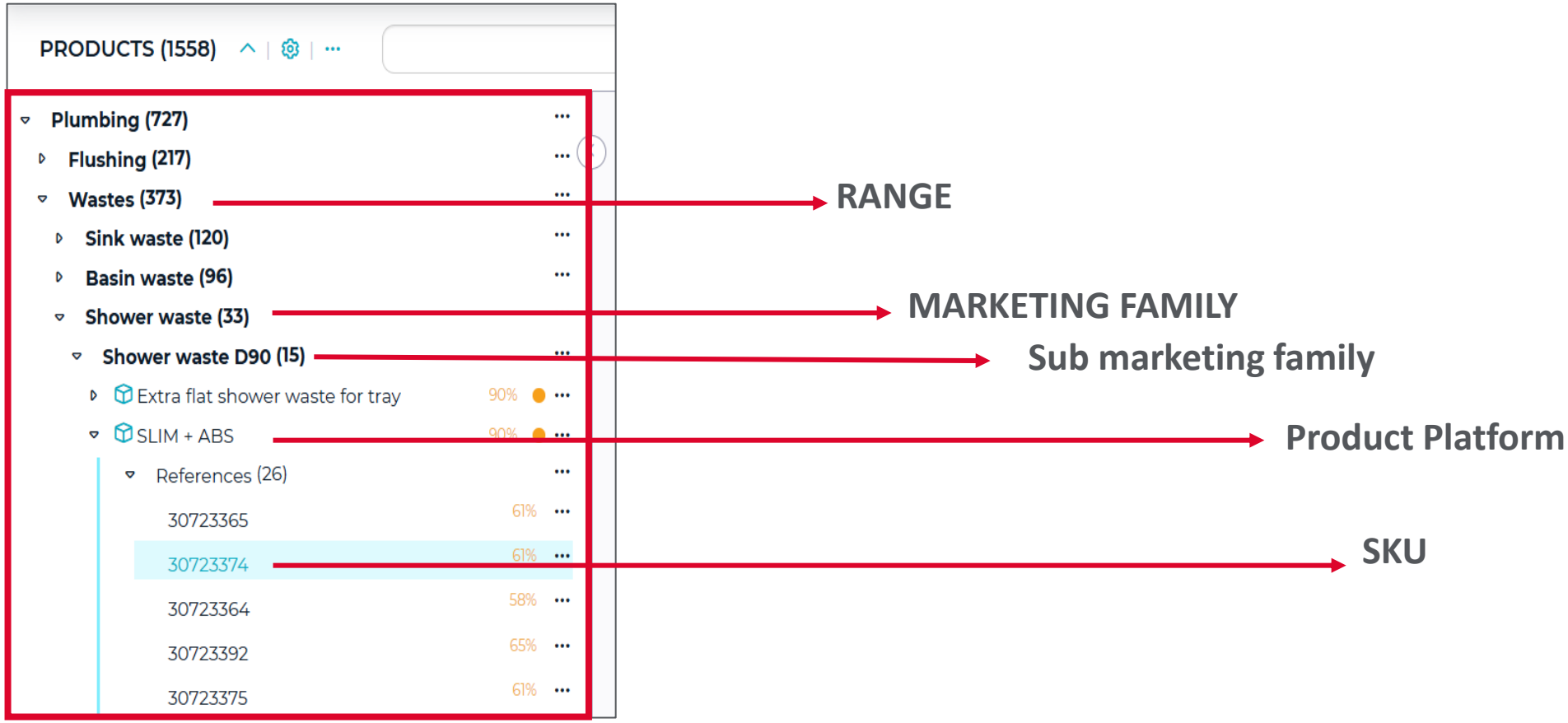
How to select LANGUAGES in MENU display → Spanish



PIM SEARCH

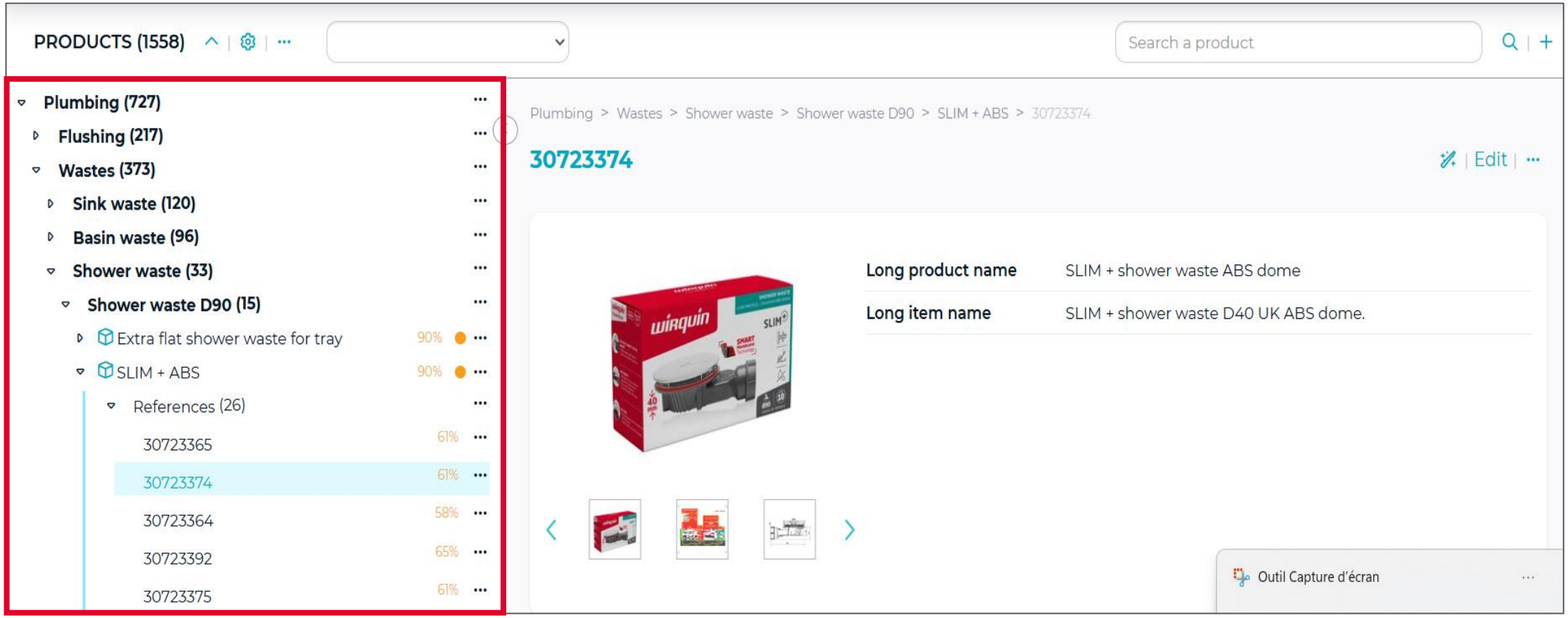
PIM SEARCH

MARKETING RANGE SEGMENTATION



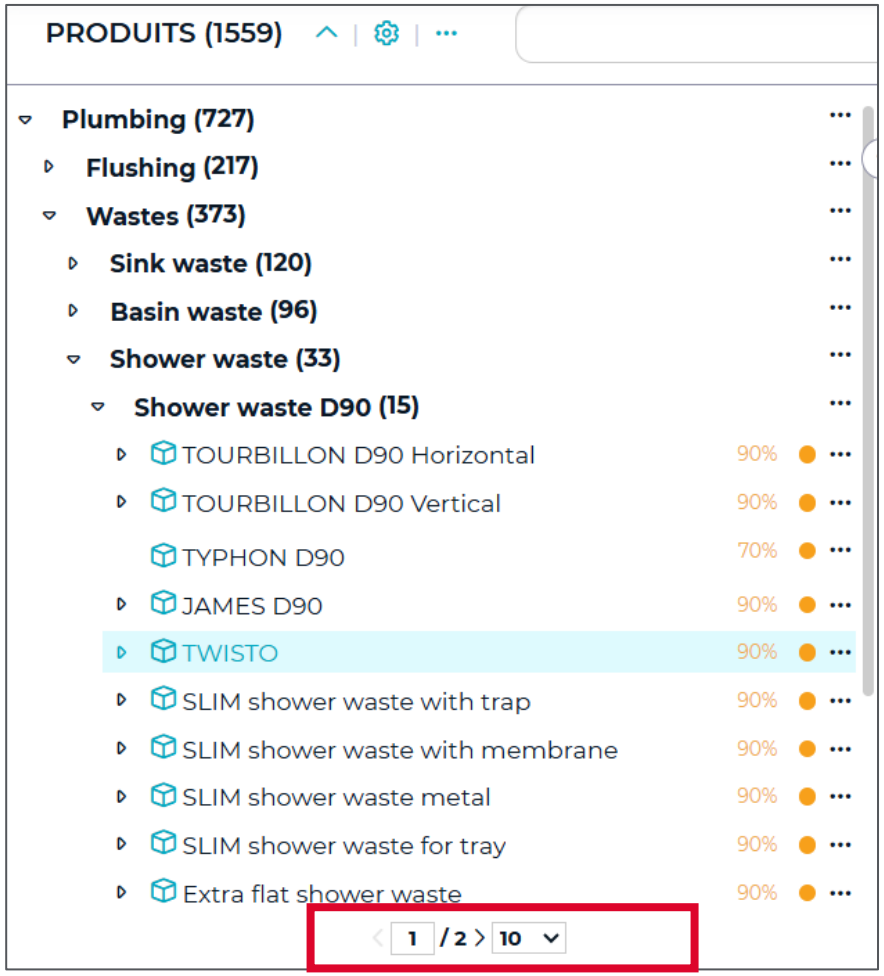
PIM SEARCH

By Segmentation

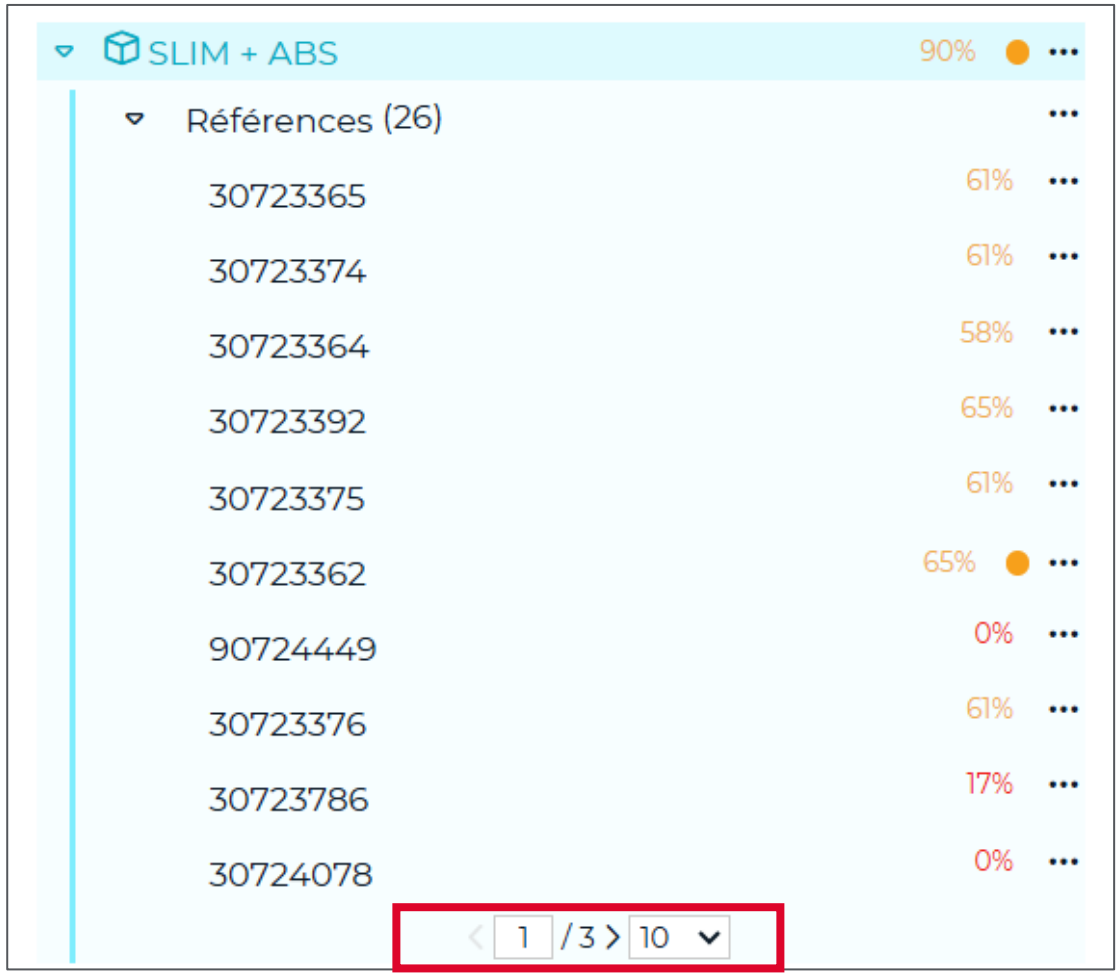


PIM SEARCH

More Product Platform to display



More SKU to display



PIM SEARCH

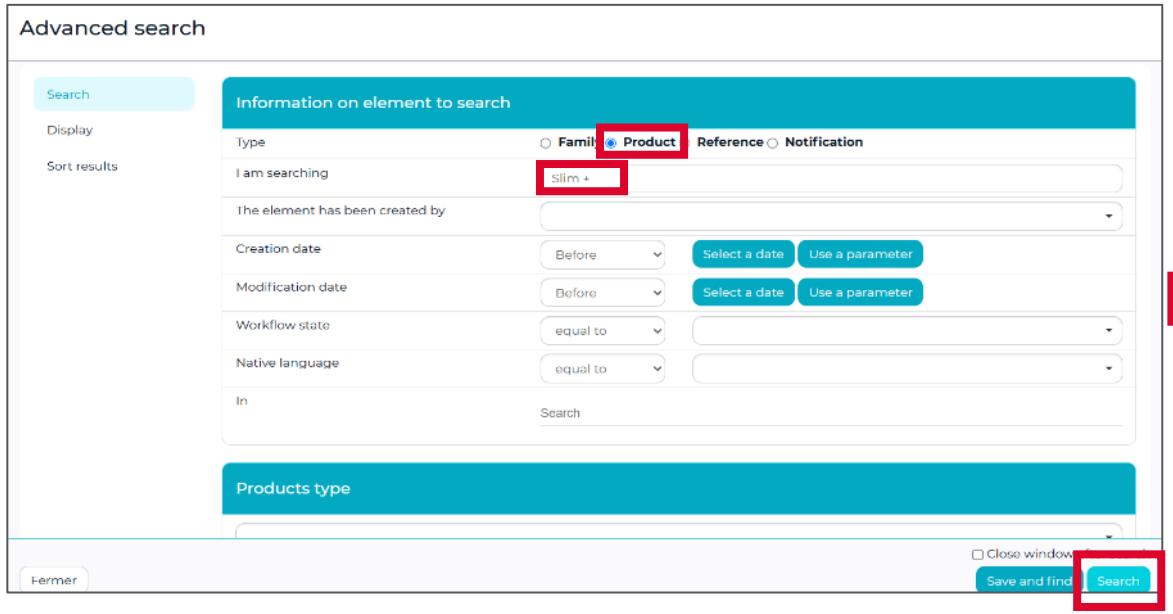
By PRODUCT NAME: Select « + »

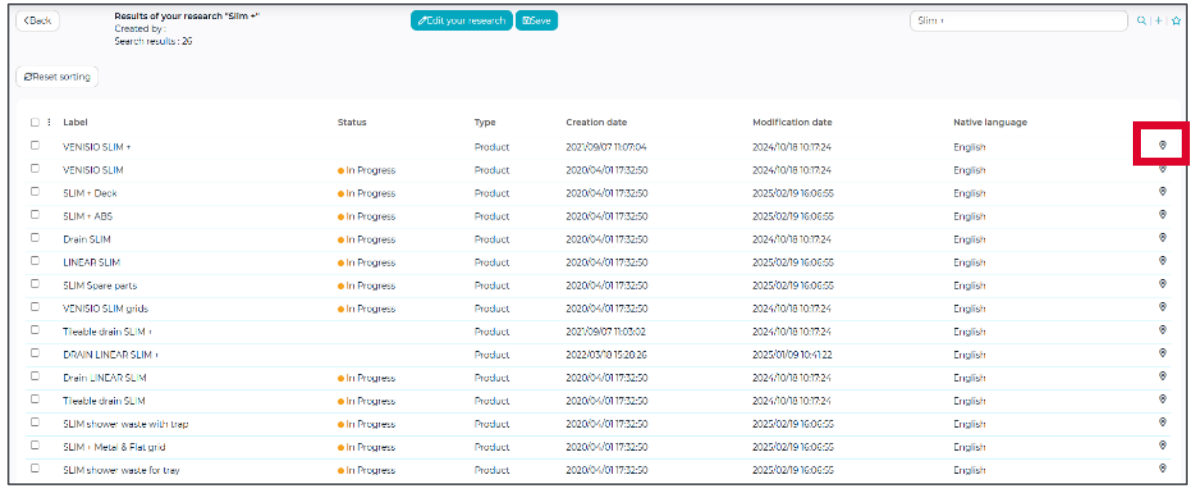
Product Name corresponds to product Platform

PIM SEARCH

By PRODUCT NAME:

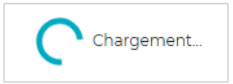
Select « Product »
Fill in the field
Click « Search ».

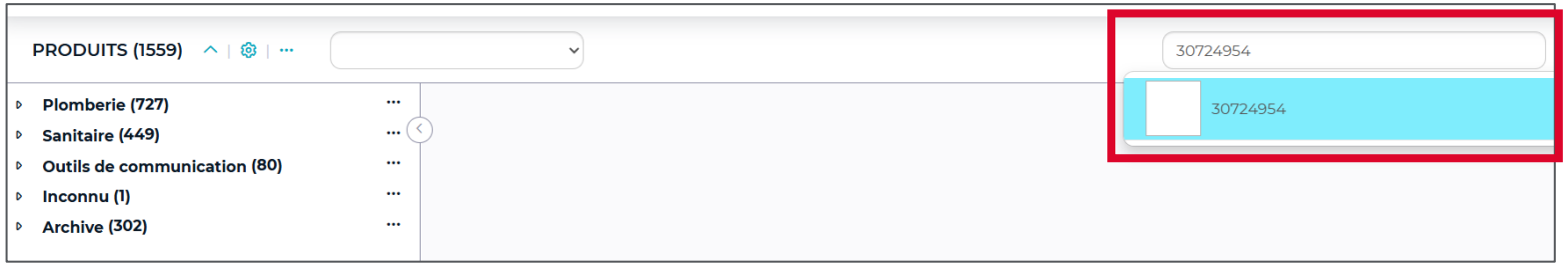


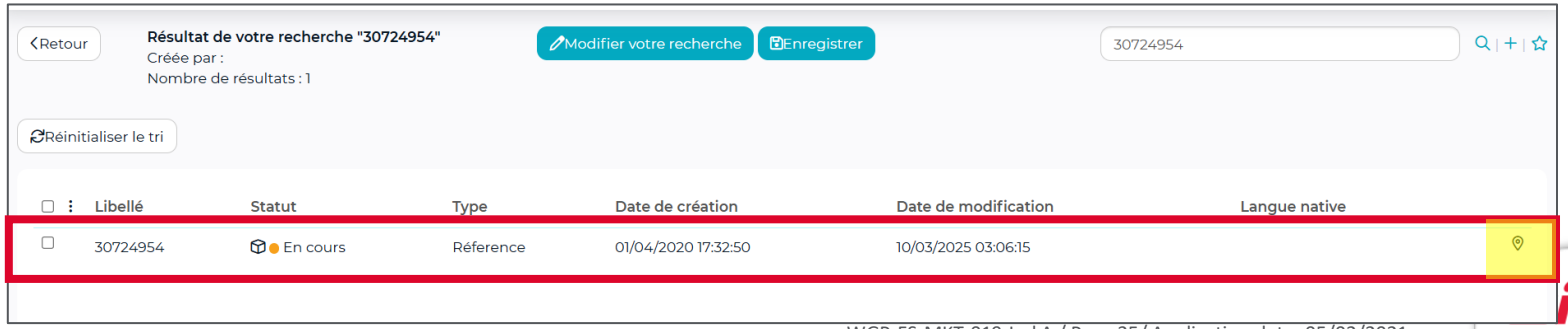


PIM SEARCH

By SKU: enter SKU reference in search bar.



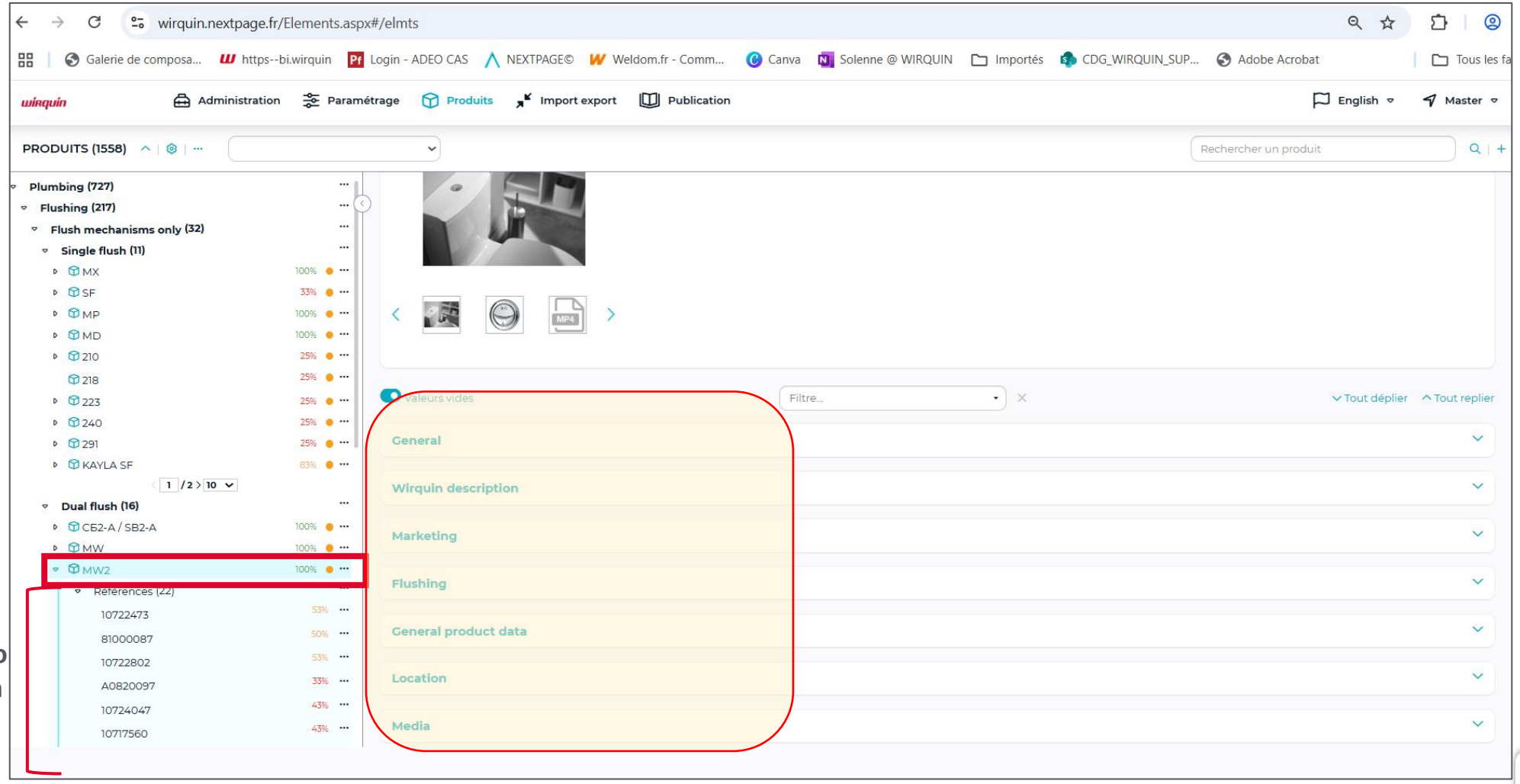




PIM INFORMATION

PIM INFORMATION

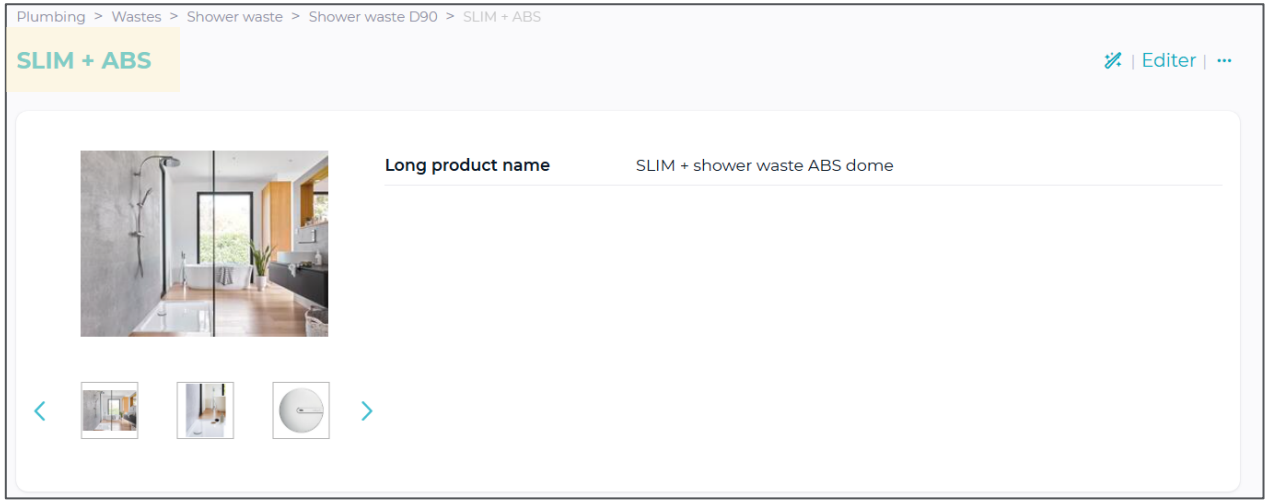
PRODUCT PLATFORM LEVEL INFORMATION



All SKU related to Product Platform

PIM INFORMATION

Product Platform: information available.



General

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

GENERAL:

- ✓ Positionning
- ✓ Designation
- ✓ Launch date
- ✓ Guarantee

PIM INFORMATION

Product Platform: information available.

WIRQUIN DESCRIPTION: General Product Description.

Wirquin description

General Customer Description	SLIM+ is an extra flat shower waste especially designed for the extra flat shower trays in ø90. Equiped 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.
General Wirquin Description	The WIRQUIN SLIM+ is an extra flat shower waste especially designed for the extra flat shower trays in ø90. Equiped 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.

PIM INFORMATION

Product Platform: information available.

Marketing

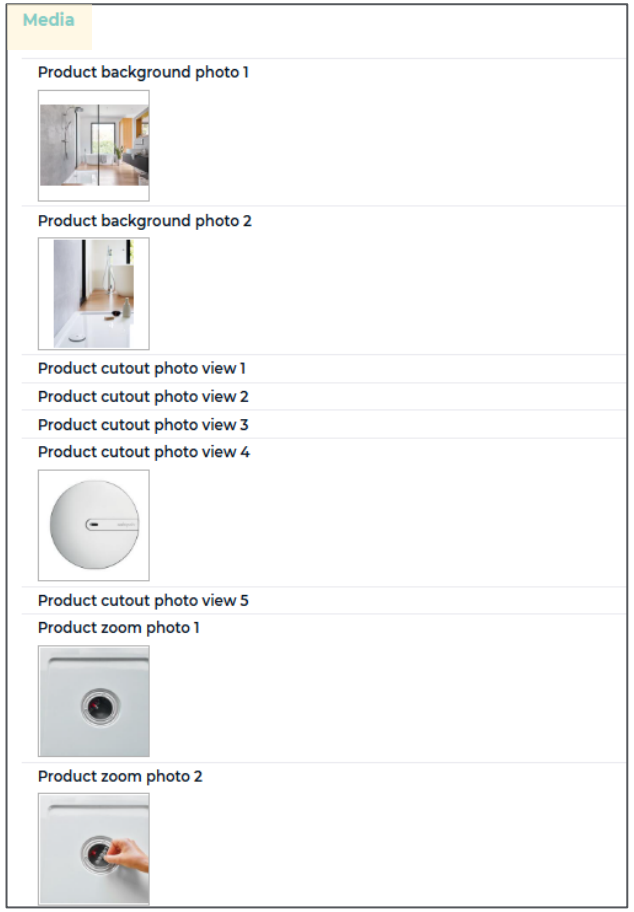
Marketing story / USP	SLIM+ shower waste is the flattest and the most compact shower waste on the market, easy to install, extra reliable without any risk of leaks and easy to clean. Extra performant thanks to its SMART Membrane Technology, SLIM+ is the guarantee of a reliable installation and a great user experience.
Claim	The extra flat shower waste.
Variants 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 feature 1	Extra compact, only 40mm of height and 190mm of length
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 2	Smart Membrane Technology: a waterless membrane which replace a traditional water seal trap
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 3	Bi-injected washer under the tray
Product benefit 3	A reliable installation guaranteed 100% leak-proof
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
Product benefit 4	Easy to clean from above
Care and cleaning instructions	To protect your installation, we recommend to do not use cleaning products based on sulfuric acid.
Tips	
Quality marketing benefits	SLIM+ is patented, registered design and manufactured in France.
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.

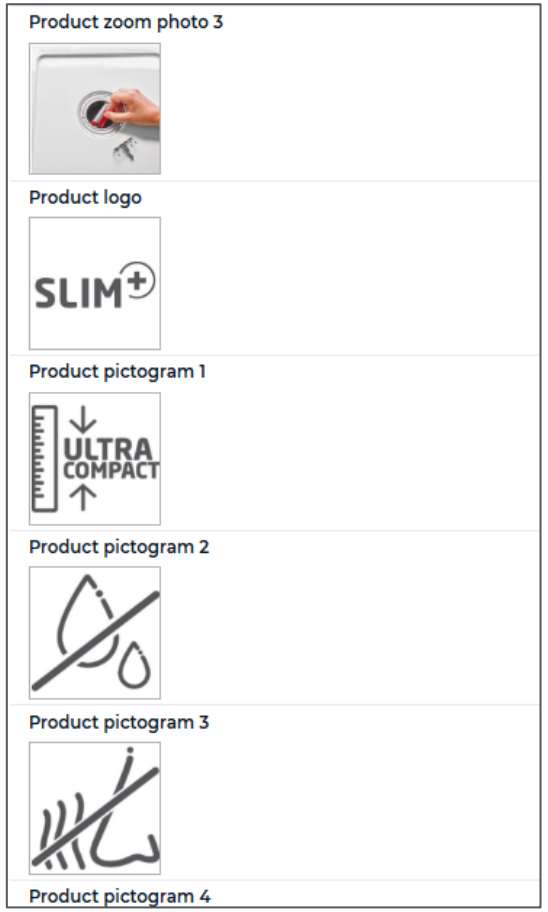
MARKETING:

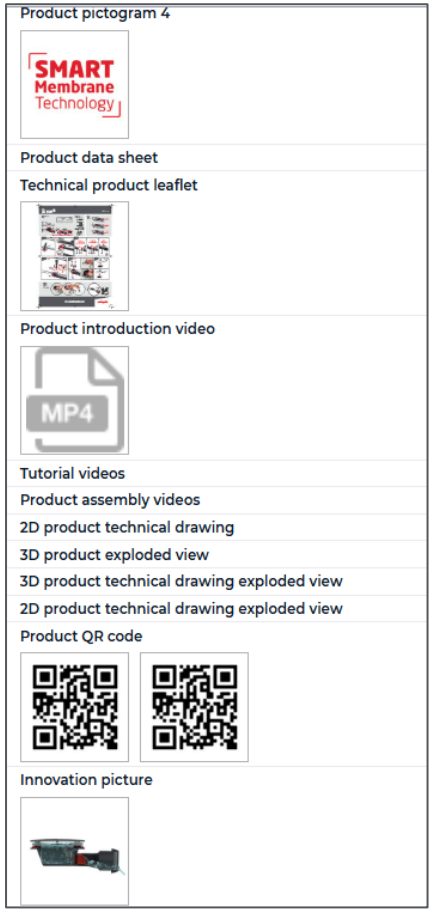
- ✓ Commercial and marketing description,
- ✓ UPS,
- ✓ features,
- ✓ users' benefits,
- ✓ competitive advantages….

PIM INFORMATION

Product Platform: information available.







MEDIA

- ✓ INFORMATION available about media related to Product Platform.

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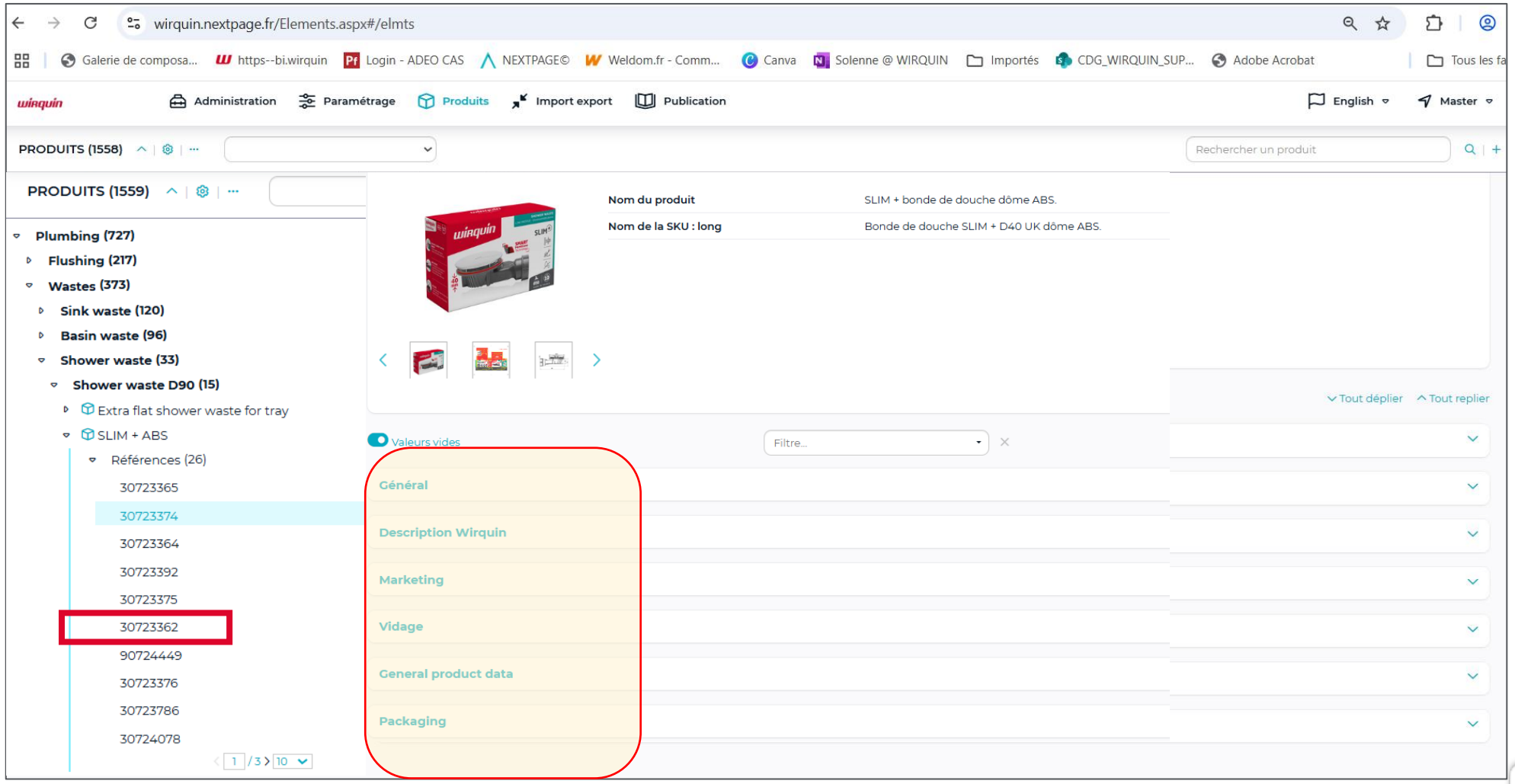
PIM INFORMATION

SKU: information available



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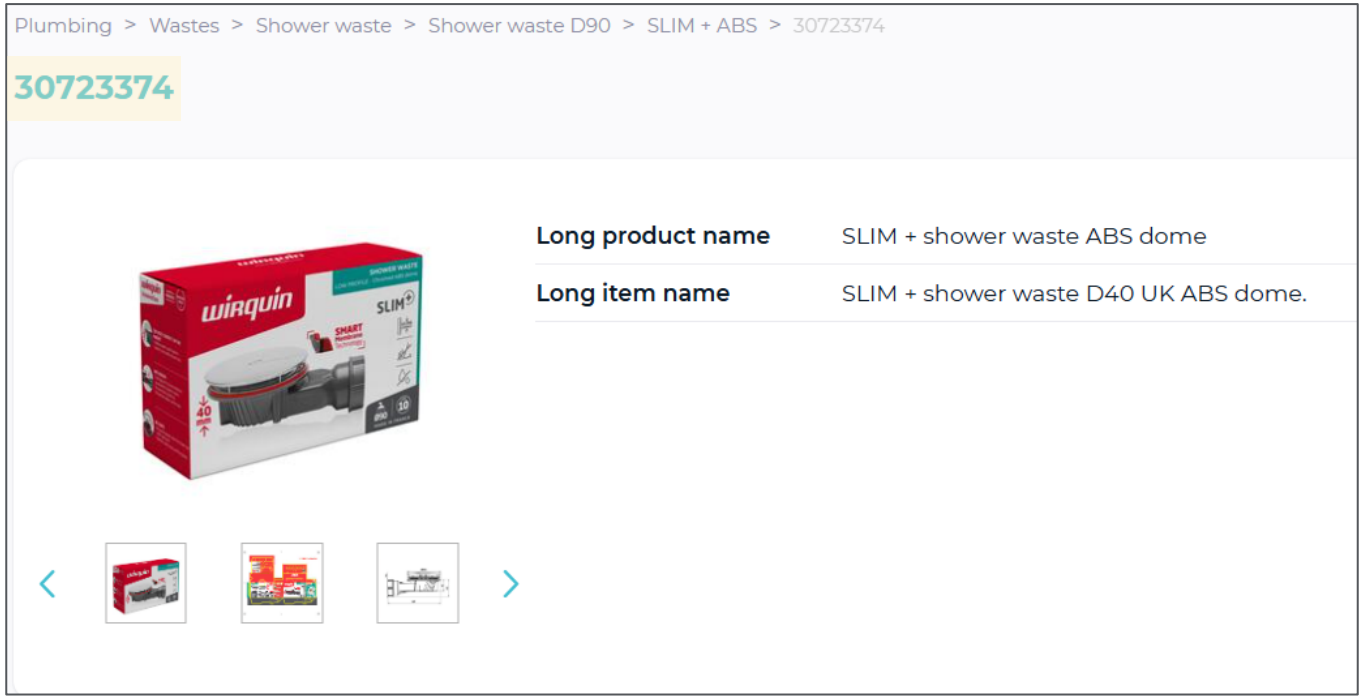


PIM INFORMATION

SKU: information available

General

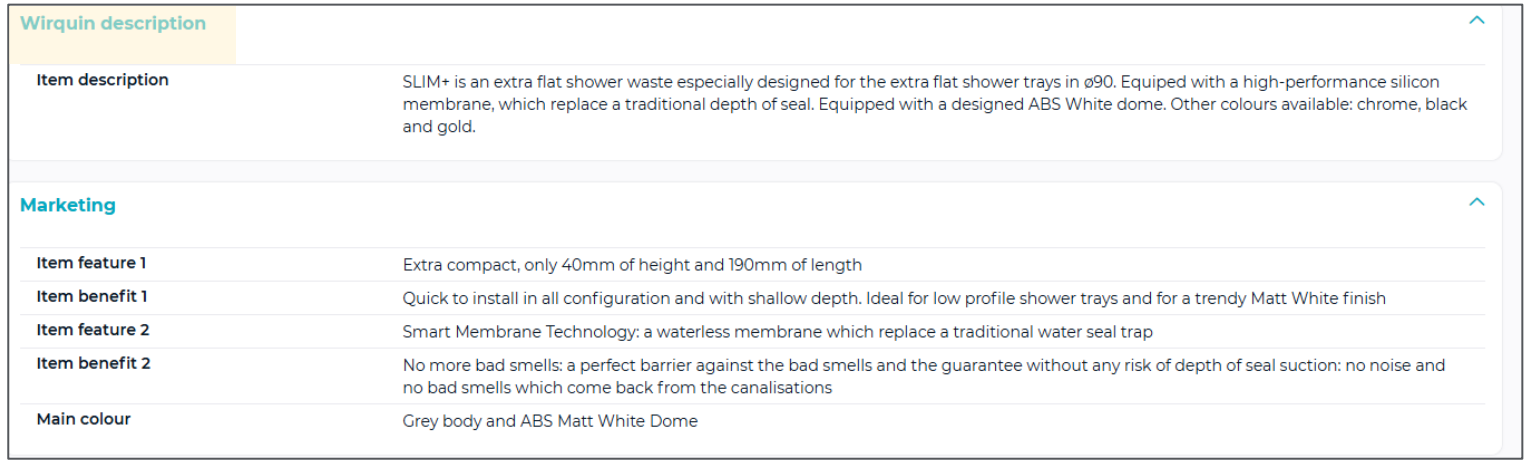
SKU Reference	30723374
ERP local item name	SLIM+ D40 UK DOME ABS
ERP english item name	SLIM+ D40 UK DOME ABS
Long item name	SLIM + shower waste D40 UK ABS dome.
Short item name	SLIM + shower waste D40 UK ABS dome.
Specific customer	No
Specific customer's name	
Sold in channel	ERETAIL PRO OEM
Sold in MDU	MDU UK
Brand type	WIRQUIN BRAND
IT Data filling	
Brand	WIRQUIN
Product ExtID	P_130030112
Customer guarantee period (Month)	
Specific customer's code	
Customer address	

GENERAL:

- ✓ SKU reference
- ✓ Designation
- ✓ Which channels and market the item is sold.
- ✓ Brand: Wirquin/ OEM/ Private Label
- ✓ …

PIM INFORMATION

SKU: information available



Wirquin description

Item description	SLIM+ is an extra flat shower waste especially designed for the extra flat shower trays in ø90. Equiped with a high-performance silicon membrane, which replace a traditional depth of seal. Equipped with a designed ABS White dome. Other colours available: chrome, black and gold.

Marketing

Item feature 1	Extra compact, only 40mm of height and 190mm of length
Item benefit 1	Quick to install in all configuration and with shallow depth. Ideal for low profile shower trays and for a trendy Matt White finish
Item feature 2	Smart Membrane Technology: a waterless membrane which replace a traditional water seal trap
Item 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
Main colour	Grey body and ABS Matt White Dome

WIRQUIN DESCRIPTION: Focus on description at SKU level (vs Product Platform).

PIM INFORMATION

SKU: information available

TECHNICAL FEATURES

Wastes

Outlet option	Without outlet option
Shower waste Inlet ø	90 mm
Outlet fitting	Compression & Solvent weld
Shower waste Outlet ø	DUK 40/43 mm
Outlet option	Without outlet option
Shower waste finish	ABS chrome
Depth of seal (mm)	Membrane
Height under tray (mm)	60
Compatible with trap box	Yes
Shower waste design	Dome

General product data

Main raw material	ABS
Flow rate (L/mn)	34
Finish	Matt
Inlet valve	
Type of grid	
Appearance of the grid	
Dimensions of the grid (mm)	
Outlet diameter (mm)	40
Rate recycled product material (%)	

PIM INFORMATION

SKU: information available

PACKAGING INFORMATION

Packaging

Hangable (on a peg)	Yes
Instructions	No
Languages on the packaging	EN
Type of packaging	BOX
Selling unit quantity	1
Packaging content	SLIM + shower waste, filter and membrane cartridge, chrome plated ABS dome.
Rate recycled packaging material (%)	

PIM INFORMATION

SKU: information available

MANUFACTURING LOCATION

PIM INFORMATION

SKU: information available

Logistics

EAN 13	3375537232574
Inner carton height (mm)	
Inner carton length (mm)	
Inner carton width (mm)	
Inner carton volume (mm3)	
Inner carton gross weight (g)	
Quantity of units per inner carton	
Inner carton EAN 14	
Number of boxes for 1 product	
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 units 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 EAN 14	
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	3926909790

LOGISTICS

Measurements

Product height (mm)	79
Product length (mm)	187
Product width (mm)	118
Product weight (g)	0,2480000
Packaged item height (mm)	125,000
Packaged item length (mm)	195,000
Packaged item width (mm)	80,000
Gross weight	0,329

PIM INFORMATION

SKU: information available

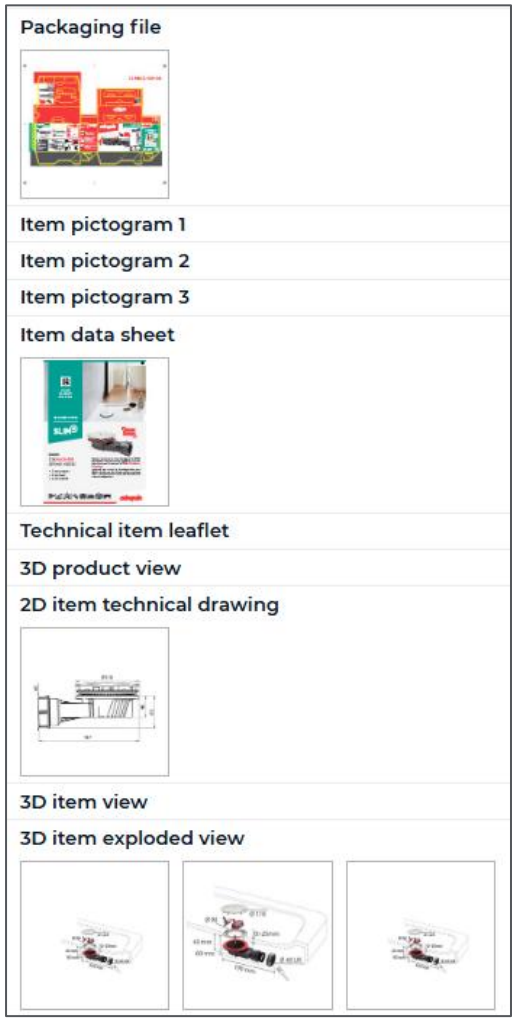
QUALITY/ STANDARDS/ REGULATIONS

Quality	
Standard - NF	No
Standard - Gost	No
Standard - ACS	No
Standard - B Mark	No
Standard - British Standard	No
FSC	
Standard - DOP	No
Certification - Building Regulation	No
Certification - Kite marked	No
Certification - WRAS APPROVED	No
Compliance to RoHS	No
Device DEEE	No
CE Marking Required	No

Waste Packaging - Aluminium (g)
Waste Packaging - Cardboard (g)
Waste Packaging - Glass (g)
Waste Packaging - Plastic (g)
Waste Packaging - Steel (g)
Waste Packaging - Wood (g)
NF regulation code number
VALOBAT code
LONGTIME® label
LONGTIME® label text
Origine FRANCE label
Origine FRANCE label text
Origine France N° attestation
FSC text
Eco-contribution (HT) (€)

PIM INFORMATION

SKU: information available



MEDIA

✓ Information available media related to Product Platform.

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DOWNLOAD FROM DAM ONLY

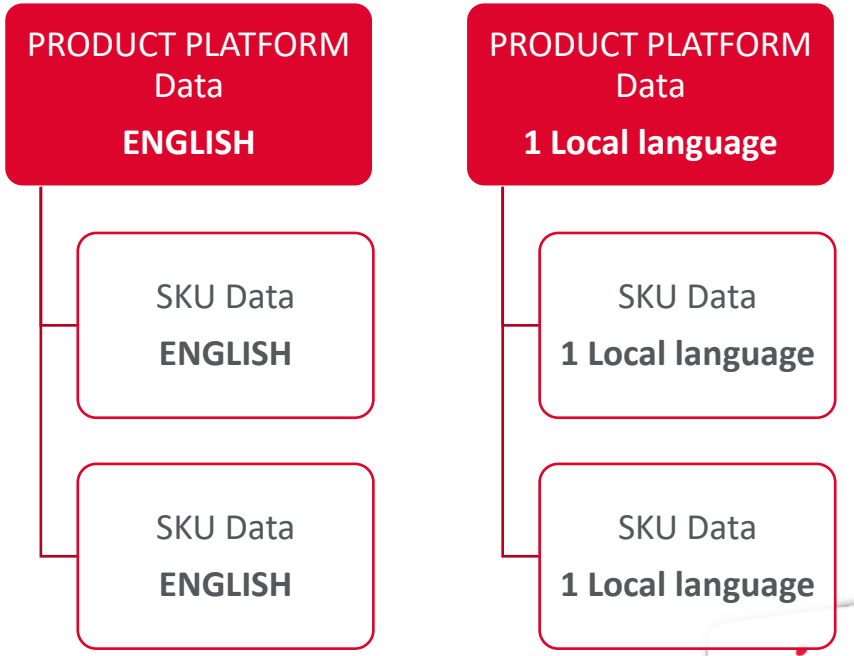
PIM WRITERS

PIM FILL IN – WRITERS ACCESS

Each local BU should fill in Product Plateform and SKU data for product they sell only.

Minimum fields to be filled in by BU creating and/ or selling the product:

- ✓ Product platform at English Group level
- ✓ Product platform at their local/ market language
- ✓ SKU at English Group level
- ✓ SKU at English at their local/ market language
- ✓ DAM



PIM FILL IN – WRITERS ACCESS

NOTE: when creating a Product Platform or SKU, it is important to define the correct segmentation prior to create into ERP.

- Because some fields will be automaticall filled in PIM from ERP and could not be modified later.
- The fields that are from ERP are the fields for which you can not have access to modification with Writers access (as enclosed picture).

PIM FILL IN – WRITERS ACCESS

30723365

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

Création: 2021/03/08 | Modification: System - 2025/02/19

General

SKU Reference
Mise à jour le 11/01/2022 09:20:29 par EUE
30723365

ERP local item name
Mise à jour le 22/03/2021 03:03:24 par S
SLIM+ D40 DOME ABS

ERP english item name
Mise à jour le 22/03/2021 03:03:24 par S

Long item name
Mise à jour le 23/09/2021 10:58:43 par LGT
SLIM + shower waste D40 ABS dome.
Longueur max : 60

Short item name
Mise à jour le 23/09/2021 10:58:43 par LGT
SLIM + shower waste D40 ABS dome.
Longueur max : 40

Specific customer
Mise à jour le 03/09/2021 19:17:19 par LGT
No

Specific customer's name

Sold in channel
Mise à jour le 03/02/2025 03:05:41 par S
- DIY
- ERETAIL
- PRO
- OEM

Sold in MDU
- MDU MISCELLANEOUS

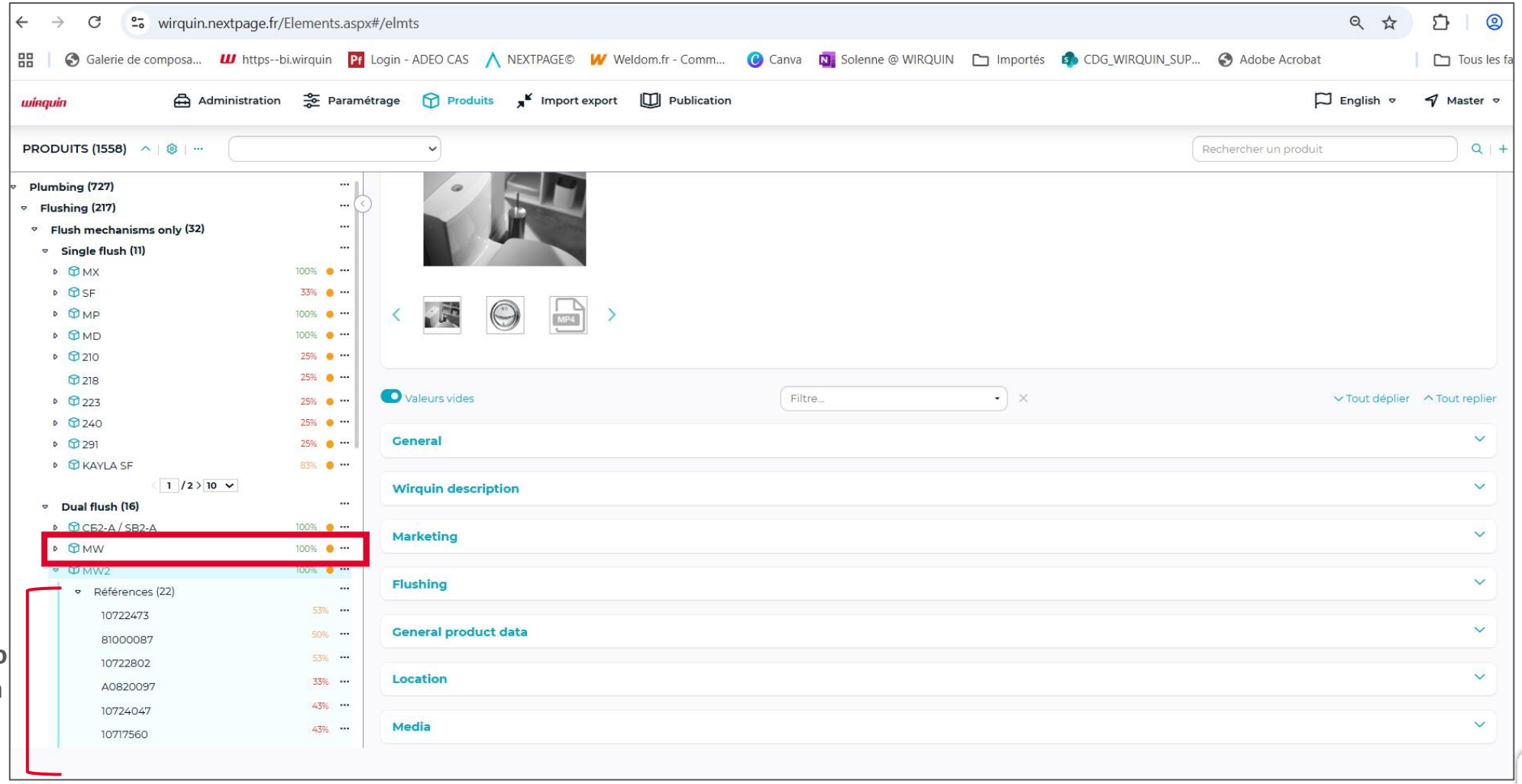
PIM FILL IN – WRITERS ACCESS

When a Product Platform or SKU is created by one BU, please, share the ifnormation:

- **With all local ambassador and local marketing key contact.**
- **Share information during Marketing Meeting.**

PIM FILL IN – WRITERS ACCESS

PRODUCT PLATFORM LEVEL INFORMATION



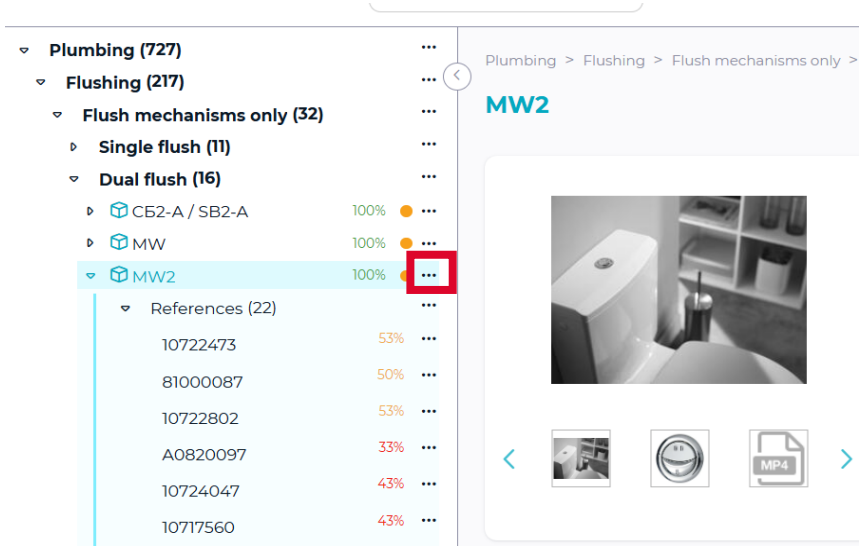
All SKU related to Product Platform

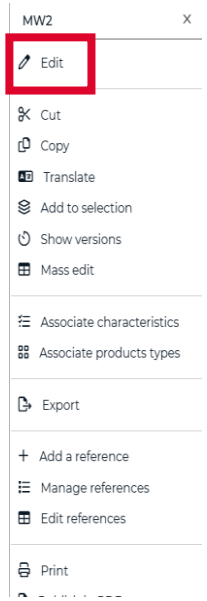
PIM FILL IN – WRITERS ACCESS

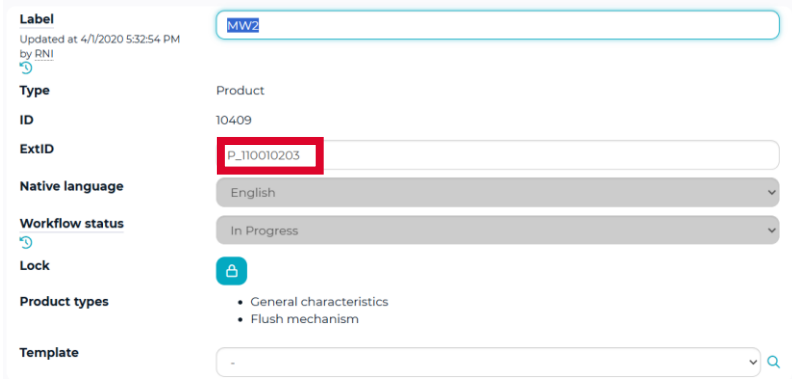
PRODUCT PLATFORM LEVEL

How to identify or create a Product Platform:

IMPORTANT: Accurate Product Platform ID is compulsory to ensure relevant segmentation and sales data.







Not in TBS or Archive

PIM FILL IN – WRITERS ACCESS

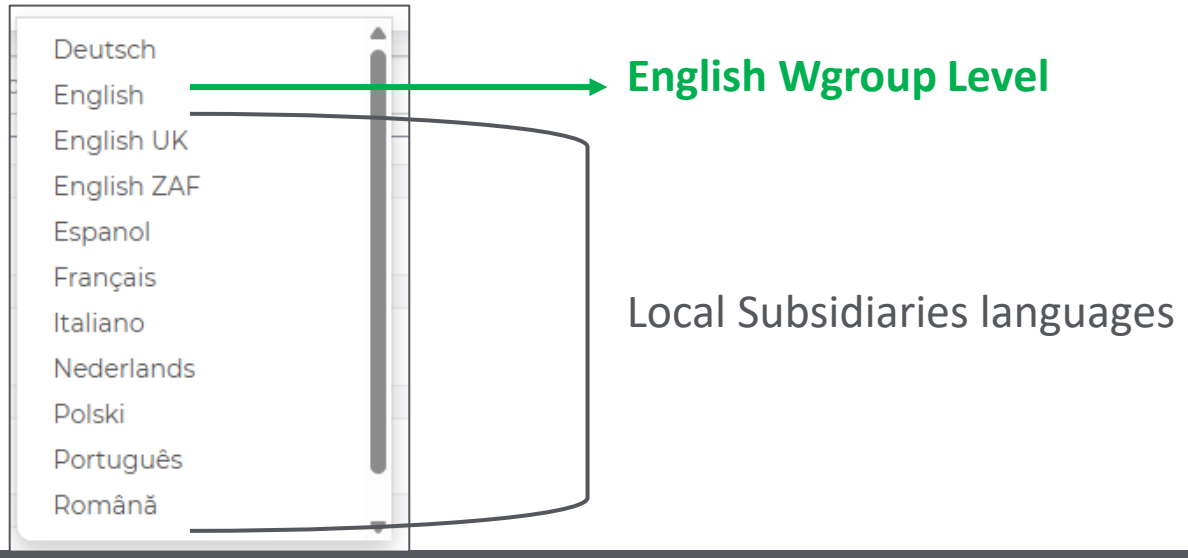
HOW TO FILL IN PRODUCT PLATFORM

IMPORTANT:

- Fill in PRODUCT PLATFORM datas will enable information display when generate Publishing. Otherwise there will be blank in publishing.

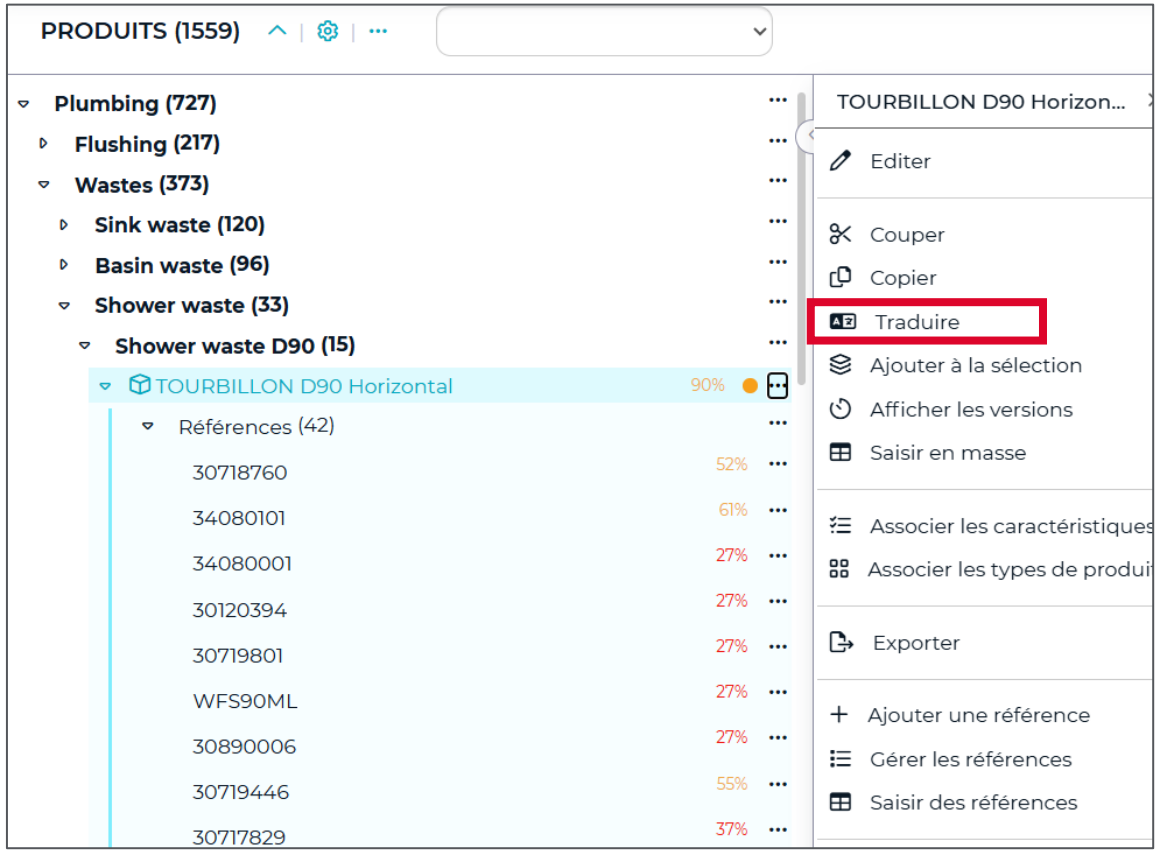
- Product Platform **must always be filled at general ENGLISH level for all Wgroup access.**

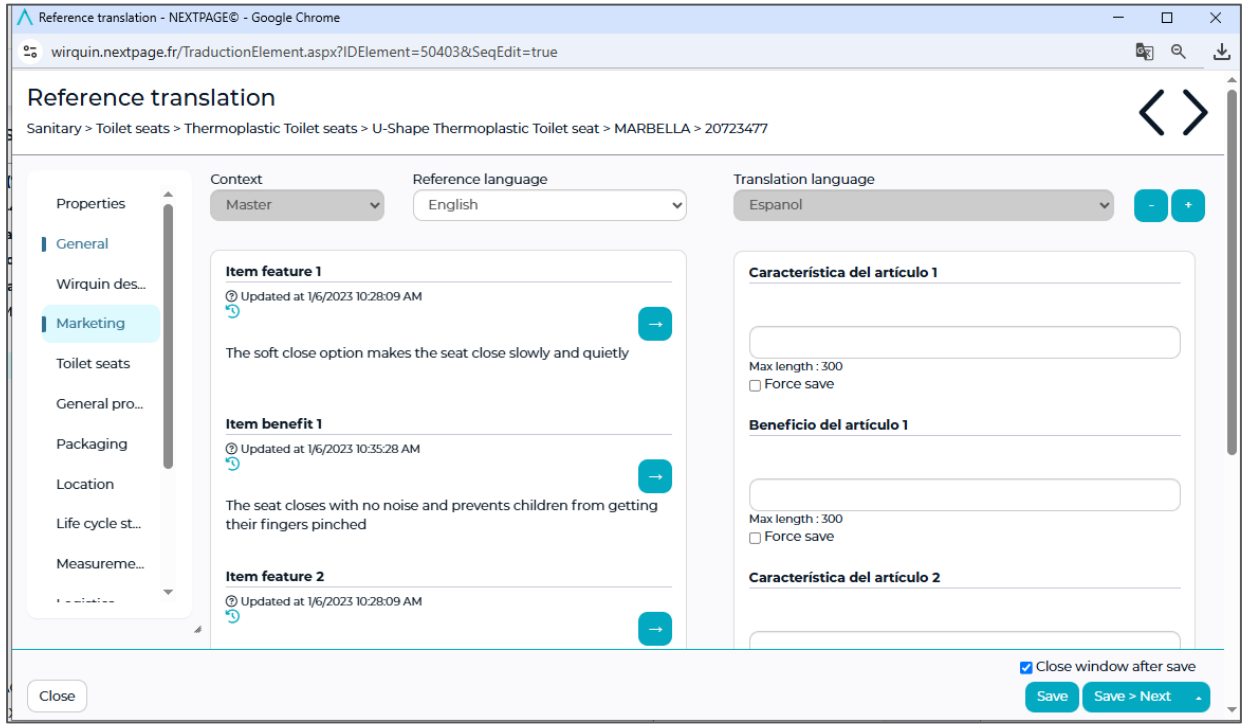
- Then it has to be filled in local language.
- Warning: **DO NOT modify** numeric data (such as flow rate, height under tray…) otherwise it will change data for all languages.



PIM INFORMATION

Automatic translate: Product Platform and SKU.
Need to check correct translation





PIM FILL IN – WRITERS ACCESS

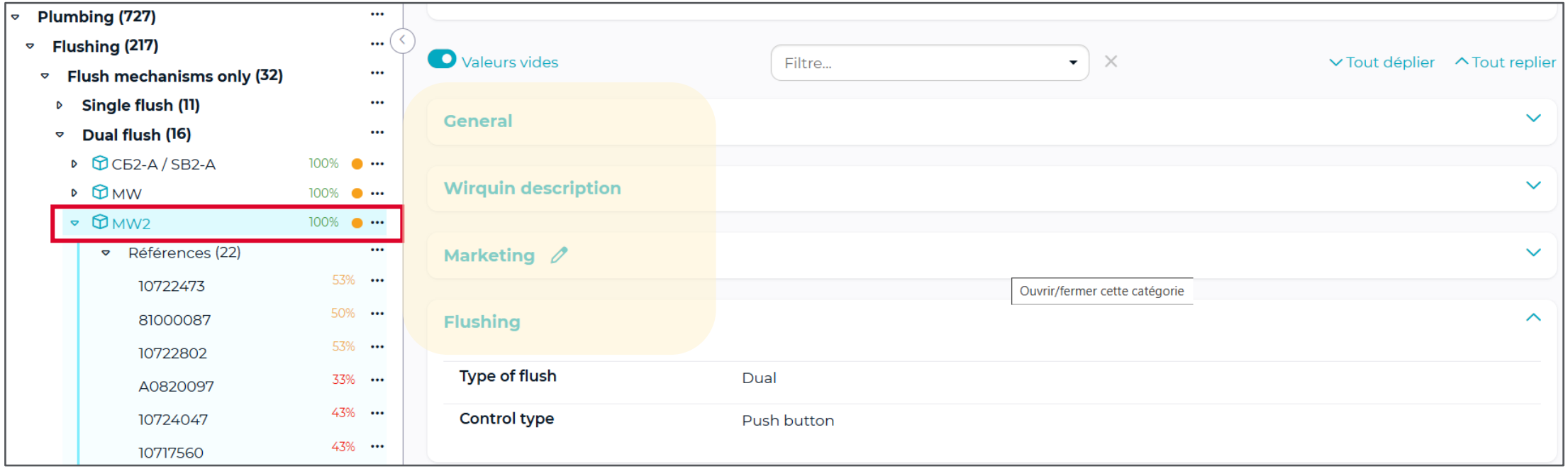
How to fill in Product Platform

- Make sure to be in PRODUCT PLATFORM level
- Select one field on right side

MAKE SURE IN RIGHT LANGUAGE

COMPULSORY:

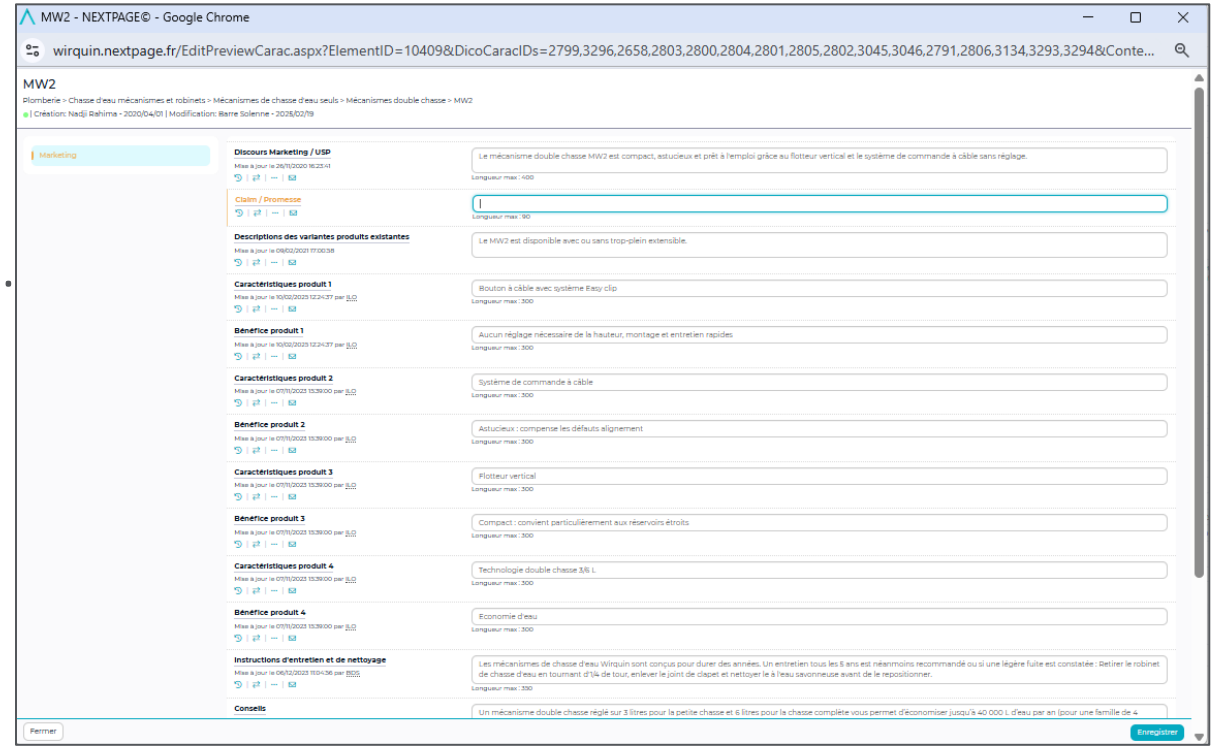
Fields to fill in for each local language



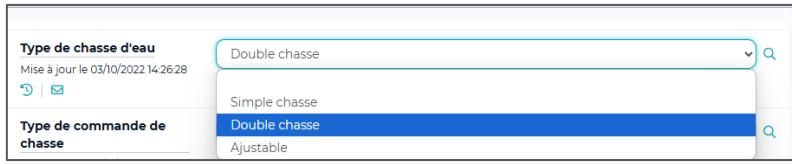
PIM FILL IN – WRITERS ACCESS

How to fill in Product Platform

- Window opens up.
- Several fields to fill in.



- Some fields have drop-down list already existing (when well codified).

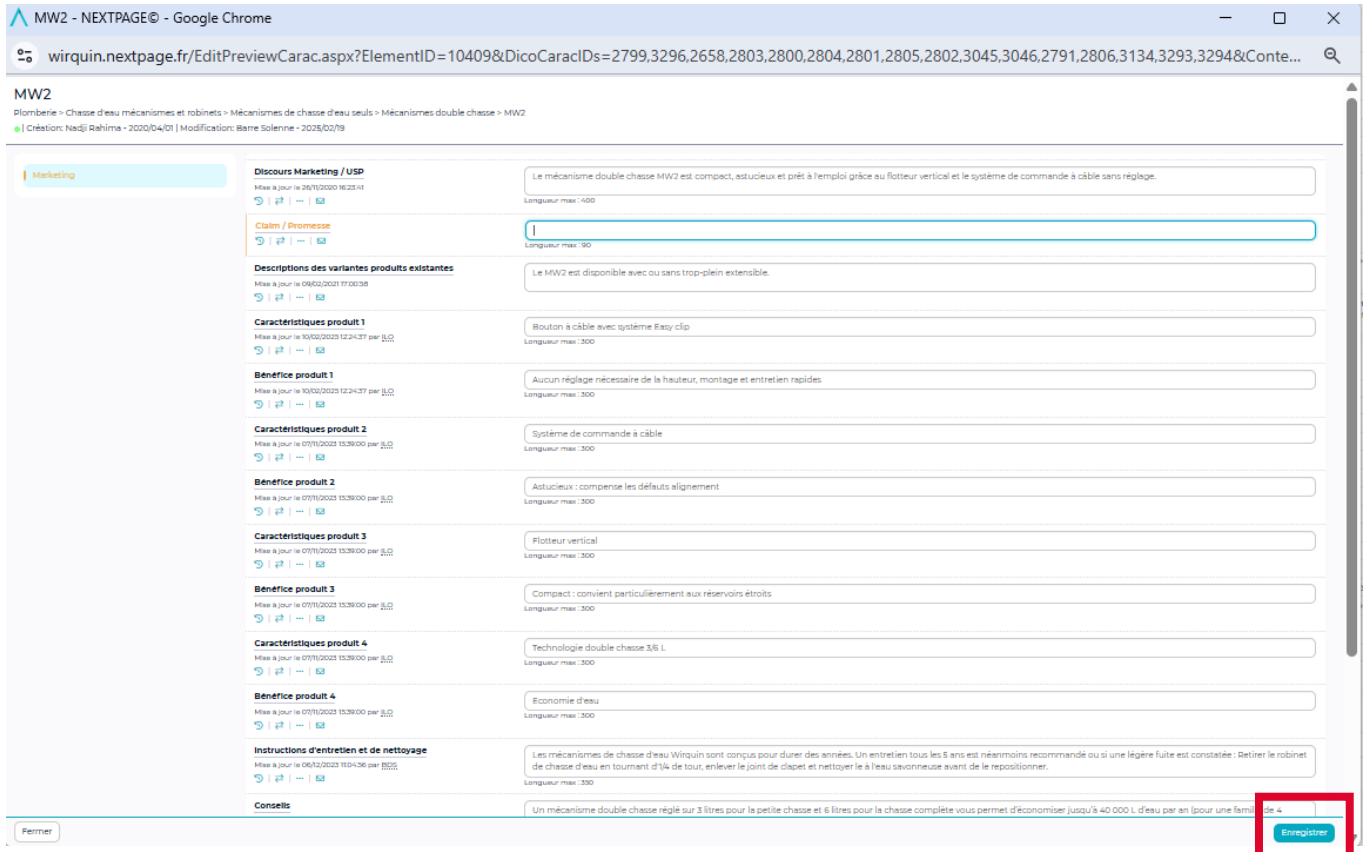


PIM FILL IN – WRITERS ACCESS

How to fill in Product Platform

- Click « **SAVE** » to register and close the window.

- Or « **CLOSE** » to exit (does not save).



PIM FILL IN – WRITERS ACCESS

HOW TO FILL IN SKU LEVEL

IMPORTANT:

- Fill in SKU data will enable information display when generate Publishing. Otherwise there will be blank in publishing.
- SKU data **must always be filled at general ENGLISH level for all Wgroup access.**
- Then it has to be filled in local language.

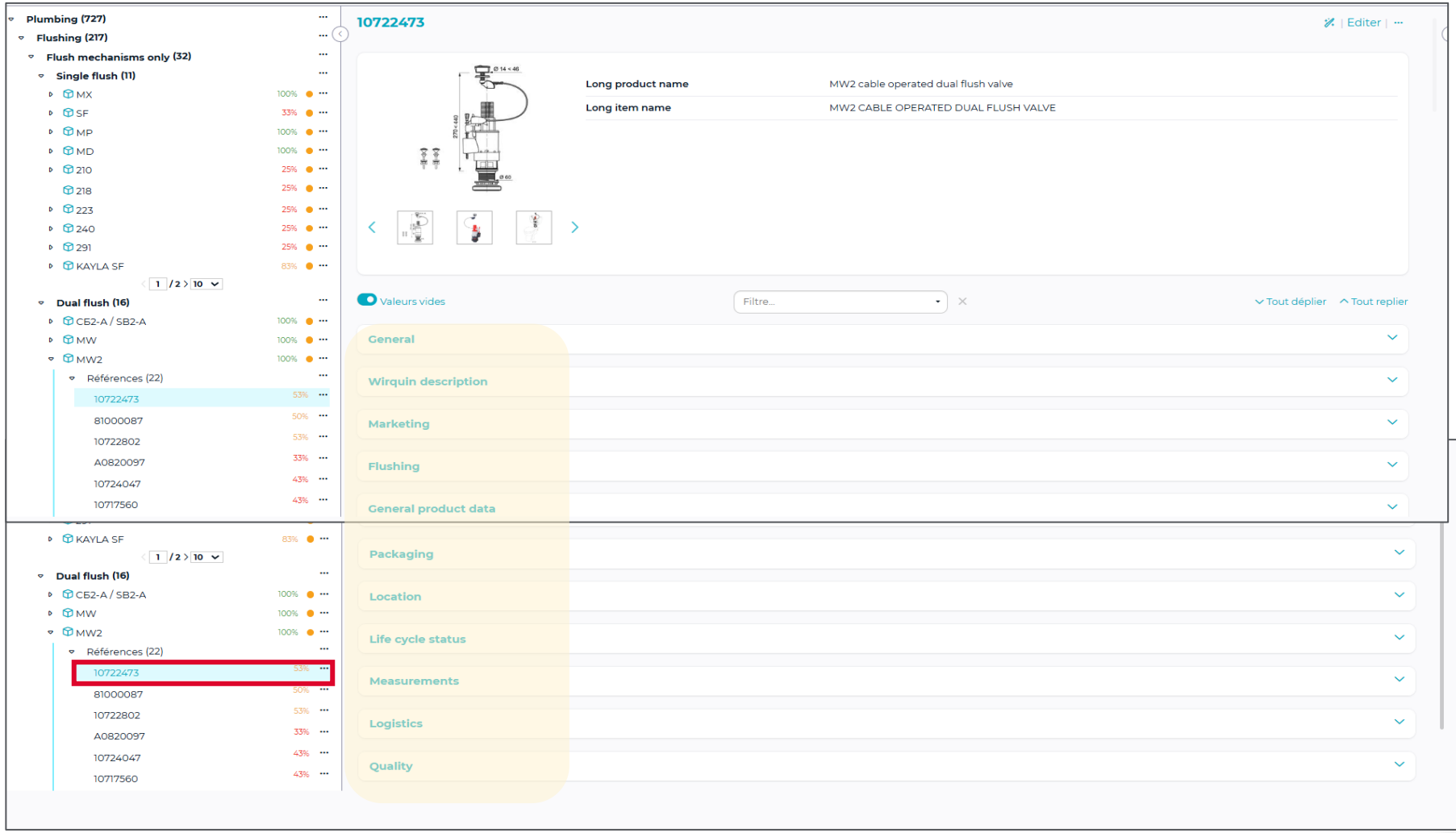
PIM FILL IN – WRITERS ACCESS

HOW TO FILL IN SKU LEVEL

- Make sure to be at SKU level
- Select one field on right side

COMPULSORY:

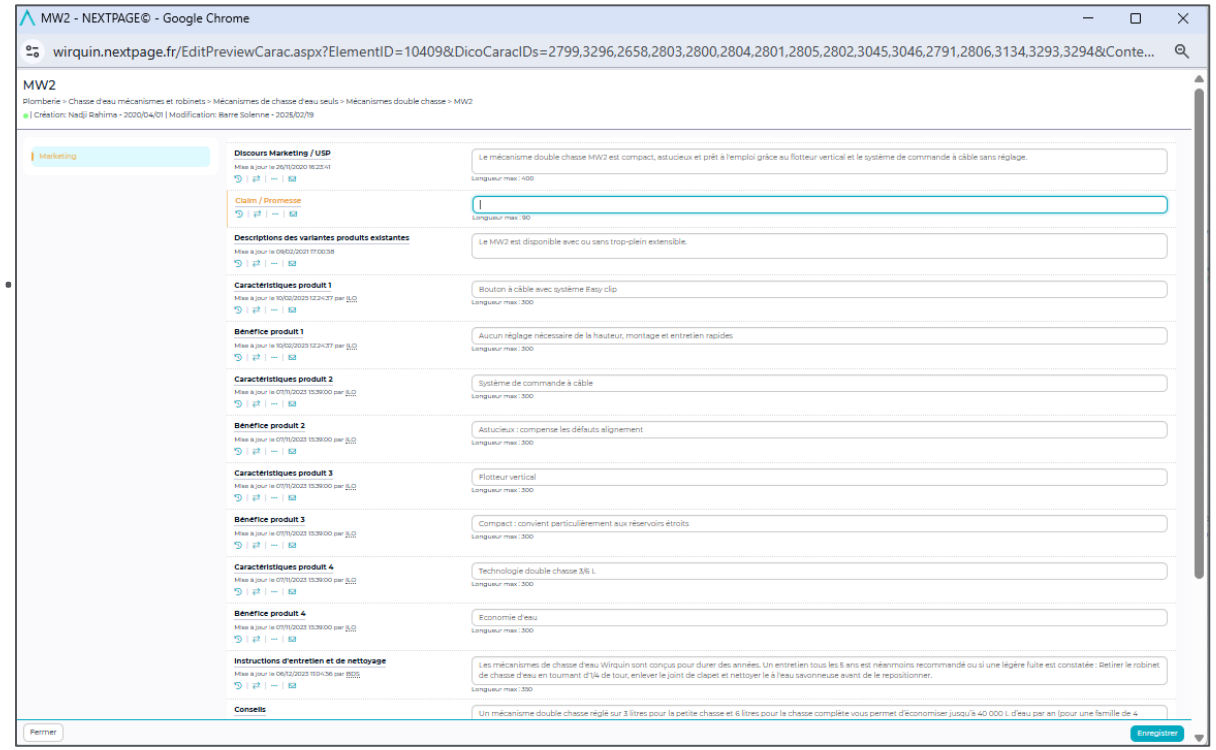
Fields to fill in for each local language



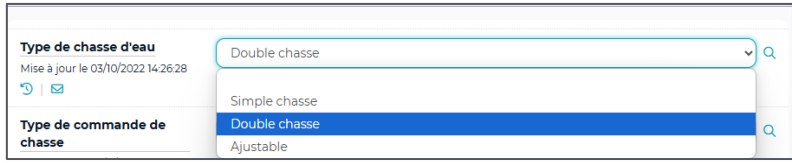
PIM FILL IN – WRITERS ACCESS

HOW TO FILL IN SKU LEVEL

- Window opens up.
- Several fields to fill in.



- Some fields have drop-down list already existing (when well codified).

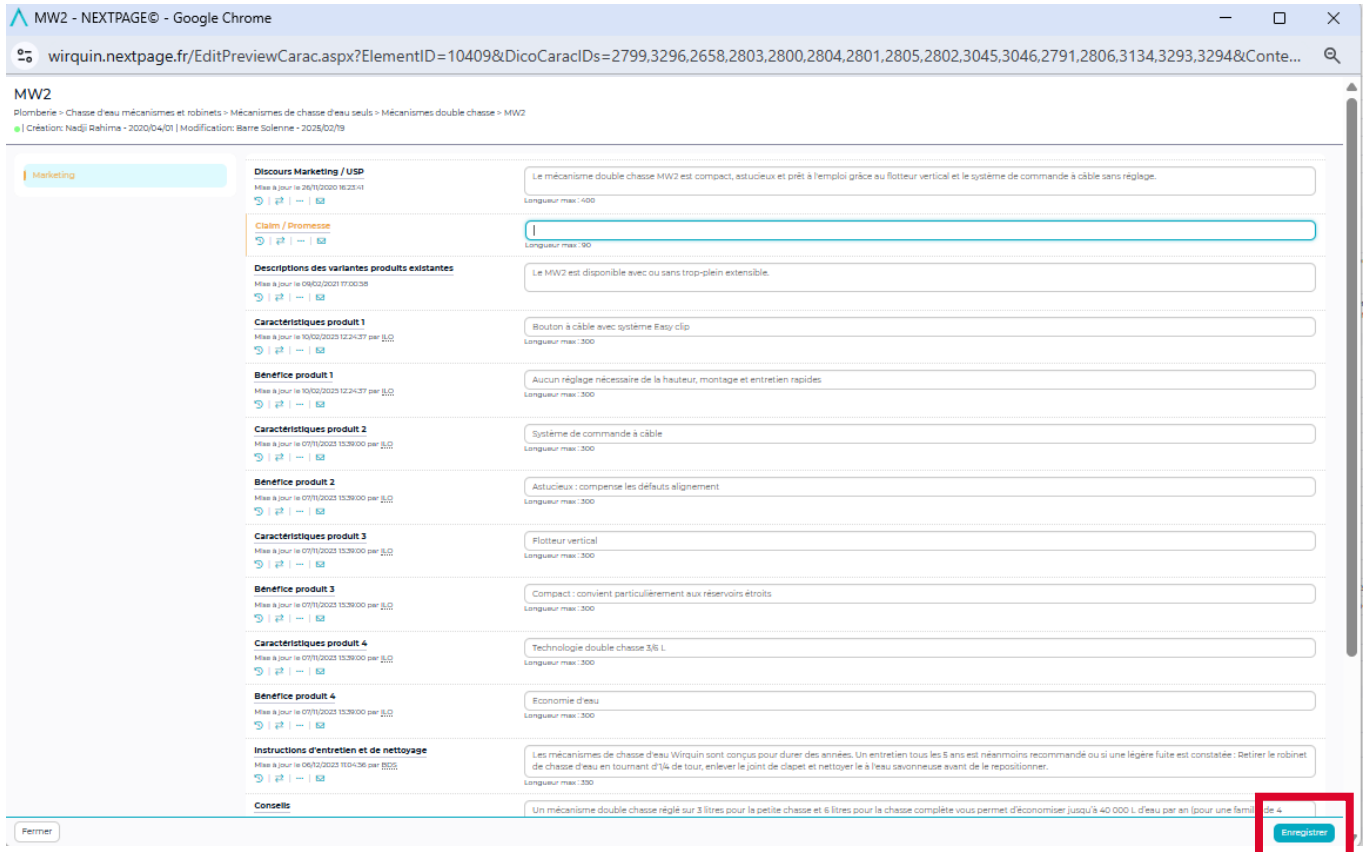


PIM FILL IN – WRITERS ACCESS

HOW TO FILL IN SKU LEVEL

- Click « **SAVE** » to register and close the window.

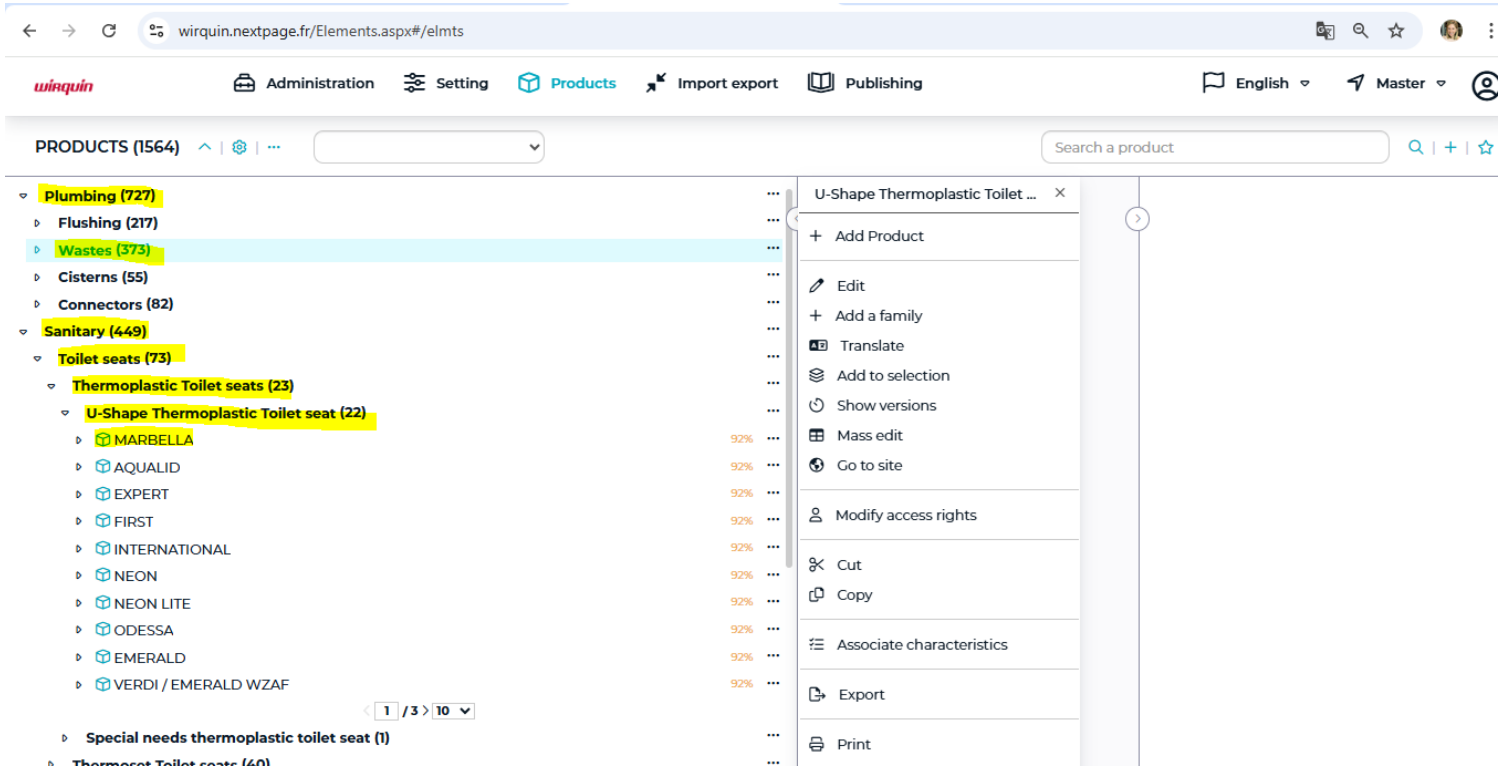
- Or « **CLOSE** » to exit.



PIM DATA EXPORT/IMPORT

PRODUCT DATA EXPORT – FIRST ACCESS

Go to Products / Category or Sub catergory
Clic ⋮ > Export produits. A new page opens.



Bonjour,

Vous trouverez ci joint le(s) fichier(s) de votre export.

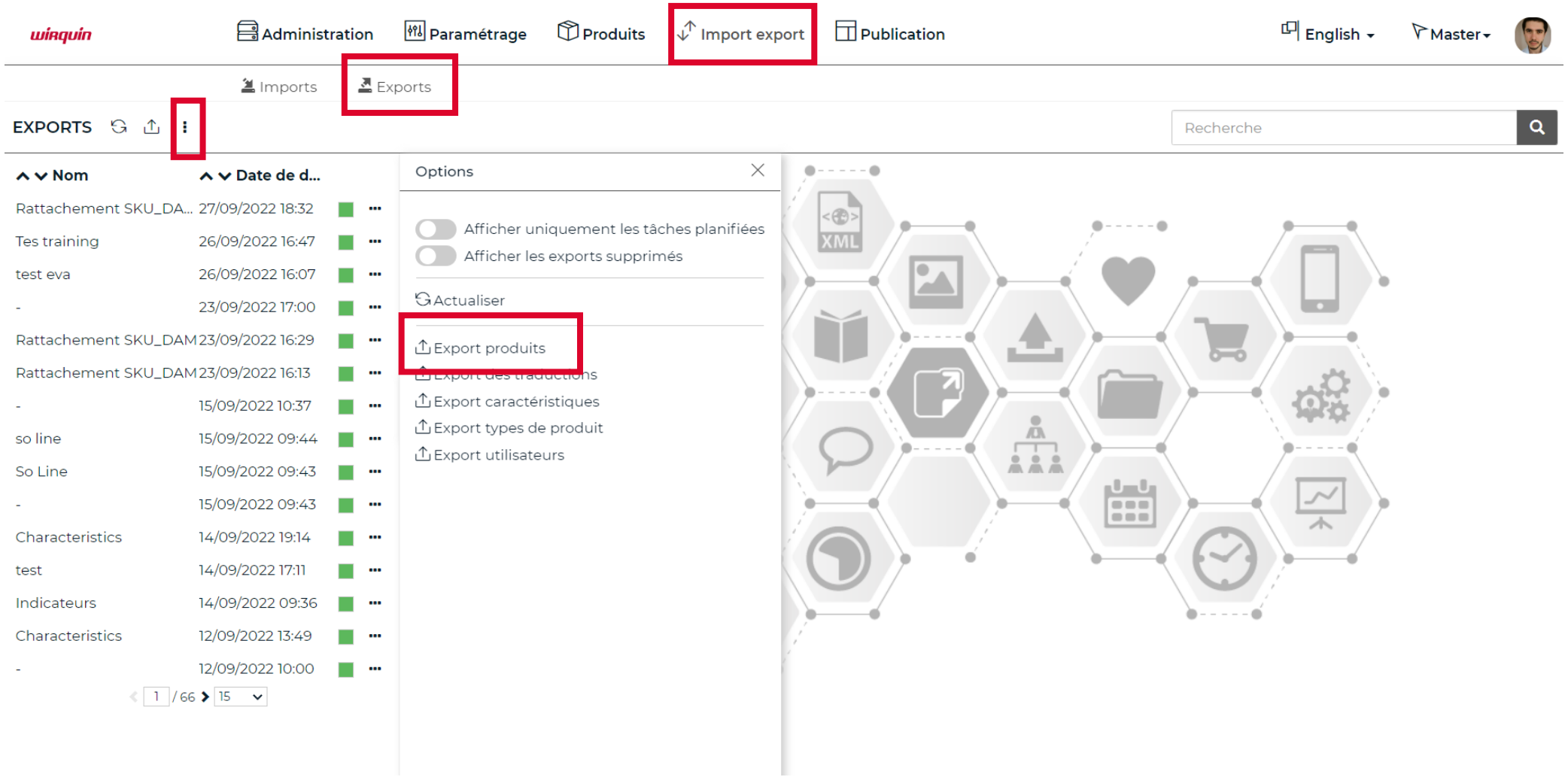
Test_training_session_en.txt
Test_training_session_es.txt
Test_training_session_it.txt
Test_training_session_it-transformed.xlsx
Test_training_session_es-transformed.xlsx
Test_training_session_en-transformed.xlsx
Report_EN_Test_training_session_3243.txt

Cordialement,
L'équipe 3c-evolution .

PRODUCT DATA EXPORT – OTHER ACCESS

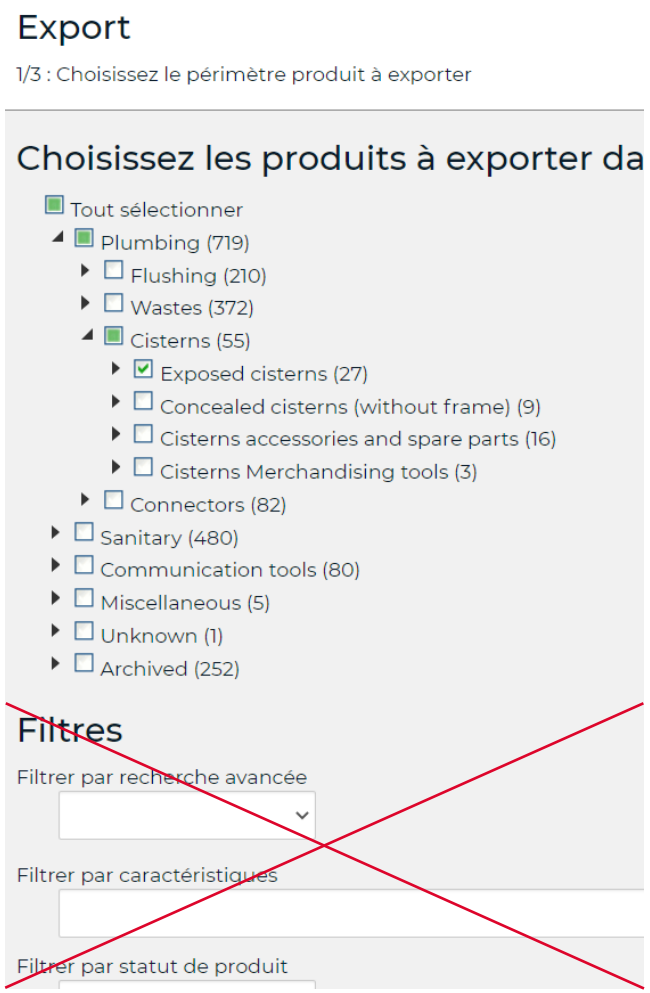
Go to Import export > Exports

Clic ⋮ > Export produits. A new page opens.

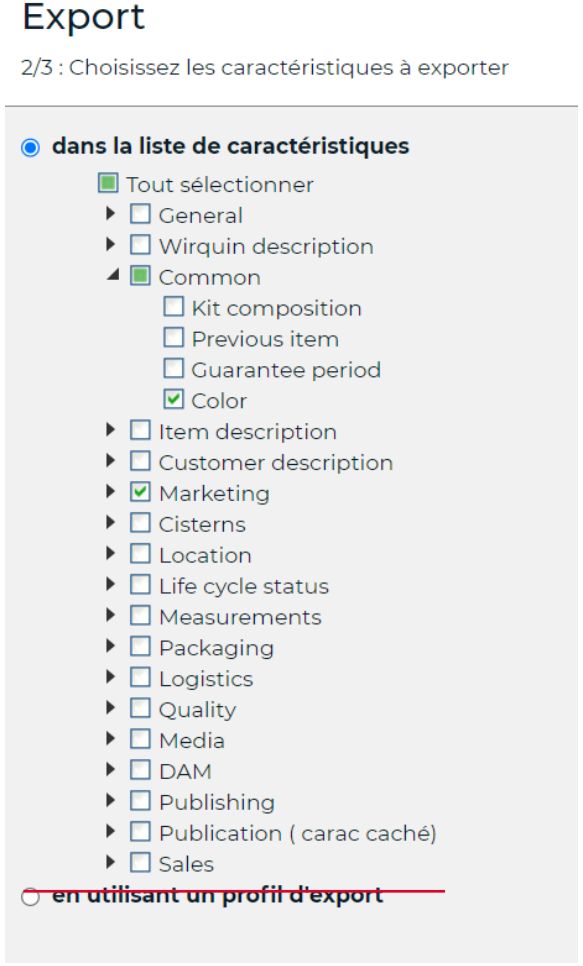


PRODUCT DATA EXPORT – OTHER ACCESS

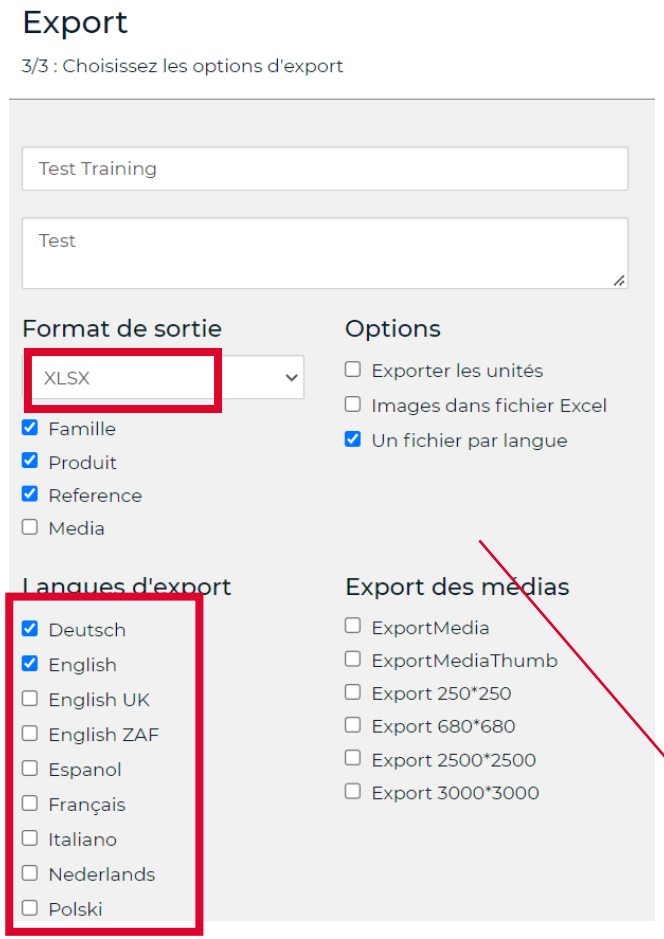
Chose the products of your export.



Chose the caracteristics to link to the products.



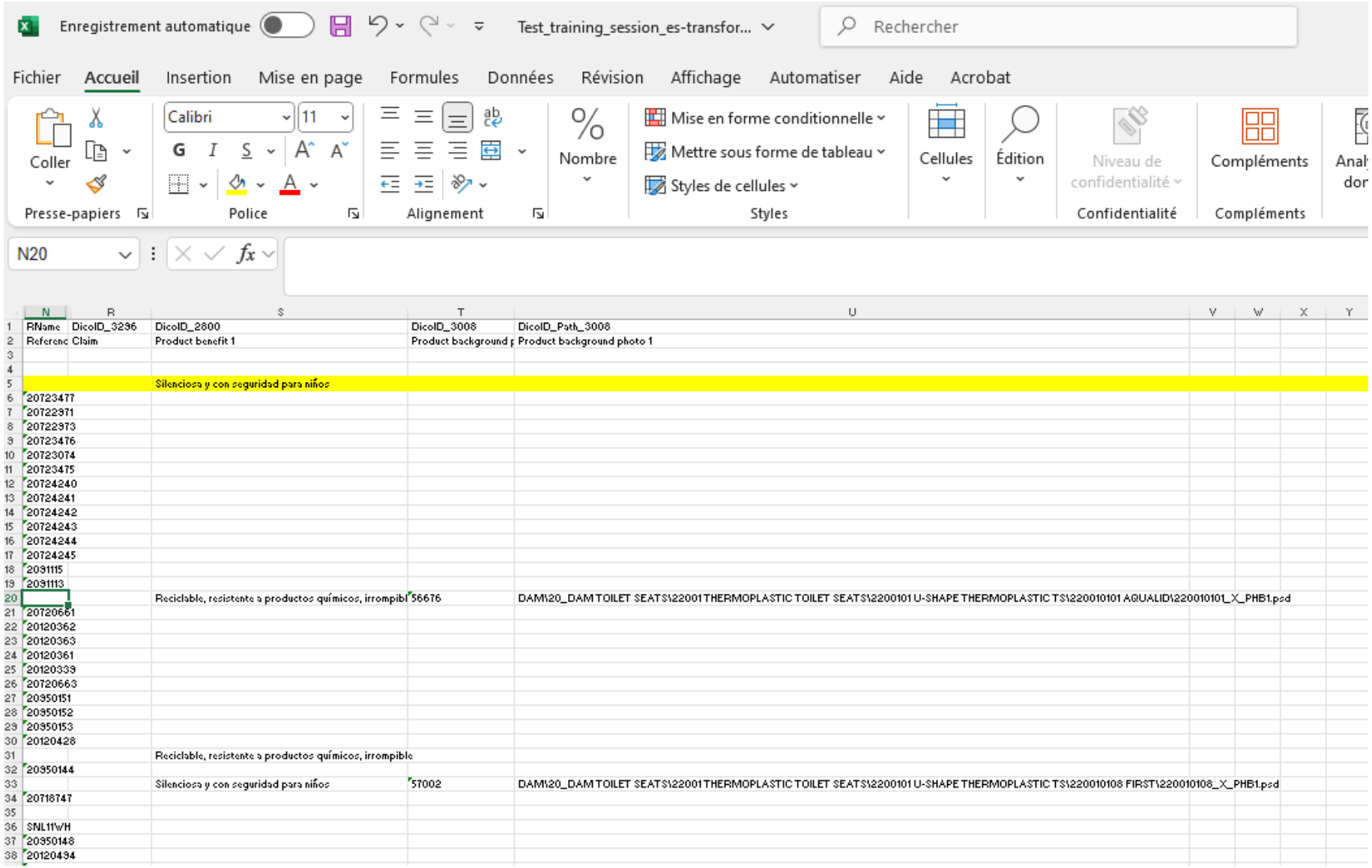
Settings of the export.



Export sent by e-mail OPEN NEXTPAGE OPEI SAME COMPUTER 26 Otherwise no acess. In the e-mail Select download XXX

Crossed in red = ignore these settings.

PRODUCT DATA EXPORT – RESULT



	N	R	S	T	U
1	RName	DicoID_3236	DicoID_2800	DicoID_3008	DicoID_Path_3008
2	Referenc	Claim	Product benefit 1	Product background p	Product background photo 1
3					
4					
5			Silenciosa y con seguridad para niños		
6	20723477				
7	20722971				
8	20722973				
9	20723476				
10	20723074				
11	20723475				
12	20724240				
13	20724241				
14	20724242				
15	20724243				
16	20724244				
17	20724245				
18	2091115				
19	2091113				
20			Reciclable, resistente a productos químicos, irrompibl	56676	DAM\20_DAM TOILET SEATS\22001 THERMOPLASTIC TOILET SEATS\2200101 U-SHAPE THERMOPLASTIC TS\220010101 AQUALID\220010101_X_PHB1.psd
21	20720661				
22	20120362				
23	20120363				
24	20120361				
25	20120339				
26	20720663				
27	20950151				
28	20950152				
29	20950153				
30	20120428				
31			Reciclable, resistente a productos químicos, irrompible		
32	20950144				
33			Silenciosa y con seguridad para niños	57002	DAM\20_DAM TOILET SEATS\22001 THERMOPLASTIC TOILET SEATS\2200101 U-SHAPE THERMOPLASTIC TS\220010108 FIRST\220010108_X_PHB1.psd
34	20718747				
35					
36	SNL11WH				
37	20950148				
38	20120434				

PRODUCT DATA EXPORT UPDATE

✓ DATA EXPORT is useful to fill in Customers Matrice faster with reliable information.

If some information is missing for Product Platform, SKU or Medias while it is sold by other BU, please, contact local ambassador to update data.

✓ AVAILABLE, UPDATED and ACCURATE data will serve ALL and enable to SAVE TIME.

PRODUCT DATA IMPORT

NOTE: The access to data IMPORT Process can not be customized technically.

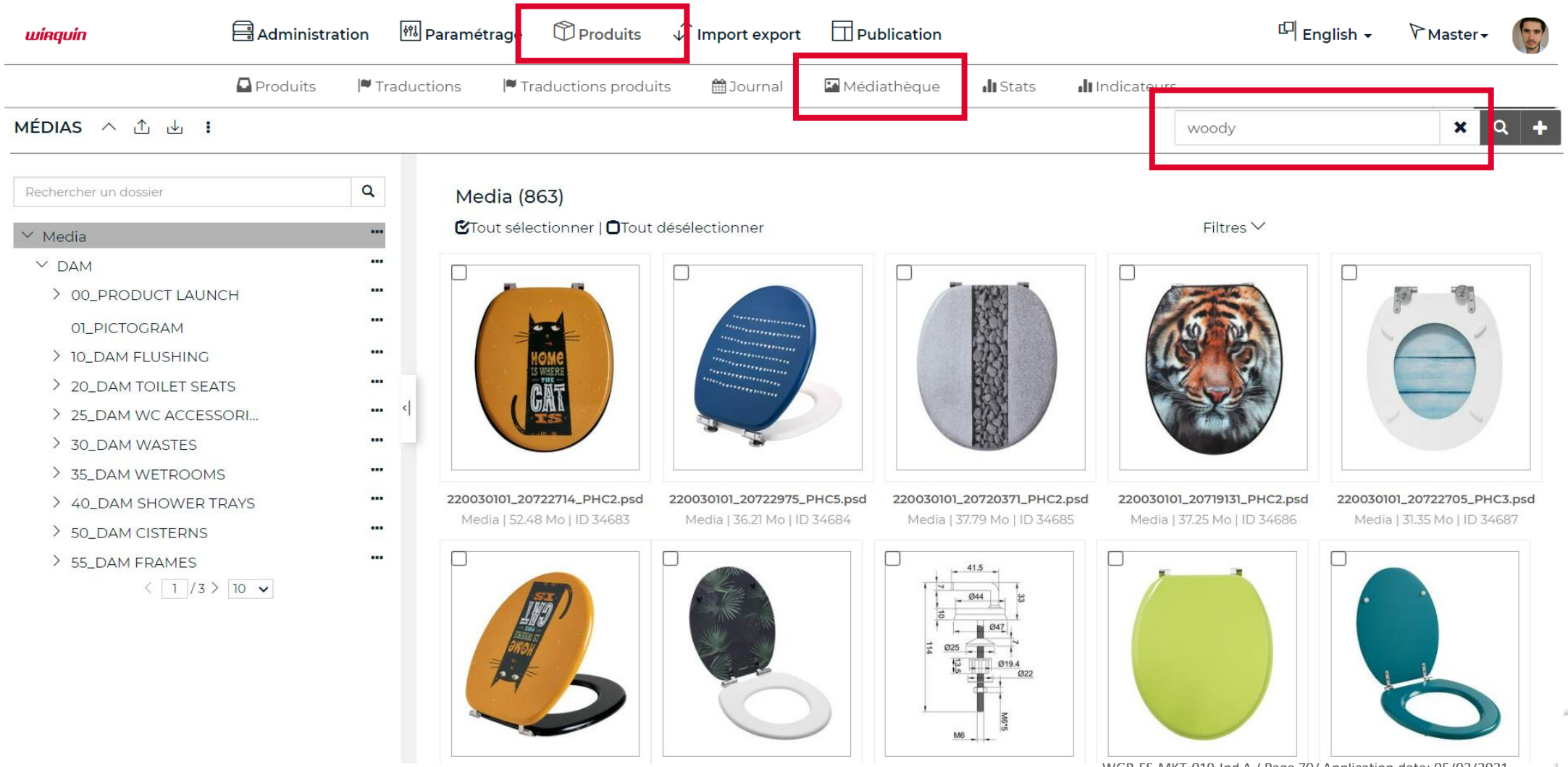
This means that the access can not be granted to Ambassador and local key user as discussed during the meeting.

Import request from BU should be sent to Wsupport Marketing team (Solenne and Marion) who will define needs with BU and proceed to Import.

PIM MEDIAS - DAM

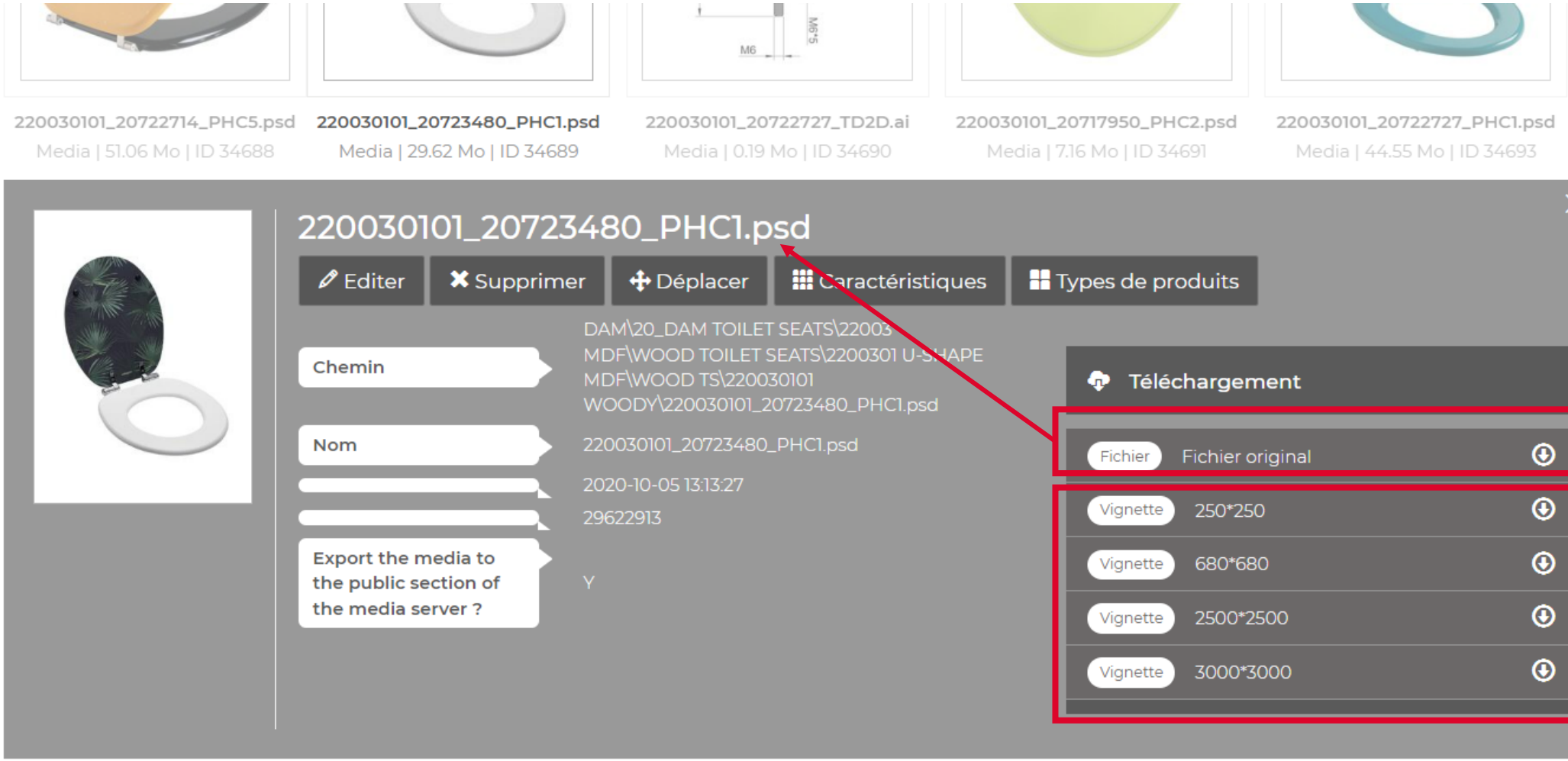
MEDIA RESEARCH (DAM)

Go to Produits > DAM/ Mediathèque
Clic on > Media (or plateform)
Look for media (product pictures, technical drawings, videos…) with a SKU or Platform product code/name



MEDIA RESEARCH (DAM)

Clic on the media to chose and download it.
Direct download: no need e-mail.



MEDIA DAM FILL IN

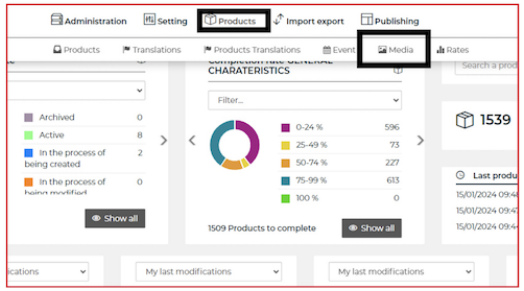
> For all MEDIA, at SKU level:

You will find below an example of the naming convention.

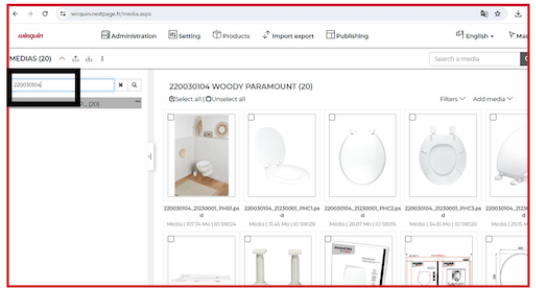
> Example for this SKU 21230001, with the PRODUCT code 220030104:

ID 3004	220030104_21230001_**PHC1**	ID 3003	220030104_21230001_**TD2D**
ID 3020	220030104_21230001_**PIC1**	ID 3014	220030104_21230001_**TD3D**
ID 3021	220030104_21230001_**PIC2**	ID 3314	220030104_21230001_**TD2ED**

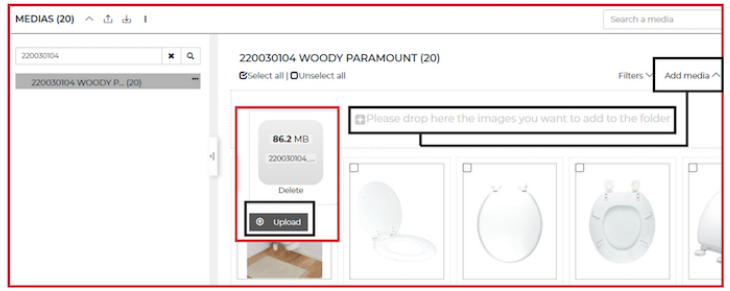
> You will find the complete list : here.



Click on the tab PRODUCT and MEDIA



Fill the PRODUCT code, here «220030104»

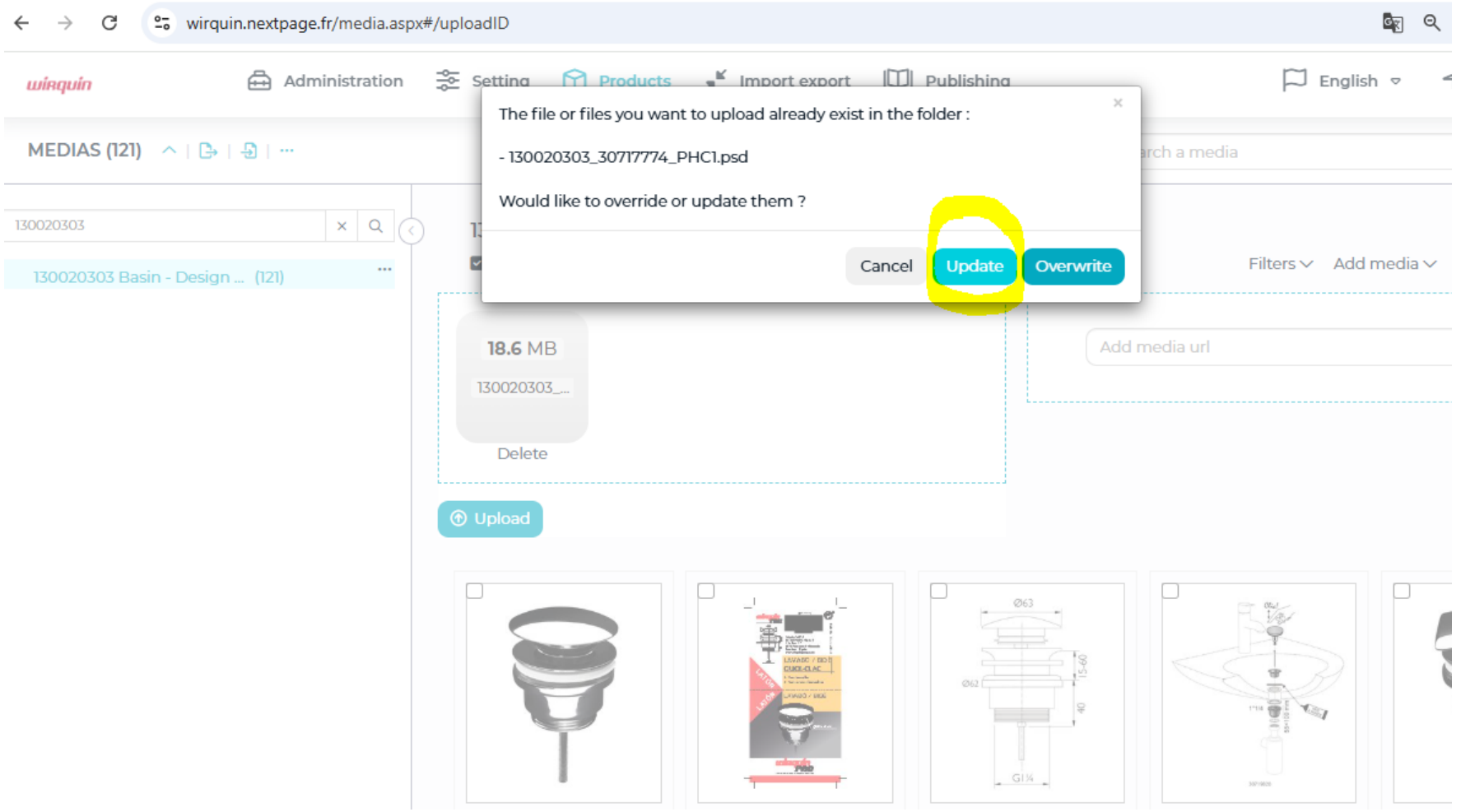


Drop here and Click on Upload with the correct naming convention

> Please note, any new media added will not be visible directly. All new media added will be visible the following day. This is due to the synchronization of the server.

MEDIA DAM FILL IN

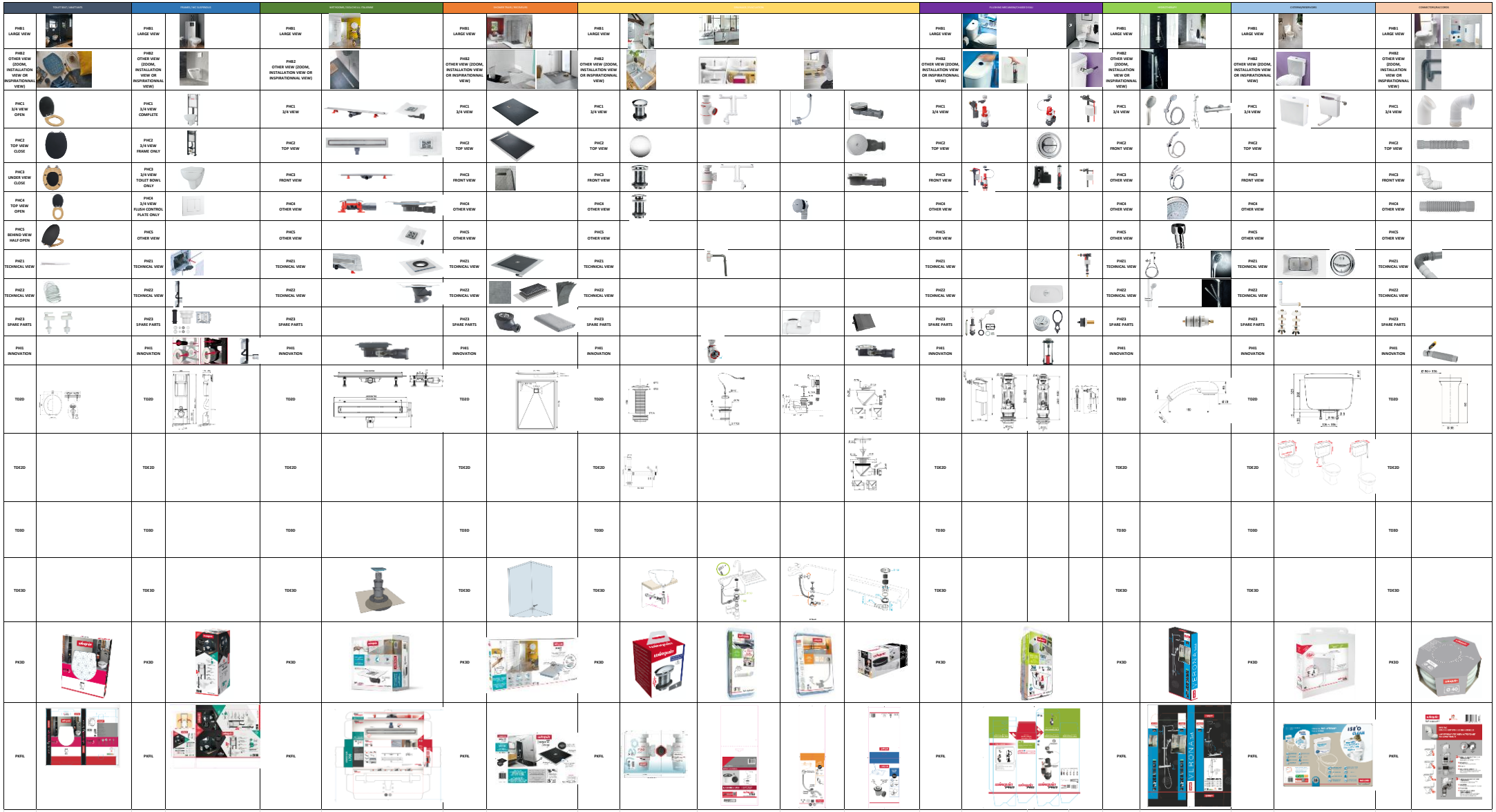
WARNING: if need to upload an updated file, select UPDATE; do not SELECT Overwrite file = File not archived → Deleted file.



MEDIA DAM FILL IN – NAMING CONVENTION

Catégory	Characteristic	Codification TypeMe	complete name	FILE HD	MINIMUM FILL		
			PRODUCT MEDIAS		GOOD	BETTER	BEST
PHOTOS	Product background photo 1	PHB1	PRODUCT CODE_X_PHB1	PSD 25X25CM 300DPI CMJN		X	X
	Product background photo 2	PHB2	PRODUCT CODE_X_PHB2	PSD 25X25CM 300DPI CMJN			X
	Product cutout photo view 1	PHC1	PRODUCT CODE_X_PHC1	PSD 25X25CM 300DPI CMJN	X	X	X
	Product cutout photo view 2	PHC2	PRODUCT CODE_X_PHC2	PSD 25X25CM 300DPI CMJN		X	X
	Product cutout photo view 3	PHC3	PRODUCT CODE_X_PHC3	PSD 25X25CM 300DPI CMJN		X	X
	Product cutout photo view 4	PHC4	PRODUCT CODE_X_PHC4	PSD 25X25CM 300DPI CMJN			
	Product cutout photo view 5	PHC5	PRODUCT CODE_X_PHC5	PSD 25X25CM 300DPI CMJN			
	Product zoom photo 1	PHZ1	PRODUCT CODE_X_PHZ1	PSD 25X25CM 300DPI CMJN		X	X
	Product zoom photo 2	PHZ2	PRODUCT CODE_X_PHZ2	PSD 25X25CM 300DPI CMJN			X
	Product zoom photo 3	PHZ3	PRODUCT CODE_X_PHZ3	PSD 25X25CM 300DPI CMJN			
	Product zoom photo 4	PHZ4	PRODUCT CODE_X_PHZ4	PSD 25X25CM 300DPI CMJN			
	Product zoom photo 5	PHZ5	PRODUCT CODE_X_PHZ5	PSD 25X25CM 300DPI CMJN			
	Product zoom photo 6	PHZ6	PRODUCT CODE_X_PHZ6	PSD 25X25CM 300DPI CMJN			
	Product zoom photo 7	PHZ7	PRODUCT CODE_X_PHZ7	PSD 25X25CM 300DPI CMJN			
	Product zoom photo 8	PHZ8	PRODUCT CODE_X_PHZ8	PSD 25X25CM 300DPI CMJN			
	Product zoom photo 9	PHZ9	PRODUCT CODE_X_PHZ9	PSD 25X25CM 300DPI CMJN			
	Product zoom photo 10	PHZ10	PRODUCT CODE_X_PHZ10	PSD 25X25CM 300DPI CMJN			
	INNOVATION photo 1	PHI1	PRODUCT CODE_X_PHI1	PSD 25X25CM 300DPI CMJN			X
PICTOS/LOGOS	Product logo	LO1	PRODUCT CODE_X_LO1	AI 10X10CM			
	Product pictogram 1	PIC1	PRODUCT CODE_X_PIC1	AI 10X10CM			X
	Product pictogram 2	PIC2	PRODUCT CODE_X_PIC2	AI 10X10CM			X
	Product pictogram 3	PIC3	PRODUCT CODE_X_PIC3	AI 10X10CM			X
	RANGE PICTOGRAM BLACK	PICRANGE BLACK	PRODUCT CODE_X_PICRANGE BLACK	AI 10X10CM			
	RANGE PICTOGRAM WHITE	PICRANGE WHITE	PRODUCT CODE_X_PICRANGE WHITE	AI 10X10CM			
	RANGE PICTOGRAM COLOR	PICRANGE COLOR	PRODUCT CODE_X_PICRANGE COLOR	AI 10X10CM			
QRCODE	QRCODE (youtube wirquin product with every videos versions)	QRCODE	PRODUCT CODE_X_QRCODE	PSD			X
INTRUCTION	Technical product leaflet	TPL1	PRODUCT CODE_X_TPL1	PDF	TPL1 OR TD2D	X	X
	Product introduction video (English/English Uk/English ZAF)	VIDINTEN	PRODUCT CODE_X_VIDINTEN	MP4 HD 1920X1080			X
	Product introduction video (Spanish)	VIDINTES	PRODUCT CODE_X_VIDINTES	MP4 HD 1920X1080			

MEDIA DAM FILL IN – MÉDIAS EXAMPLES

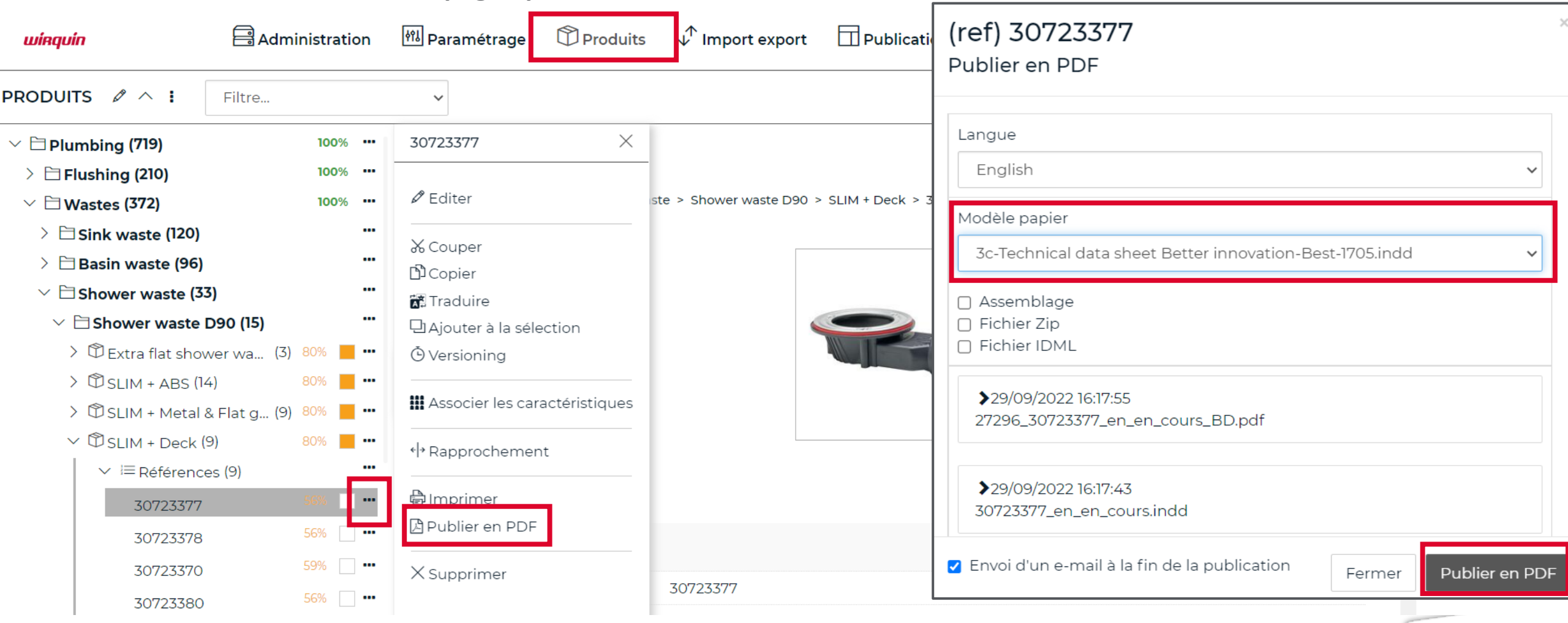


PIM PUBLISHING

PUBLISHING – READER PROCESS

Go to Produit > SKU
Clic ··· > Publier en PDF. A new page opens.

Chose a template Good, Better or Best.
Also: Spare parts + private Label
Clic Publish in PDF



PUBLISHING – WRITER PROCESS

> For all SKUs, the information at Product level is managed by the **MKT Group in ENGLISH.**

> The **MKT MDU** are in charge of the **translations** regarding all content at Product level in your own language.

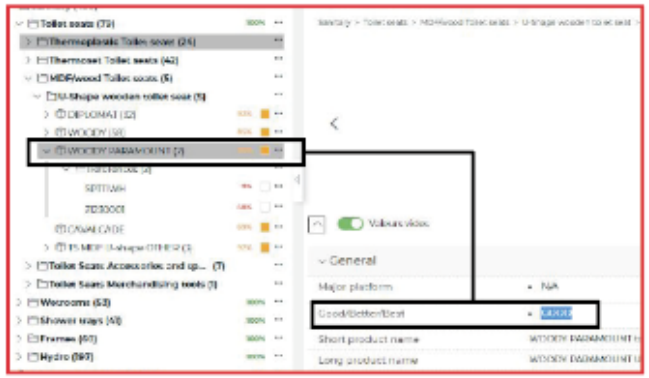
If the information at Product level in English is empty, please contact the manager of the category in the MKT Group.

> The **MKT MDU** are in charge of the filling **in all content at Reference level** in your own language.

For any specific SKU (SKU of one market or one MDU), the information at PRODUCT LEVEL and SKU needs to be filled in by the **MKT MDU** responsible for the SKU.

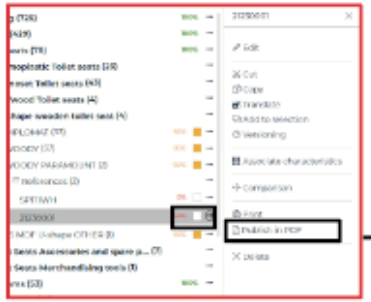
PUBLISHING – SELECT TEMPLATE ESSENTIAL

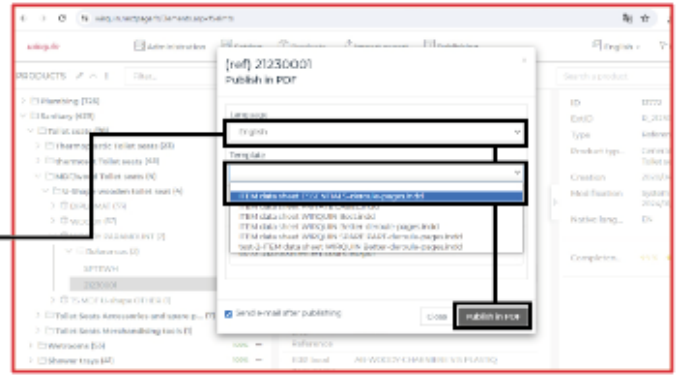
If your product has the status *GOOD*,

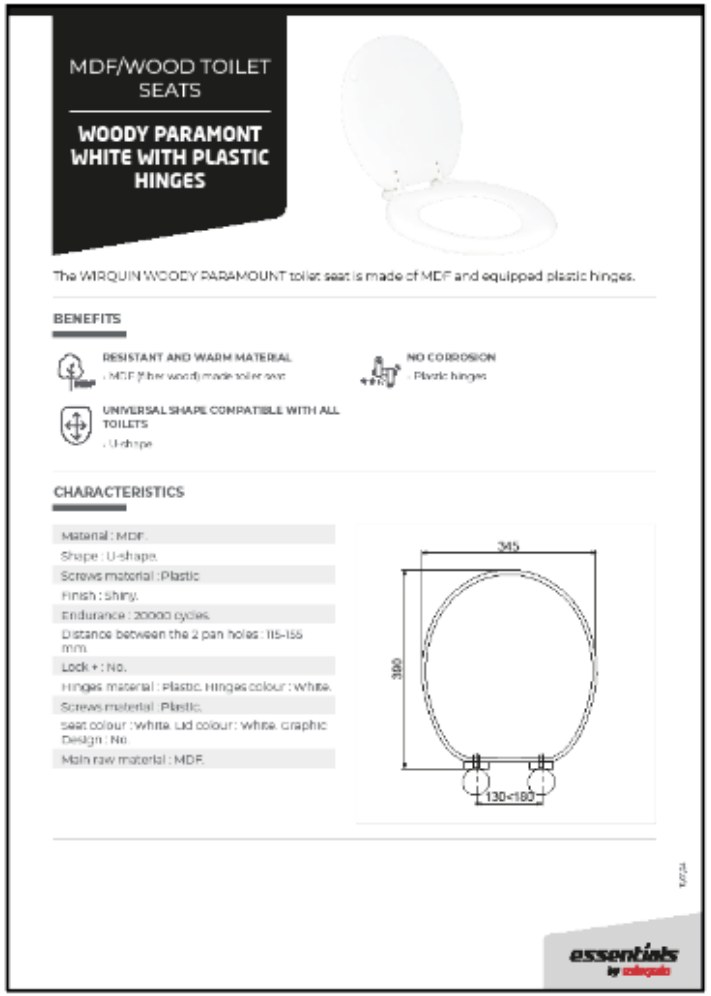


You need to export your SKU in the language of your choice with the template:

ITEM data sheet ESSENTIALS-deroule-pages





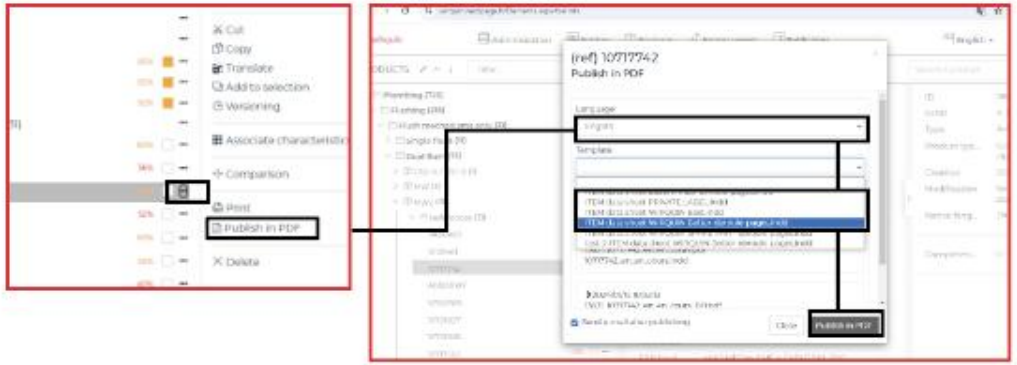


PUBLISHING – SELECT TEMPLATE BETTER

If your product has the status ***BETTER***,

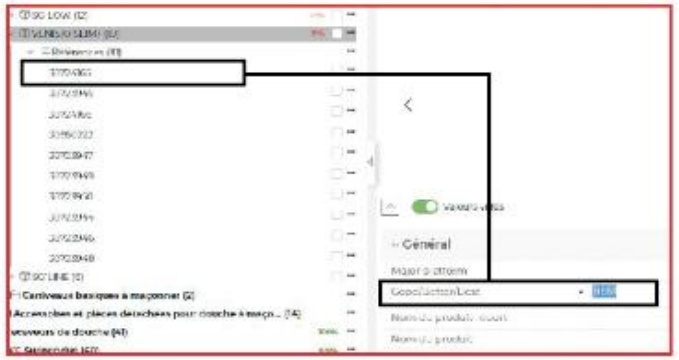
You need to export your SKU in the language of your choice with the template:

ITEM data sheet WIRQUIN Better-deroule-pages



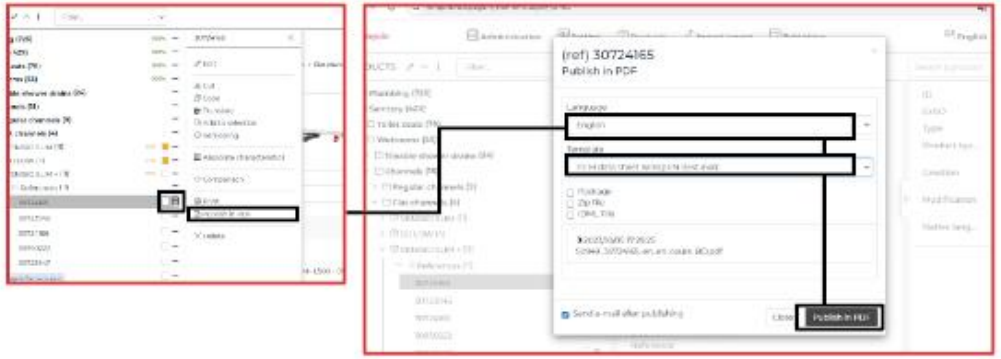
PUBLISHING – SELECT TEMPLATE BEST

If your product has the status *BEST*,



You need to export your SKU in the language of your choice with the template:

ITEM data sheet WIRQUIN Best

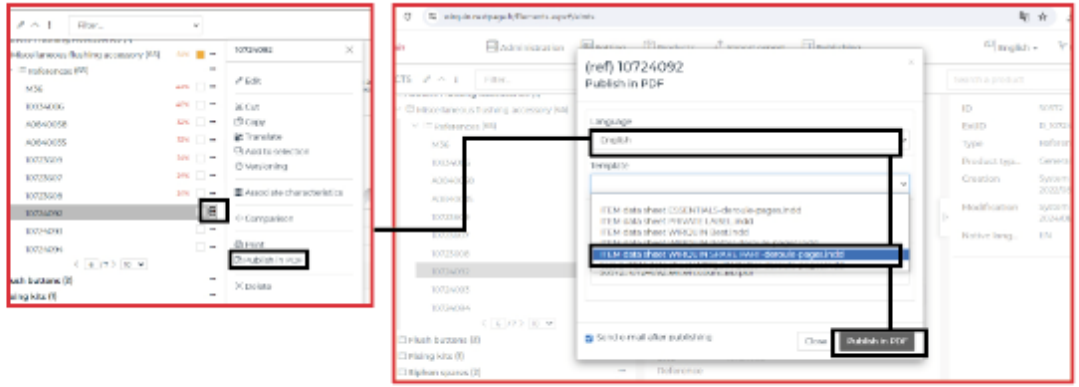


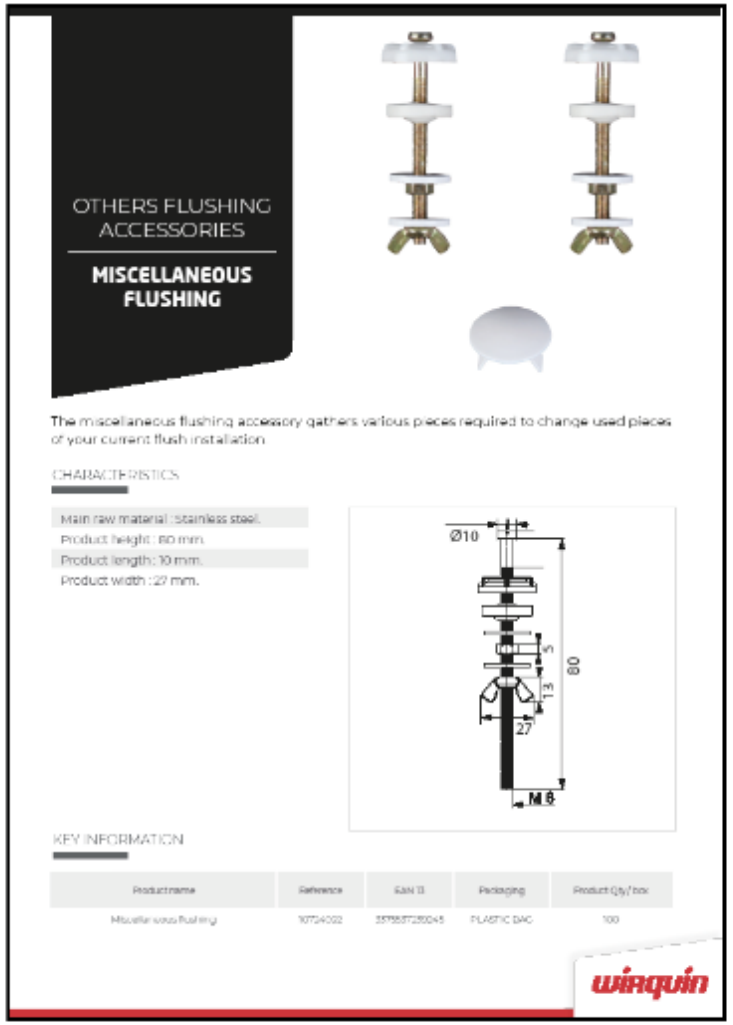
PUBLISHING – SELECT TEMPLATE SPARE PART

If your product is an accessory,

You need to export your SKU in the language of your choice with the template: ***SPARE PART (SAV)***,

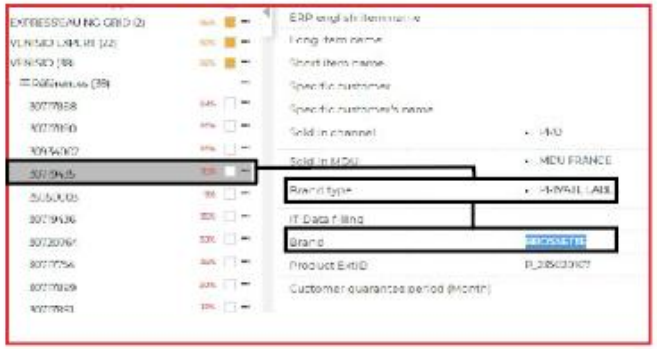
ITEM data sheet WIRQUIN SPARE PART-deroule-pages





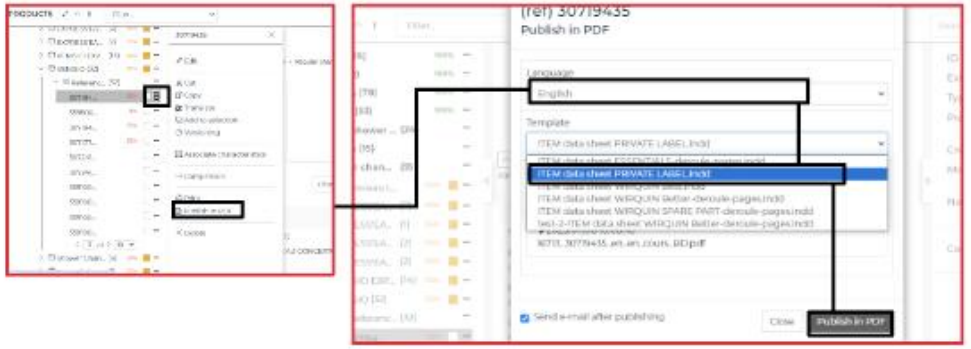
PUBLISHING – SELECT TEMPLATE PRIVATE LABEL

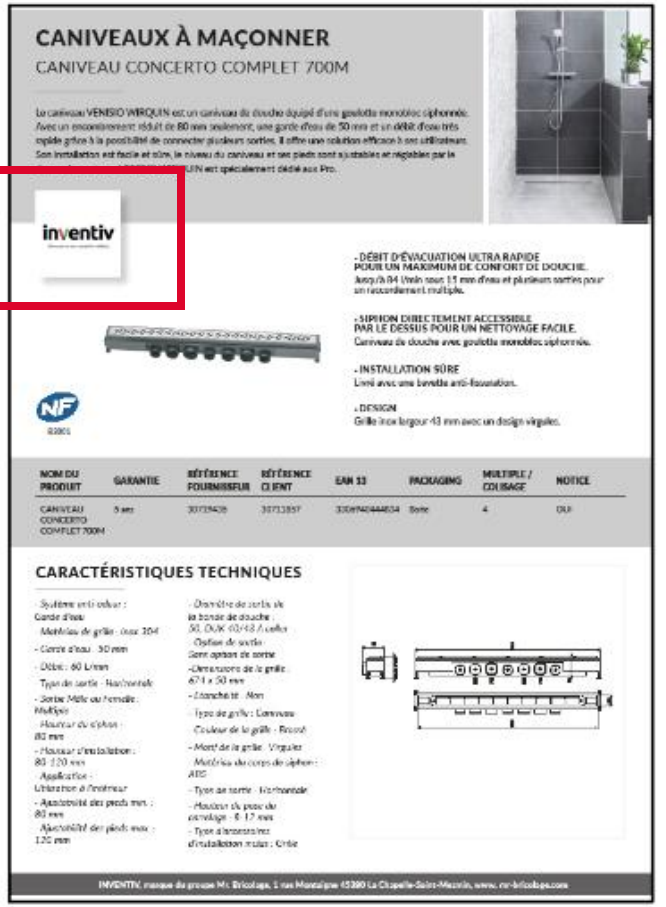
If your product has the status *PRIVATE LABEL (MDD)*,



You need to export your SKU in the language of your choice with the template:

ITEM data sheet PRIVATE LABEL





PUBLISHING – FILL DATA OF ID USED

> Each information (text or media) is informed by one UNIQUE ID.

Data filled by the MKT GROUP **OR MARKETING BU (Creator) IF SPECIFIC PRODUCT PLATFORM.**

ID TEXT PRODUCT LEVEL IN ENGLISH

ID MEDIA PRODUCT LEVEL

Data to be translated/filled in by the MKT MDU

ID TEXT PRODUCT LEVEL IN ENGLISH

ID TEXT SKU LEVEL

ID MEDIA SKU LEVEL

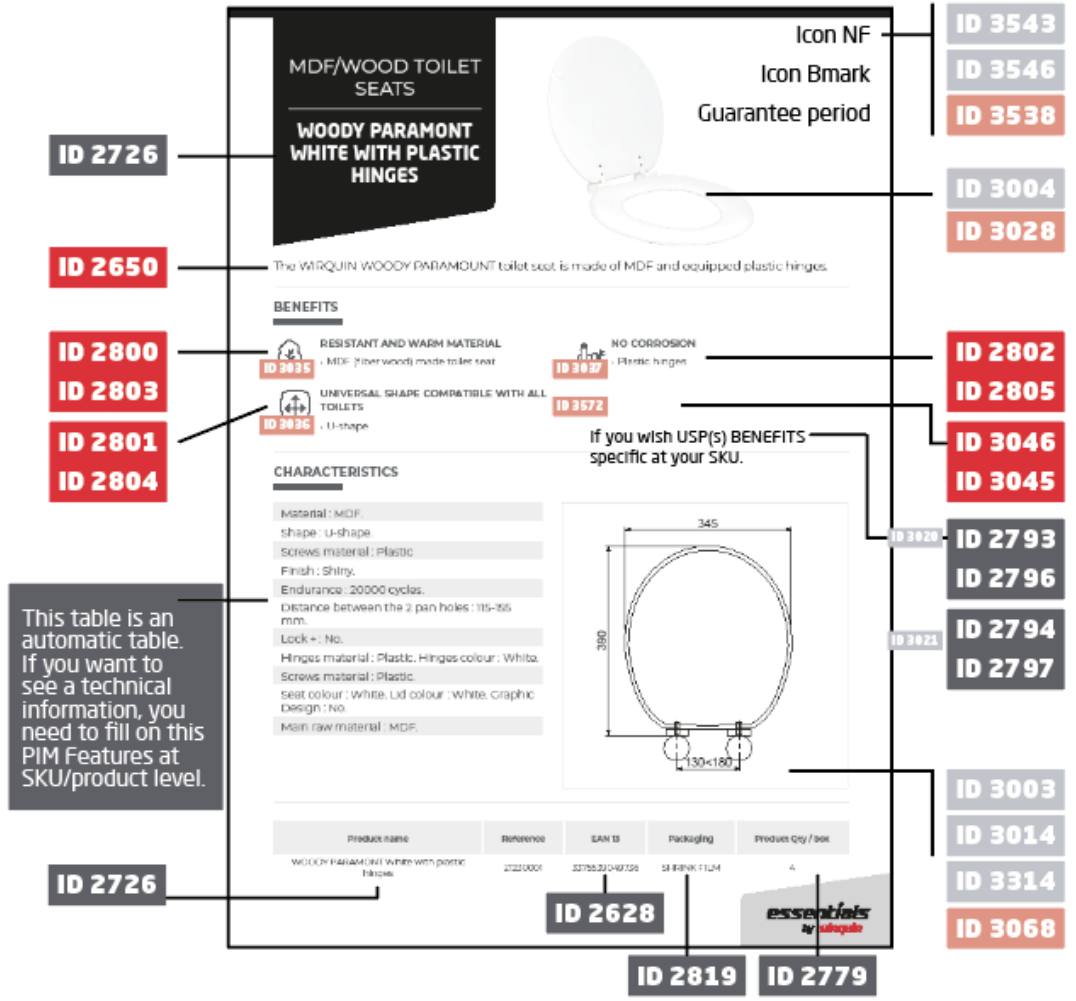
PUBLISHING – FILL DATA OF ID USED

Data **to be translated** by the MKT MDU: ID TEXT PRODUCT LEVEL

Data **to be filled** in by the MKT MDU: ID TEXT SKU LEVEL

Media provided by the MKT GROUP: ID MEDIA PRODUCT LEVEL

Media provided by the MKT MDU: ID MEDIA SKU LEVEL



ESSENTIAL

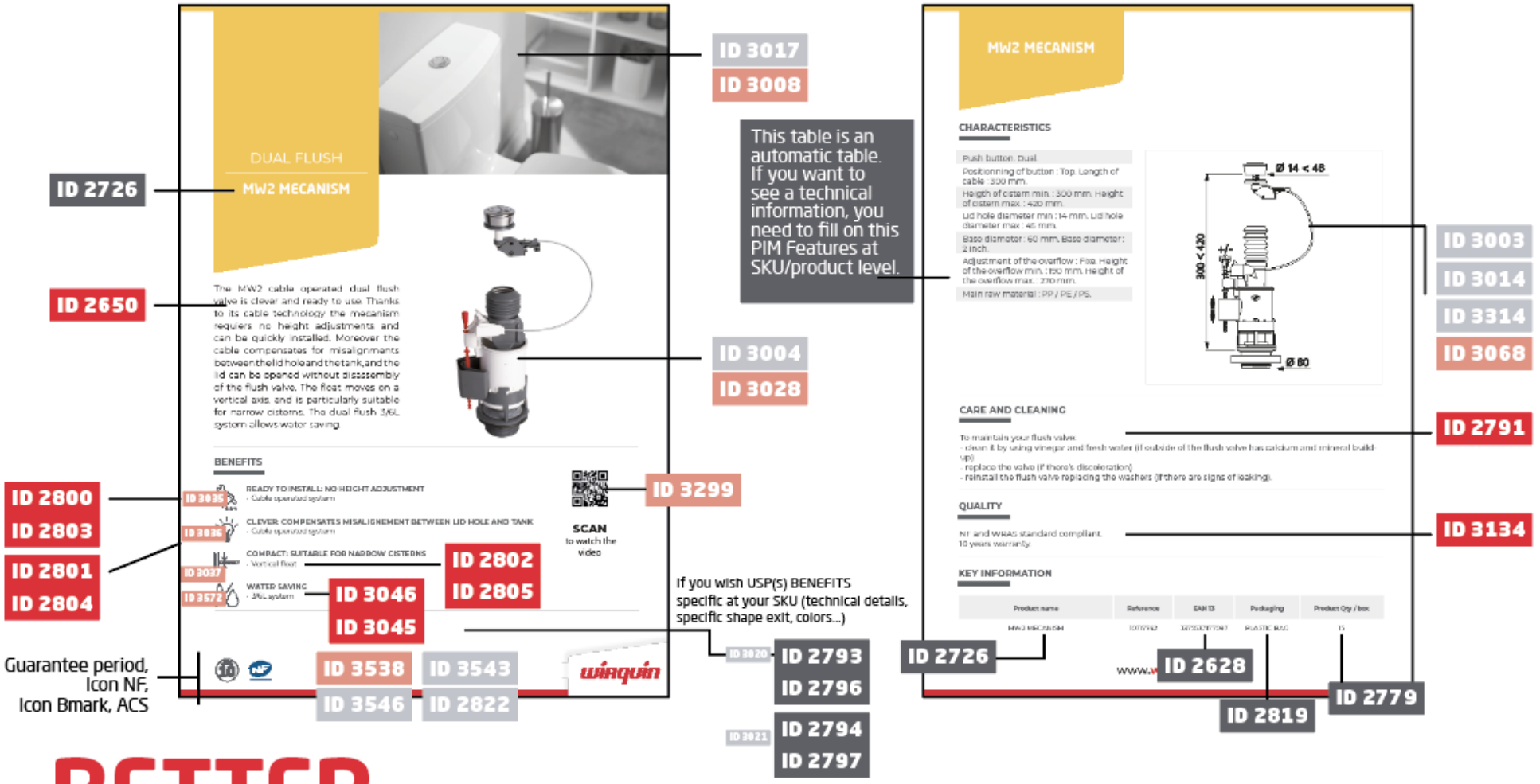
PUBLISHING – FILL DATA OF ID USED

Data **to be translated** by the MKT MDU: ID TEXT PRODUCT LEVEL

Data **to be filled** in by the MKT MDU: ID TEXT SKU LEVEL

Media provided by the MKT GROUP: ID MEDIA PRODUCT LEVEL

Media provided by the MKT MDU: ID MEDIA SKU LEVEL



BETTER

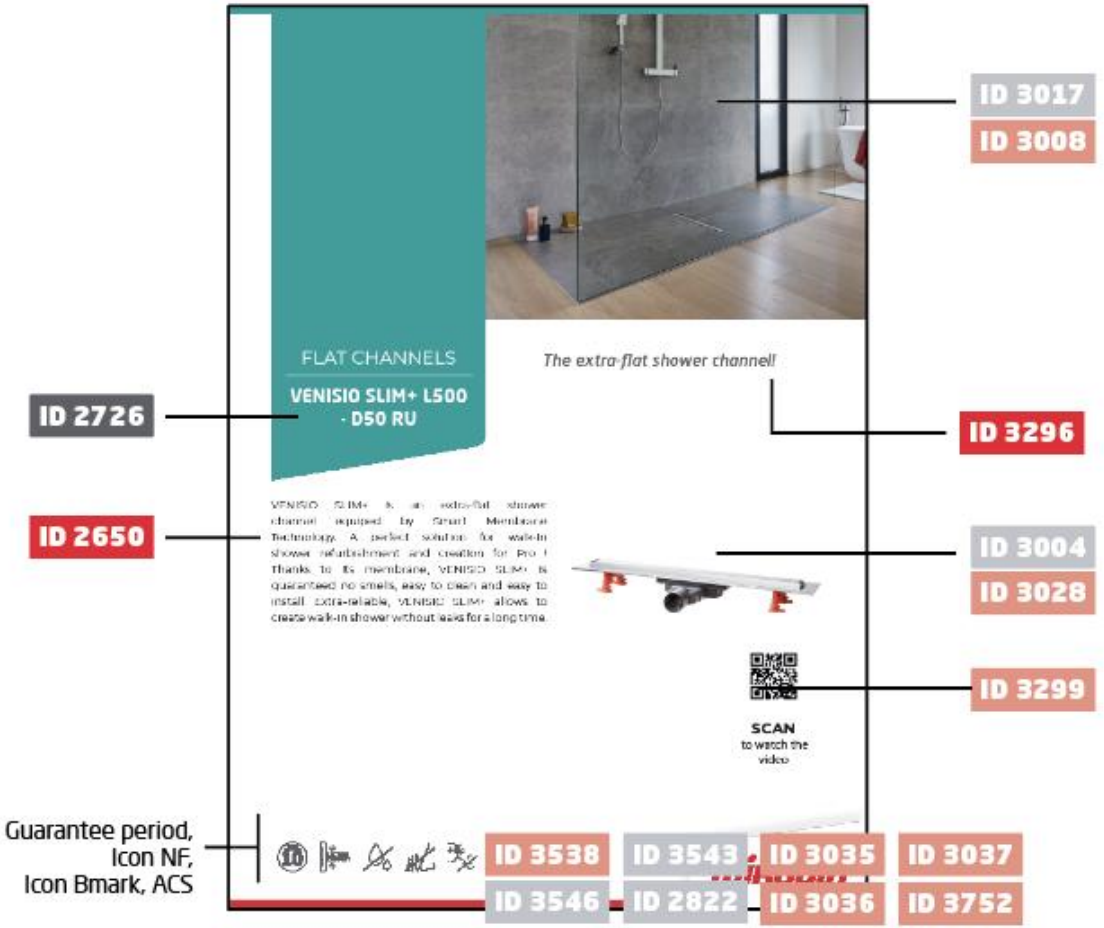
PUBLISHING – FILL DATA OF ID USED

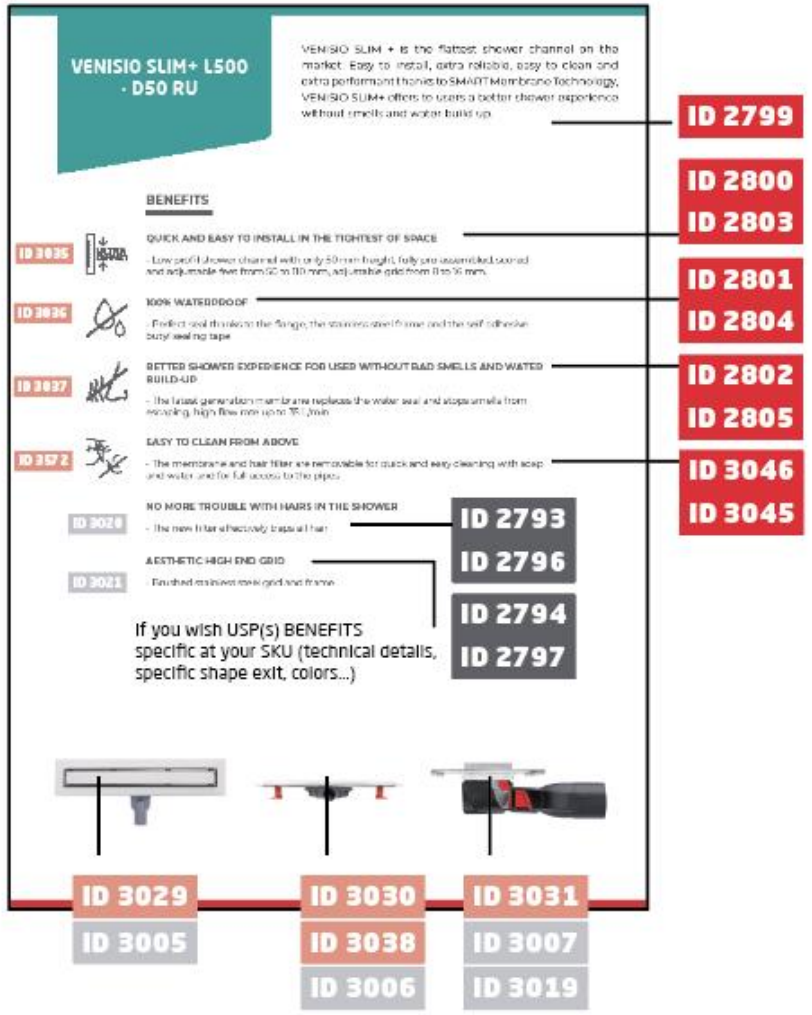
Data **to be translated** by the MKT MDU: ID TEXT PRODUCT LEVEL

Media provided by the MKT GROUP: ID MEDIA PRODUCT LEVEL

Data **to be filled** in by the MKT MDU: ID TEXT SKU LEVEL

Media provided by the MKT MDU: ID MEDIA SKU LEVEL





BEST PAGE 1 & 2

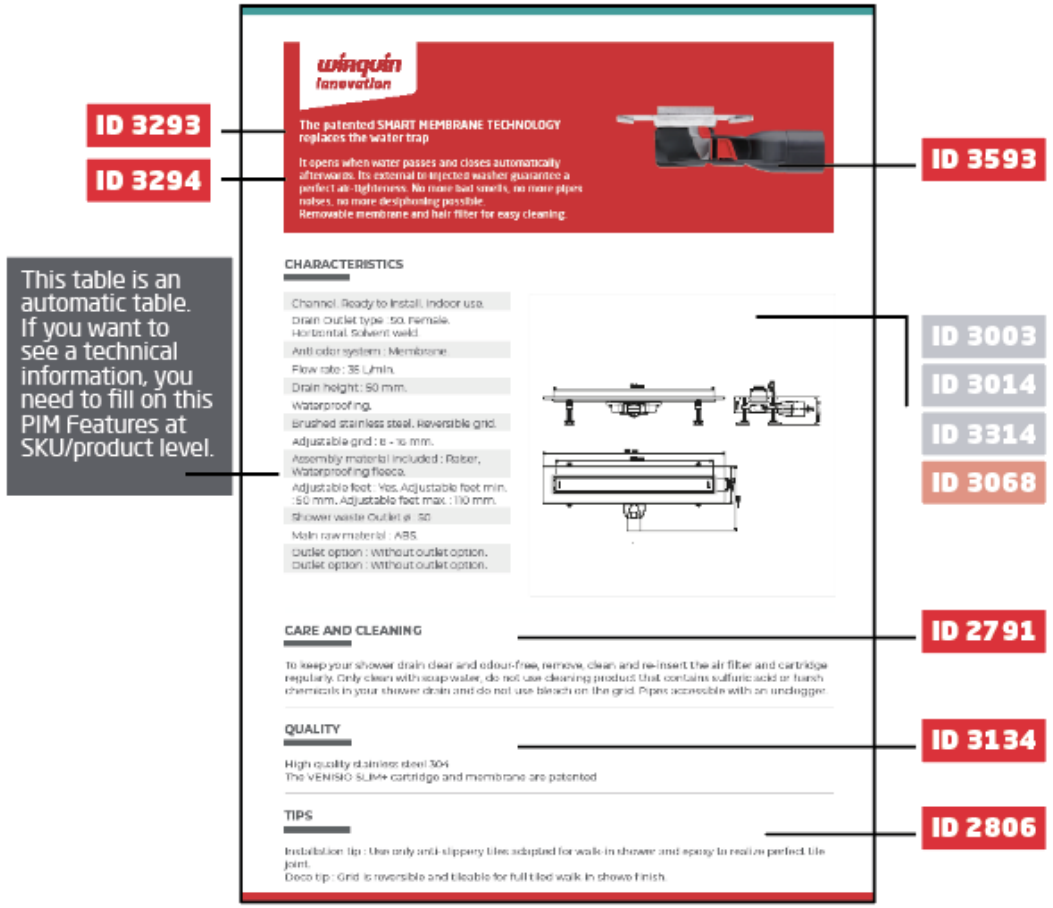
PUBLISHING – FILL DATA OF ID USED

Data **to be translated** by the MKT MDU: **ID TEXT PRODUCT LEVEL**

Data **to be filled** in by the MKT MDU: **ID TEXT SKU LEVEL**

Media provided by the MKT GROUP: **ID MEDIA PRODUCT LEVEL**

Media provided by the MKT MDU: **ID MEDIA SKU LEVEL**



BEST PAGE 3 & 4

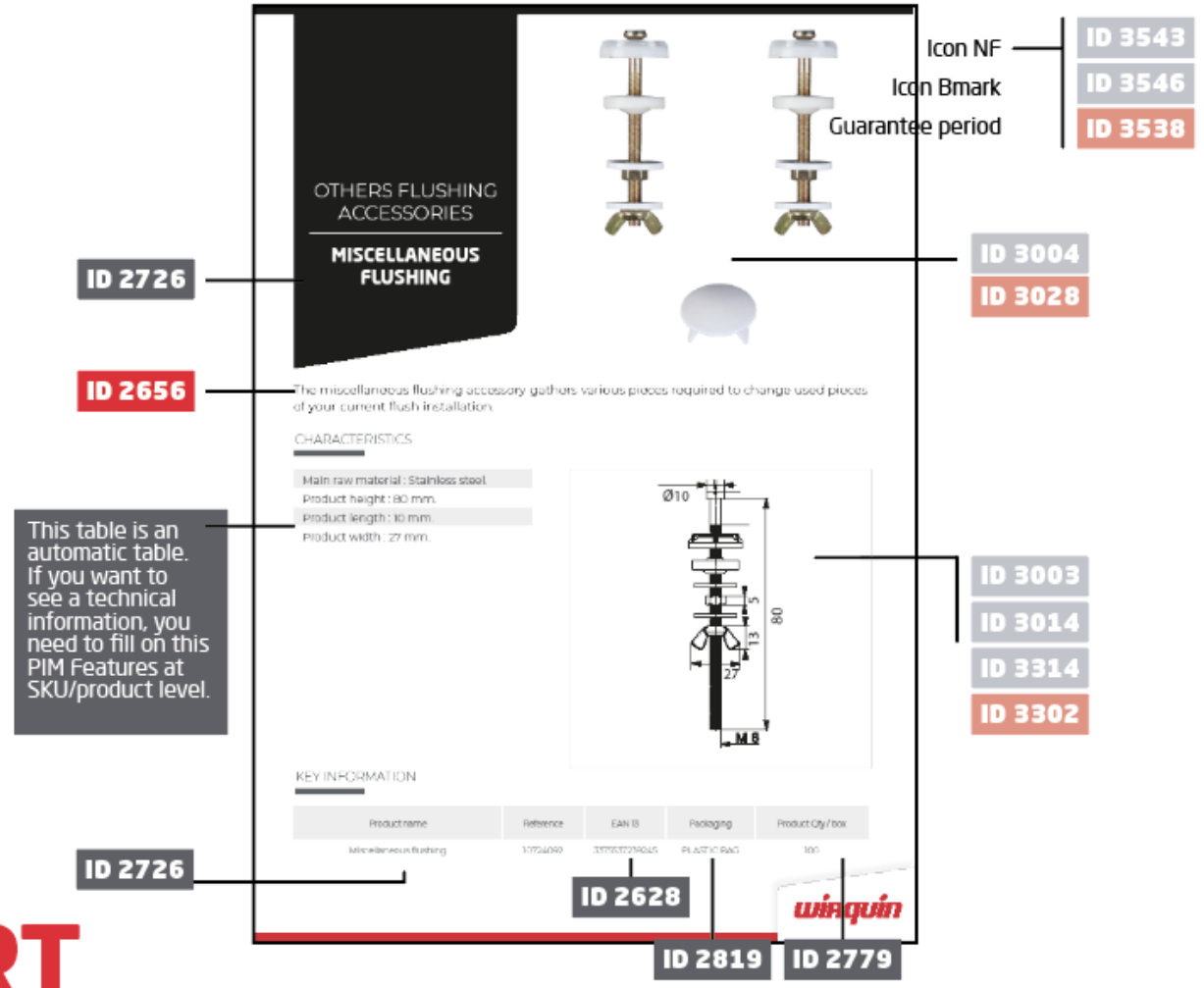
PUBLISHING – FILL DATA OF ID USED

Data **to be translated** by the MKT MDU: ID TEXT PRODUCT LEVEL

Data **to be filled** in by the MKT MDU: ID TEXT SKU LEVEL

Media provided by the MKT GROUP: ID MEDIA PRODUCT LEVEL

Media provided by the MKT MDU: ID MEDIA SKU LEVEL



SPARE PART

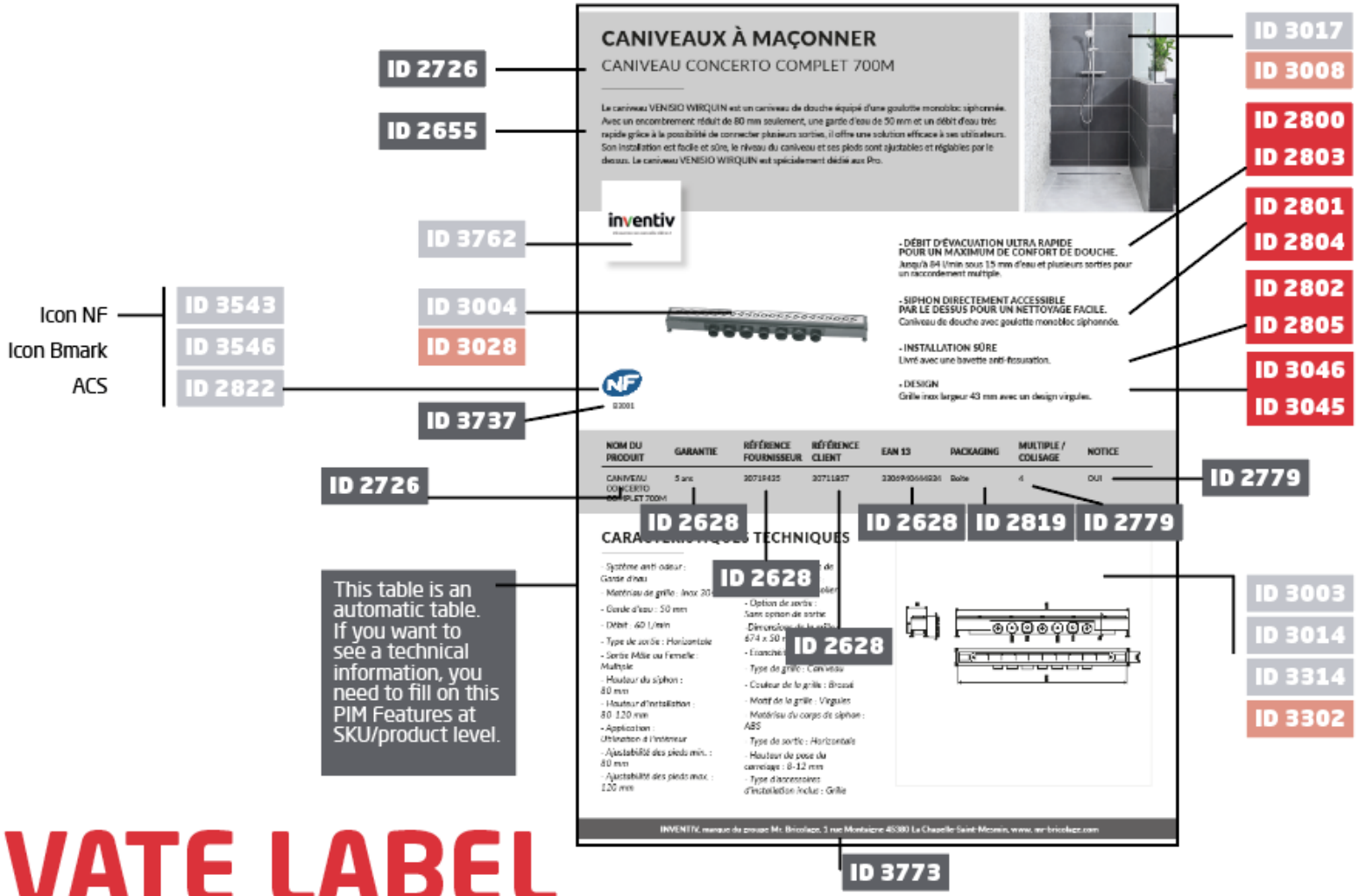
PUBLISHING – FILL DATA OF ID USED

Data **to be translated** by the MKT MDU: ID TEXT PRODUCT LEVEL

Data **to be filled** in by the MKT MDU: ID TEXT SKU LEVEL

Media provided by the MKT GROUP: ID MEDIA PRODUCT LEVEL

Media provided by the MKT MDU: ID MEDIA SKU LEVEL



PRIVATE LABEL

PUBLISHING – DATA SHEET

My PRODUCT / my SKU

Know the positioning Essentials, Better, Best...

Select the right template

Export one PDF

Choose your language

Reception email / Visualisation

Edit content: fill or translate

Export one PDF

Choose your language

Reception email / Visualisation

If you datasheet is empty after the export, that means the information is missing. If you note some errors, mistakes, you will need to correct the content (text/ media) direclty inside the platform!

Your datasheet is OK

Archive: CODEPRODUIT_CODESKU_DASH1LANGUE.pdf

You can upload the pdf in the Mediatheque

Congratulations

EXPERIENCE AND NEXT STEPS

Wsupport has been using for more than 4 years and it is VERY USEFUL and ergonomic.

We suggest you to test and practice → YOU WILL SAVE TIME ☺

We remain available if any question or support needed to practice.

<u>Proposal to practice:</u>

Identify 1 strategic SKU in your market which is not filled in already.

We propose you to take time to fill in + export + edit PDF and send it to us ☺

Survey about usage will be sent by Damien.

THANK YOU