

# WMA Merchandise Catalogs \*\* Critical Information & Instructions

The following applies equally to both Mcat and Ycat Merchandise Catalogs

## General Information

**HELP:** If you need any assistance... Call (303) 450-4218, 8:00a – 5:00p MT or email us ([wayne@wmaweb.com](mailto:wayne@wmaweb.com)).

**Mcat:** *School & Office Merchandise Catalog*. This catalog has a shelf-life of one year. It is distributed in February. The essential BTS promotional pricing associated with this catalog is featured through August.

**Ycat:** *School & Office Merchandise Catalog II*. This production is for Second Term BTS, Year-End (Holiday), and Tax Season. It has a shelf-life of six months and promotional pricing is featured through January.

**Forms:** WMA forms must be used and completed in current usage Microsoft Excel.

- ✓ Never change our headers, instructions, formulas, etc. (**turquoise** or **rose** highlighted cells).
- ✓ Never add a Tab to our files. Data fields under the tabs provided are expanded as needed.

**File Name:** Never change the listed name of any of our files. You can add letters/numbers to the end **only**.

**File Updates, Fixes, and Changes:** Once you send us a file you **CANNOT** re-send it. The file in your possession becomes an "old edition" the moment it is sent. **You simply must contact us even if you just sent in the file.**

**Format:** Critical cells are in *text format* and will accept a "0" at the start. **Don't add a single quote.**

**Skus # Spaces:** **NO** spaces allowed in any Sku Number (spaces on your system should be changed to dashes on ours).

**Pricing: DO NOT USE FORMULAS!** Retail Price (Retail\$), Everyday Price (Cost\$) and Promo Price (Promo\$) use dollar amounts.

- ✓ Never add "ea", etc. Never list a Display @ \$144.00, with a cost of \$.50/ea.
- ✓ Never show \$25.00/bx with a cost \$1.00/ea.
- ✓ Never specify "everyday price" "additional 5%", etc.
- ✓ If the Everyday price and your Promo price are the same you **MUST** list the price in *both* cells.

**UPC (GTIN): REQUIRED!** 12 or 14 digits with three dashes (UPC 0-12345-12345-0 or GTIN 000-12345-12345-0).

**UofM + IC:** It is critical that the Unit of Measure and Inner/Case Pack be accurate **using WMA definitions**. See WMA UofM & Inner-Case Pack document (page 2-3 below) or visit <http://www.wmaweb.com/catalogs.htm>.

**Accuracy:** Check your spelling, punctuation, etc. WMA takes no responsibility for assumptions or miscalculations on your part. What you list **will** show up in the Catalog.

**Catalog Text Copy:** Text copy description fields use text wrap. Complete with the detail you want shown in our catalog even if you can't see all of your text. We will extract it.

### Formula Cells:

- ✓ **NEVER** enter data in *Discount %*, *Extension* or Formula Extended *Total* cells.
- ✓ **WMA Formulas** calculate the discounts shown. Never override our formulas and never add a formula.
- ✓ Formulas help reduce error input! When a discount/total is not correct you have probably made an input error.
- ✓ If extended Display Totals don't match your Retail cost, it's likely that you made an error. Never force these totals!

### Terms Tab

- ✓ Review **Page Limit Commitment and Payment Terms** carefully. Any Manufacturer Performance Rebate (VPR) consideration is significantly dependent on your performance / actions in this regard.

### Skus Listing Tab

- ✓ Complete the Sku Listing Tab as indicated by pop-ups and instructions on top headers (hover mouse over cells with Red Arrows at top right corner for pop-up instructions).
- ✓ **Column B (Mfg Vote):** This determines how each Sku will be handled. See header instructions!
- ✓ Display Sku's:
  - Existing Displays listed on the *Sku Listing Tab* should be detailed on the *DY Details Tab* (Display Details).
  - New Display that you add/introduce to the *Sku Listing Tab* must be detailed on the *New DY's Tab*.

### DY Details Tab (Display Detail)

- ✓ No Display selection is needed. All votes are made **only** on the *Sku Listing Tab* where all Sku's are listed.
- ✓ Display Price, Header, Text, Sku #, UPC Code) are made **only** on the *Sku Listing Tab* (see exception below).
- ✓ Display Qty (total piece count), Display Weight, and Display Contents Qty (individual Sku count) are made on the *DY Details Tab*.
- ✓ Indicate whether the contents of Displays have changed... Sku's removed or Sku's added

### New DY's (Displays) Tab

- ✓ List complete information for all NEW Displays being proposed.
- ✓ List Displays in Display Sku sequence ONLY.
- ✓ List Display **contents** within the display in Sku# sequence order.

### \$-Details (Marketing Costs) Tab:

- ✓ Please review and take note of incentives listed.

### Images Tab:

- ✓ Read and place an "X" in the Rose Box. Submit new and/or updated product images with completed proposal.

### Certification Tab:

- ✓ Take action only when your proposal is returned to you for formal Certification.

# Wholesale Marketing Alliance, Inc (WMA)

## Unit of Measure (UM) & Inner/Case Pack (I/C)

**Unit of Measure (UM)** definitions and **Inner/Case Pack (I/C)** definitions combine to establish a uniform standard for our catalogs and customers. It seems that everyone in our industry has his or her own set of definitions. The WMA members have endorsed the following Unit of Measure and Inner/Case Pack definitions and ask for your assistance to make our catalogs as consistent and accurate as possible. One thing to keep in mind: our customers that use peggable plan-ograms (WMA Flex-O-Grams or FOG for short) insist on being able to easily identify those products that are peggable. Our other buyers are not usually as demanding.

In establishing the logic used, we took the retailer buyers' perspective. The use of WMA's Unit of Measure and Inner/Case Pack logic ties directly into how retailers actually ring-up products through their cash register systems. Thus, the UM is normally equivalent to their retail selling unit. Often, this logic is **not** how our members buy from you, the manufacturers. That is ok. How we buy from you is not relevant to our retail-level definitional logic. In short, we always attempt to use the lowest practical retail UM for uniformity and EDI purposes. Once that is established the Inner/Case Pack follows suit.

### Unit of Measure (UM)

**Note: This may not be how you code... but it is how we code UM's!**

**Note: All UM abbreviations are lower case and only two letters (except displays) in all our catalogs.**

#### Bulk:

<b>bx</b> -----	box
<b>ea</b> ----1 item -----	each/bulk
<b>kt</b> -----	kit
<b>pk</b> ----2+ items -----	pack/bulk: envelopes, index cards (nothing peggable uses pk)
<b>pr</b> -----	pair
<b>rl</b> -----	roll: wrapping paper (equivalent of each "ea")
<b>st</b> ---- 3+ items -----	set: 3 or more of same or different colors
<b>tb</b> -----	tube: lead refill container (equivalent of each "ea")

#### Bulk: **Secondary (Please, use only if absolutely required)**

<b>cn</b> -----	carton/case
<b>dz</b> -----	dozen: (12) must be bulk, otherwise = peggable pack "pp"
<b>gr</b> -----	gross (144)

#### Peggable

<b>cd</b> ---- 1 or 2 items ----	carded, clamshell and/or similar type of packaging
<b>pg</b> ---- 1 or 2 items ----	peggable, but NOT carded: ruler, bulldog clip, hang-tag
<b>pp</b> ---- 3+ items -----	peggable pack: 10 pack of same or different colors

#### Display(s): **Two letters (lower case) + one number**

<b>dy1</b> -----	display: contents are bulk only
<b>dy2</b> -----	display: contents are peggable only (including clip strips)
<b>dy3</b> -----	display: contents are a combination of both peggable and bulk
<b>dy4</b> -----	display: empty
<b>tu1</b> -----	tub: bulk only
<b>tu2</b> -----	tub: peggable only
<b>tu3</b> -----	tub: contents are a combination of both peggable and bulk
<b>tu4</b> -----	tub: empty

**Questions, Concerns, Etc... Please call us at 303/450-4218**

# Wholesale Marketing Alliance, Inc (WMA)

## Inner & Case Pack (I/C) \*\*\* Packaging of Product by Manufacturer

### Inner/Case Pack Quantities

**Usually, Inner Pack = Shelf Pack; Case Pack = Master Pack or Carton.**

Also, when there is no true Inner Pack (see below) then Inner Pack becomes Individual Pack.

This tells the retail store buyers how many **retail**-selling units are in an Inner Pack and Case Pack.

#### Examples:

Six (6) selling units (Sku's) in each Inner Pack and 72 Sku's in a full case = **6/72**.

72 Inner Pack and 432 in a full case = **72/432**.

**No Inner Pack** (Sku becomes the "Individual" Pack). Thus, 72 Sku's in a case = **1/72**.

There is only one (1) Sku in a case = **1/1**. **This is the Only Variation where the "case" is equal to the "inner"**

Display and Tub = **1** (This is the only case where there would **not** be a slash between two numbers.)

#### You Would NEVER:

List an I/C as just a 6, 12, 18 etc. (Displays and Tubs are the **only** exception.)

List an I/C as 4/4, 10/5 etc.

List the Inner Pack and the Case Pack as the same number (1/1 is the only exception).

List the Inner Pack as a larger number than the Case Pack (impossible!).

#### How the UM and I/C go hand-in-hand:

The UM designation used helps to determine how many **retail** selling Sku's are in:

An **Inner Pack** (Shelf Pack); or if no Inner Pack, the unit becomes the "Individual" Pack (1 = only).

A **Case Pack** (Master Pack or Master Carton).

When further clarification is needed, any such notation is listed within the description of the item itself.

#### Example #1: Widget Pen (Ballpoint Pens with UPC Code: 0-12345-12345-9)

In this example the UM is "ea" (not peggable).

A manufacturer produces a package of twelve (12) **bulk** pens in an Inner Pack (Shelf Pack).

In a Case Pack (Master Pack), there are six (6) Inner Pack boxes (containing 12 Sku's each).

Thus, there are 72 retail Sku's in a Case Pack (6 x 12 = 72).

**The I/C would be 6/72.**

#### Example #2: Resume Paper (Sheets of paper in a shrink-wrapped package with UPC Code: 0-54321-54321-6)

In this example the UM is "pg" (peggable... it comes with a hang tag built into the package).

Manufacturer produces a package of 50 sheets in a peggable package.

In a Case Pack (Master Pack) there are 72 retail units (containing 50 sheets each).

Thus, there are 72 retail Sku's in a Case Pack.

**The I/C would be 1/72.**

Remember, each WMA wholesaler member may have to buy this Sku from you in case lots only (72 or whatever), but that fact is not relevant to our packaging based on **retail** UM and EDI purposes.

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