

*** WMA dBase & Ecat9 data - Manufacturer's Edition ***

WMA Web Based dBase & 2009-10 ANNUAL ILLUSTRATED PRODUCT CATALOGS

WMA dBase Update ** Deadline: Per Attached Email

The WMA Excel dBase File is in Edit mode

If you feel that you cannot meet the deadline, please request an extension for review today!

Visit @ www.wmaweb.com (our website is for you – our manufacturers) Document is four (4) pages

Each individual WMA Member's customized 2008-09 **Illustrated Product Catalog** (full-line "Encyclopedia / Everyday Catalog" or **Ecat9** for short) is going into production. We produce an individual Ecat for each of our seven member owners. The Ecats 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 30,000+ Sku's... 17,000 with images The Sku's per Ecat range from 3,000 to 14,000. Each Ecat is designed/produced in four-color by WMA. SWI has their Ecat published in full color. The rest publish in gray-scale.

In order for a given Sku to be in a member's individual 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/owner 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 you your portion of our Sku listing annually (see tab1) asking for your careful and detailed data verification, 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).

Ecat Editions (for example):

Ecat4 (2004-2005) **Ecat5** (2005-2006) **Ecat6** (2006-2007) **Ecat7** (2007-2008) **Ecat8** (2008-2009) **Ecat9** (2009-2010)

Please, Action / Update Needed...

Please, we request your critical & urgent assistance in completing this massive production effort:

- As always, never change our file name (you can update the date and/or add notations at the end - only)
- Columns that have data starting with a **zero** have been formatted as *text* to take the zero. Don't add quote marks, etc. Help? Call us if you have a cell that won't take a zero or wants to change to a date.

Major NO-NO: Never add/move/delete any Sku, column, or row. File must be returned in exact sequence.

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

- **Edit mode** tracks every change. Except for **Discontinued Sku's**, don't change any cell highlight color.
- **Quick Notes** (Q/Notes) – Column L
 - ✓ Only for helpful comments **NOT** related to the other data columns.
 - ✓ Need more 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. It's not helpful & it's not needed.
- Make **Updates/Corrections:** in vendor 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
 - ✓ **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... If your system has a space, replace your space with a dash.
 - ✓ **UPC (BTIN)...** 12-14 digit with dashes - **DASHES REQUIRED (No formulas)**.
 - ✓ **UPC (BTIN)...** sum digit (algorithm) **must** be valid.
 - ✓ ****UM & I/C****... you must use **WMA definitions** (see page 3 below).
- ****Discontinued Sku's**** (Discontinued already or will be by the end of 2009)
 - ✓ **Highlight (RED) the Sku# Cell and list the Disc Date mm/dd/yy** (both **Column C & D = Highlight RED**).
 - 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 & instructions as noted (see pop-ups).
 - ✓ Make sure the **UM** is in lower case **only** and that fully it matches WMA definitions (page 3 below).
 - ✓ Make sure that **I/C** pack data is properly completed using WMA definitions (page 4 below).
 - ✓ **** UM (Unit of Measure) and I/C (Inner/Case Pack) **** - WMA compliance standards are **CRITICAL!**
 - ✓ If you want to download and cut-n-insert (never paste) data from your system into our file you must first match our format exactly before doing so. It would be well to call us so we can review what needs to be done.
- **Cat Header & Catalog Text Copy**
 - ✓ **Cat Header:** (Proper Case)... 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".
 - ✓ **Catalog Text Copy:** Catalog Print Ready (Quality) Text Copy. Again so we can copy-n-insert into our catalogs. Format for this is "paragraph".
- **Additions Not Completed Correctly**
 - ✓ We are sorry, but new Sku's not completed using our format, standards and definitions are discarded.

IMAGES, CATALOG READY QUALITY TEXTCOPY & LITERATURE REQUEST

NEW & Updated Sku IMAGES

- **New Sku's**
 - ✓ Include detailed "professional" *Text Copy*.
 - ✓ Include related flyers, sell sheets, catalogs, etc.
 - ✓ Sorry, but sending us to your website, etc. won't work. Send us what we are asking for or don't add the Sku.
- **Repeat Sku's**
 - ✓ If you have updated a Sku's image within the last year, send us the new image.
 - ✓ Replacing incorrect images in Ecat catalogs is most challenging. We have no idea if an image is incorrect and we can't send copy for your review. Ecat is by subject. Your option is to request a copy of last years catalog (Ecat8).

Image/Photo requirements:

For details/specifications... visit our website... Images, etc... Or click to our website here:

http://www.wmaweb.com/images_etc.htm

Send Requested Images, Etc. Immediately

Send directly to WMA – Specify for Ecat9

WMA, Inc.

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Send images to your Account Managers

Also: if you want us to produce an image/photo, we are set up to do so. Invoicing (\$75 per photo) is by WMA and payment of same cannot be charged to WMA or WMA member funding.

Note: Pages 3 & 4 contain WMA required Unit of Measure & Inner Pack/Case Pack details

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

Wholesale Marketing Alliance, Inc (WMA)

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 were 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.

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