

WMA Merchandise Catalogs ** Critical Information & Instructions

The following applies equally to both WMA Merchandise Catalogs (Mcat & Ycat).

General Information

HELP: If you need any assistance... Call (303) 450-4218, 8:00a – 5:00p (MT = Colorado) or email us.

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

Ycat: *School & Office Merchandise Catalog 2*. 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).
- ✓ 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.

File Updates, Fixes, and Changes: Once you send us a file you **CANNOT** resend 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 the file.**

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

Sku # 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, Everyday and Promo Pricing Cells, use only \$ 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 cost" and your "promo cost" are one in the same... you **MUST** list a price in ALL three cells. Discounts computed on the spreadsheet help indicate accuracy.

UPC (GTIN): 12/14 digit with three dashes (xx0-12345-12345-0) **REQUIRED.**

UofM + I/C: It is critical that these be accurate using our definitions. See WMA UofM & Inner-Case Pack document (page 2-3 below) <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. Do not be concerned if part of your text is not viewable.

Formula Cells:

- ✓ **NEVER** enter data in *Discount %*, *Extension* or Formula Extended *Total* cells.
- ✓ **WMA Formulas** calculate the discounts shown. Never override our formulas & 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, it's likely that you made an error. Never force these totals!

Terms Tab

- ✓ Review **Page Commitment**, **Image/Text Copy & Payment Terms** carefully. Any Vendor Performance Rebate (VPR) consideration is significantly dependent on your performance / actions in this regard.

Total Sku Listing Tab

- ✓ Complete the Total Sku Listing tab as indicated by pop-ups and instructions on the top of the tab.
- ✓ **Column A:** This critical coding determines how each Sku is to be handled. See Tab Instructions!
- ✓ Display Sku's:
 - Displays listed on the Total Sku Listing should be detailed on the Display Details Tab.
 - Any display that you add/introduce to the Total Sku Listing must be defined on the New Displays Tab.

Display Details Tab

- ✓ No display selection is needed. All selections should be made only on total Sku listing tab.
- ✓ All Display info (price, header, text, sku #, UPC code) changes should be made on Total Sku Listing tab.
- ✓ Please make changes like: Display Qty (total piece count), Display Weight, and Display Contents Qty (individual sku count) directly on this tab.
- ✓ Indicate whether the contents of displays have changed... Sku's removed or Sku's added

New Displays Tab

- ✓ List complete information for all NEW displays being proposed on this tab.
- ✓ List displays in Display Sku sequence -- ONLY.
- ✓ List display **contents** within the display in Sku (item #) sequence order.

\$-Details (Marketing Costs) TAB:

- ✓ Please review and take note of incentives listed.

Images Tab:

- ✓ Please submit all new and/or update product photography with your 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)

The following **Unit of Measure (UM)** & **Inner/Case Pack (I/C)** definitional logic goes hand-in-hand and attempts to establish a uniform standard for our catalogs and customers. The task is not easy! It seems that everyone in our industry has his or her own set of definitions and logic. We have ours, and the WMA members have endorsed this approach and ask for your assistance to make our catalogs as accurate and consistent as possible. One thing to keep in mind: we have a couple types of customers and frankly, those who use peggable plan-o-grams, etc. in their stores demand to know if the product is peggable or not. These stores are not traditional mass-market operations. They want to be able to easily identify those products that are peggable. Our other buyers are usually not so demanding.

In establishing the logic used we attempt to take a retailer buyers' perspective. The UM & I/C logic ties to how they sell product at their cash registers. Thus, the UM is normally their retail selling unit equivalent. Often, this logic is **not** how we buy from you, the manufacturer. 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(s) 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:

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

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

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

Peggable

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

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

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

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

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

Inner/Case Pack Quantities

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

Also... when there is no true Inner Pack (see below)... Inner Pack becomes Individual Pack.
This tells the retailer store "buyers" how many retail-selling units are in an Inner and Case Pack.

Examples:

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

72 Inner Pack & 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 Sku in a case = **1/1**. **Only Variation where the "case" is equal to the "inner"**

Display & 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. (as noted... displays and tubs are the **only** exception)

List an I/C as 4/4, 10/5 etc. (Inner Pack cannot be the same as the Case Pack {1/1 exception} and an Inner Pack cannot ever be more than a Case Pack... impossible).

How the UM and I/C go hand-in-hand!

The UM designation used (our UM definitions... in lower case only format), actually helps to determine how many retail selling Sku's are in:

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

A **Case** (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).

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

In a Case Pack (Master Pack), there are 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... yes, it comes with a hang tag built into the package).

Vendor 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-owner) 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 the retail UM and EDI purposes.

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