

Electronic files to Send Item Record Information Taken from the PIDA Guidelines

1.3 Data Files to Communicate U.P.C. Numbers

1.3.1 The product identification number that is found in the bar code is used to access different data files in computer systems. Therefore manufacturers must be able to provide some fundamental information in an electronic form. This electronic file must contain, at a minimum, the product identification number found in the bar code, the product catalog number, the description, the package quantity and package dimensions. Various trading partners may require other information about specific items. It is strongly recommended that companies discuss the “**item master file**” with their trading partners.

1.3.2 Distributor and retailer inventory master files must be *matched* to the manufacturer’s file using the U.P.C. number as a starting point (because of new global capabilities, the Uniform Code Council now refers to the product identification number as the global trade item number (GTIN). This is part of a movement to harmonize all retail item numbers called Sunrise 2005 see [Topics](#) ... for details. An important point must not be overlooked. After the initial matching, then the files must be *maintained*. This maintenance is called *synchronization*. Any time something changes in a product master file (controlled by the manufacturer) the item master files throughout the supply chain must be synchronized with the manufacturer’s file. Therefore it is important to have two capabilities, one for start-up *matching* and the other for ongoing *synchronization*.

1.3.3 Below we have provided an example of the **item master file** using an Excel™ spreadsheet. The example shows the elements of information that a distributor or retailer can expect to be contained in the item master file. The elements of information are arranged in the **rows** in this example so that they can be seen on one page. The Excel™ spreadsheet that can be downloaded for **FREE** is set up with the information elements in **columns** since that arrangement is easier to be imported by a computer. **NOTE: The field numbers and names are the same in both layouts. The field names, at the top of the columns, must not be changed since they are directly related to the XML tags. To help users reference their own field names, a row is provided “User Field Names.” User can enter their own field names into those cells.**

Information arranged in rows (easier to read in this document)
 Information arranged in columns (easier to import in to a computer)

Rows

Name of Field	Size	Type	Value	Description	Example
Keys					
1 EAN / U.P.C.	13/12	n	m	See Note #1	073650151613
2 Information Provider Number	8	n	o	See Note #12	1123
3 Information Provider	35	a/n	m	See Note #2	Notions Marketing Corp
4 Brand Owner	35	a/n	o	Name of Company that owns the Brand	Dyno Merchandising Corp
5 Brand Name	35	a/n	o	Name recognizable by consumer	Coats & Clarks
6 Full Description	50	a/n	m	Primary Description See Note #3	Thread, Poly/Cot 25yd Lt/Dk

Columns

	A	B	C	D	E	F	G
1	CHA Standard Label	EAN/U.P.C.	Information Provider Number	Information Provider	Brand Owner	Brand Name	Full Description
2	User Field Names						
3	Record Line Number	1	2	3	4	5	6
4		073650151613	1123	Notions Marketing Co	Dyno Merchandi	Coats & Clarks	Thread, Poly/Cot 25yd Lt/Dk

Note that the column and row designations are the same

Examples

The spreadsheet serves as a model to help companies communicate with their trading partners. Using Excel™ enables the least sophisticated companies to communicate with even the most sophisticated. Even the least sophisticated company can import and export Excel™ format. Of course, the most sophisticated can use the Excel™ files. The advanced user can employ XML tags (Excel 2003™) that enable many different computers and software systems to automatically load and interact, in real time, over the Internet. (.Net and Web Services)

Please be aware that PIDA Members may have additional data requirements based on customer / vendor relationships that are not specifically shown in here. Those other elements can be provided in any of the eight "Generic" fields shown. Microsoft Excel is the standard format for data sharing.

- **Size** This column describes the size of data field.
- **Type** "a" represents alphabetic "n" represents numeric "a/n" represents alpha numeric
- **Value** "m" represents mandatory "o" represents optional "r" represents recommended

Database Record Format

	Name of Field	Size	Type	Value	Description	Example
	KEYS					
1	EAN / U.P.C.	13/12	n	m	See Note #1	073650151613
2	Information Provider #	8	n	o	See Note #12	1123
3	Information Provider	35	a/n	m	See Note #2	Notions Marketing Corp
4	Brand Owner	35	a/n	o	Name of Company that owns the Brand	Dyno Merchandising Corp
5	Brand Name	35	a/n	o	Name recognizable by consumer	Coats & Clarks
6	Full Description	30	a/n	m	Primary Description See Note #9	Thread, Poly/Cot 25yd Lt/Dk
7	Abbrev. Description	20	a/n	m	Short: for consumer cash receipt & shelf label	Thread, Lt/Dk 25yd
8	Description (additional or extra)	60	a/n	o	Long Description, not extension of #5 or #6	Mercerized Cotton Covered Polyester Thread 12 spls 25yds Lt/Dk
9	Manufacture's SKU #	20	a/n	m	Product # usually as found on retail package	B640 C
10	Distributor's SKU #	20	a/n	o	Distributor assigned identification number	21667
11	Retailer's SKU #	15	a/n	o	Retailer assigned identification number	38-12345
	DIMENSIONS					
12	Consumer Purch Unit	2	a/n	m	ea=each, yd=yard, ft=feet	ea
13	Unit Linear Height	5.3	n	o	See Note #3	7.47
14	Unit Linear Width	5.3	n	o	See Note #4	3.17
15	Unit Linear Depth	5.3	n	o	See Note #5	0.95
16	Unit Gross Weight	5.4	n	o	See Note #6	0.0106
17	Min Orderable Qty	6	n	m		3
18	Inner Orderable Unit	6	n	o	Qty of consumer purch. items in inner pack	3
19	Inner Pack GTIN	14	n	m	See Note #13	20073650151617
20	Case Orderable Unit	6	n	o	Qty of consumer purch. items in case pack	120
21	Case Pack GTIN	14	n	m	See Note #13	40073650151611
22	Case Height	5.3	n	o	See Note #10	15.25
23	Case Width	5.3	n	o	See Note #10	11.625
24	Case Depth	5.3	n	o	See Note #10	13.875
25	Case Gross Weight	5.3	n	o	See Note #11	15.54
	DATES					
26	Publication Date	8	n	m	See Note #7	
27	Effective Start Date	8	n	m	See Note #8	
28	Change Indicator	1	a	m	a=Add, c=change, u=Update, d=Discontinued	
29	Last Change Date	8	n	o	ex: yyyyymmdd	20040131
	MISCELLANEOUS					
30	Mfg Suggested Retail	8.2	n	m	MSRP Price of consumer level unit	3.55
31	Unit Cost	8.3	n	o	ex: 2.125 Cost of single consumer purch. unit	1.598
32	Inner Cost	8.3	n	o	Total cost of quantity of units in inner pack.	4.794
33	Case Cost	8.3	n	o	Total cost of quantity of units. Ex: 74.160	159.72
34	Country of Origin	2	a/n	o	ex: us=USA, uk=United Kingdom	TW
35	Int'l Tariff Code	10	n	o	ex: 1234567890	9608.00.0000
36	Generic	*	n	o	Size & Use determined by Trading Partners	
37	Generic	*	n	o	Size & Use determined by Trading Partners	
38	Generic	*	n	o	Size & Use determined by Trading Partners	
39	Generic	*	n	o	Size & Use determined by Trading Partners	
40	Generic	*	a/n	o	Size & Use determined by Trading Partners	
41	Generic	*	a/n	o	Size & Use determined by Trading Partners	
42	Generic	*	a/n	o	Size & Use determined by Trading Partners	
43	Generic	*	a/n	o	Size & Use determined by Trading Partners	

Database Record Format Notes

Note #1 Most people are familiar with the U.P.C. item bar code (12 digits). Products from outside North America use a compatible bar code called the EAN (13 digits) Either number can be used in this field. Note that there have been some changes to the number structure. **You do not need to change any U.P.C. item numbers.**
See note 13

Note #2 A name of the person or organization; i.e. Manufacturer, Distributor, Broker providing this information.

Note #3 The measurement of the height of the trade item at its vertical dimension from the lowest extremity to the highest extremity, including the packaging in inches to the third decimal. Measure as if description label is readable from left to right in most common way of display.

Note #4 The measurement of the width of the trade item at its horizontal dimension from the left extremity to the right extremity including the packaging in inches to the third decimal. Measure as if description label is readable from left to right in most common way of display.

Note #5 The measurement of the depth of the trade item at its most extreme depth in inches to the third decimal. Measure as if description label is readable from left to right in most common way of display.

Note #6 The gross weight includes all packaging materials of the trade item measured in pounds to the fourth decimal.

Note #7 The creation date on which all static data associated with the trade item becomes available for viewing and synchronization. (Ex: yyyyymmdd)

Note #8 A date when the buyer can first order the item. (Ex: yyyyymmdd)

Note #9 Full Description; this should be the Primary Description of this product and sufficiently detailed to distinguish it from other products.

Description may be up to 30 characters including spaces, commas, periods, dashes or any other special characters. In order to be an effective description, store employees need to be able to tell what the item is. Therefore, begin with a broad category description then identify the color, dimensions or style. In addition, in many systems the customers only see the first 15 characters of the description on the register receipt, so the first characters need to define the category of product. Below you will find some examples of good and bad descriptions.

Good Descriptions	Bad Descriptions
Brush Camel Hair Rd 3	#3 Round
T-Shirt Large Blue	Lg Blue T-Shirt
BK Floral Spring Arrangements	Spring Arrangements
Wire Wild Blue 4 yard	4 Yd Blue Wire

Note #10 The measurement of the height, width and depth of the shipping carton measured in inches.

Note #11 The gross weight of the shipping carton, its contents and any packing or void fill.

Note #12 The numeric representation of the provider of the data as defined by the trading partners.

Note #13 Global trade item number (GTIN) Higher levels of packaging, above selling unit (see field 1) should be presented as a 14 digit GTIN. The various numbering systems have been harmonized as part of UCC Sunrise 2005. Further information is found at [Topics](#)... If you have more than three levels of packaging, eg. Item, carton master, use generic fields (36 through 43) for GTIN followed by dimensions.