

*** WMA dBase/Ecat10 Request - Manufacturer's Edition ***

WMA Web Based dBase, eCom Storefront & 2010-11 Annual Illustrated Product Catalogs

Deadline: Per Attached Email * Attached file is in Edit mode**

If you feel that you can't meet the deadline, please request an extension today!

Visit us @ www.wmaweb.com (dedicated to our Mfg. Partners) **This document is four (4) pages**

WMA is preparing production for each individual WMA Member's customized 2010-11 **Illustrated Product Catalog** (full-line "Everyday Catalog" or **Ecat10** for short). We produce an individual Ecat for each of our five members. The Ecat's produced are normally "split year" productions (July to July for example). Each is laid out categorically by subject and includes intensive indexing. In total, production involves 140+ manufacturers, a database (dBase) of 23,000+ Sku's, most with images. The number of Sku's per Ecat range from 3,000 to 9,000. Each Ecat can be designed/produced in four-color or in gray-scale, according to each member's desire.

In order for a given Sku to be in a member's custom Ecat, **you must take action** to insure that *your* Sku's are on their system(s). Individual Ecat production is based solely on the Sku's each WMA member requests. Billing for each Ecat comes directly from the individual members, **NOT** from WMA.

We download from our web-based dBase into Excel and email your portion of our Sku listing to you annually (see Tab1) asking for your *careful* and *detailed* data verification, including updates and identification of discontinued Sku's. In addition, we provide a tab where you can suggest new Sku additions for member consideration (see Tab2).

EcInteractive (ECi2) Storefront:

New! In addition to WMA's Ecat production, we load requested Sku's to our member's EcInteractive "Storefront" (eCommerce) semi-annually. Updated dBase action is required by you for us to include your Sku's in the Storefront.

Please... Action / Update Needed!

We request your critical assistance in completing this massive production effort:

- Do not change our file name; you may update the date and/or add notations to the **end** of the file name only.
- Columns that have data starting with a **zero** have been formatted as text to take the zero. Please don't add quote marks, etc. and call us if you have a cell that won't take a zero or wants to change to a date. We're happy to help!
- At this time you don't need to send any new or updated images. We will be following up on images later.

Do NOT: Add/Move/Delete any Sku, Column, or Row. File *must* be returned in exact sequence.

Excel File - Tab1 (WMA Repeat Sku's.... Update as needed)

- **Edit mode** tracks every change. Don't change any cell highlight color (except for **Discontinued Sku's**).
- **Quick Notes** (Q/Notes) – Column M
 - ✓ Only for helpful comments **NOT** related to the other data columns.
 - ✓ Need more typing room in a given cell that is too short? Just keep typing. We will take care of it.
 - ✓ **Don't** list any changes made in any data columns in the Q/Notes Column. It's not helpful and it's not needed.
- Make **Updates/Corrections** in Manufacturer data columns only.
 - ✓ Make updates/corrections by directly replacing existing data (edit mode takes care of the rest).
 - ✓ ****GREEN**** = data is missing or we think that there is an issue to be resolved. Fix, but leave green highlight.
 - ✓ **Never... assume any data field is correct.**
 - We find dBase errors daily. Help us find/correct **missed** errors.
 - ✓ **Sku#...** use only the number you prefer in today's electronic world.
 - No spaces allowed in any Sku's numbers... If your system has a space, replace your space with a dash.
 - ✓ **UPC (BTIN)...** 12-14 digit with dashes - **DASHES REQUIRED (No formulas please).**
 - ✓ **UPC (BTIN)...** sum digit (algorithm) **must** be valid.
 - ✓ ****UM & I/C****... you must use **WMA definitions** (see page 3 below).

- **Header & Text Copy** (Columns to the far right)
 - ✓ **Header:** Please supply us with a quality, catalog ready "Header" description of each product so we can copy-n-insert directly into the Catalog as a Header. Format for this is "Proper Case".
 - ✓ **Text Copy:** We require Catalog Print Ready quality Text Copy so we can copy-n-insert into our catalogs. Format for this is "paragraph".
- ****Discontinued Sku's**** (Discontinued already or will be by the end of 2010)
 - ✓ **RED Highlight** the Sku number being discontinued. Also **RED Highlight** the cell to the left of it and list the Disc Date (mm/dd/yy).
 - Change only the Cell color. Don't change the font color. **NEVER** highlight the whole row.
- **Replacement Sku's (VERY IMPORTANT)**
 - ✓ **NEVER** attempt to change a Tab1 Sku to a different Sku (replacement)... **NEVER!**
 - ✓ Go to Tab2 and "add" the replacement Sku to the New/Replacement list.
 - ✓ Note in the Q/Notes Column that the discontinued Sku has a replacement on Tab2.

Excel File - Tab2 (Add New and/or Replacement Sku's)

- **General**
 - ✓ **UPC (BTIN) Codes** You cannot use formulas to add the dashes. Dashes must be directly inserted.
 - Supplying the correct code is critical.
 - ✓ **NEVER**... re-submit Sku's already on Tab1.
 - Duplicate Sku's are always a major problem.
- **Adding Sku's**
 - ✓ Fill out all data columns using WMA criteria and instructions as noted (see "pop-up" information by placing mouse on cells with Red Arrow in right corner).
 - ✓ Make sure the **UM** (Unit of Measure) is in lower case letters **only** and that it matches WMA definitions (page 3 below).
 - ✓ Make sure that **I/C Pack** (Inner/Case Pack) data is properly completed using WMA definitions (page 4 below).
 - ✓ **** UM (Unit of Measure) and I/C Pack (Inner/Case Pack) **** - WMA compliance standards are **CRITICAL!**
 - ✓ Call us if you want to download and cut-n-insert (never paste) data from your system into our file, as you must first match our format exactly.
- **Additions Not Completed Correctly**
 - ✓ We are sorry, but new Sku's not completed using our format, standards and definitions are discarded.

CATALOG READY QUALITY TEXTCOPY & LITERATURE REQUEST

Next two pages... WMA required Unit of Measure & Inner Pack/Case Pack details

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-o-grams (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:

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

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 were 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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