CAMPADRE® MEMBERS

GUIDELINES REGARDING PRODUCT
UPLOAD

PICTURES

Minimum one picture/product Maximum 5 pictures/product

Image validation rules

Image file size

Maximum file size allowed

10240 KB

Image dimensions

Minimum width



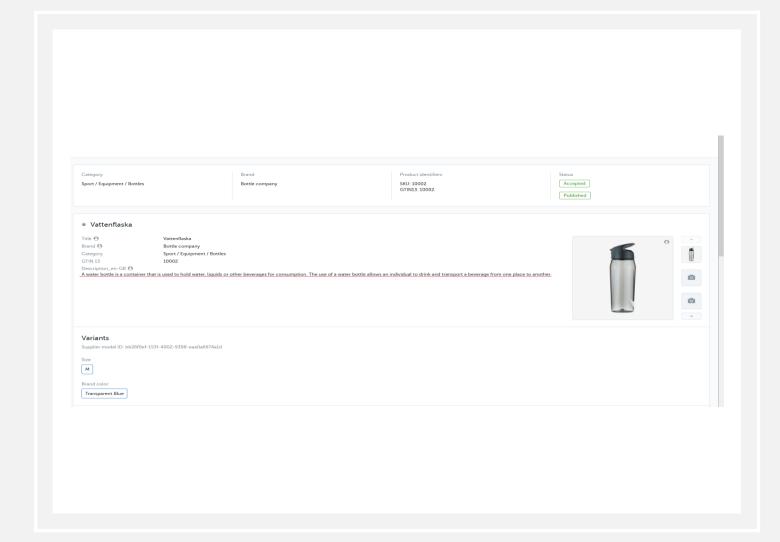
Minimum height



File formats

Allowed file formats

- GIF (.gif)
- JPEG (.jpg)
- ✓ PNG (.png)
- SVG (.svg)
- ✓ WEPB (.webp)



DESCRIPTION

- A comprehensive description is an important criteria in order to enable product turnover.
- A compelling product description provides customers with details around features, problems it solves and other benefits to help generate a sale.

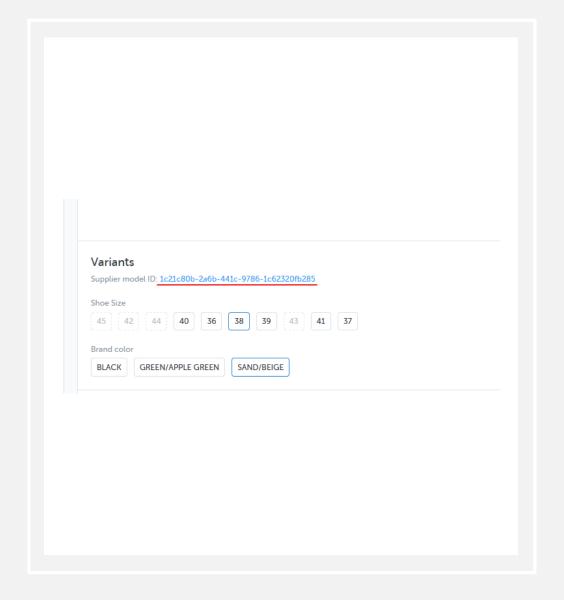
SKU,GTIN-13 MODEL ID & TITLE

SKU is the sellers unique stock keeping unit

The GTIN-13 is the EAN number and will be linked to the offer file (Price and stock)

Model ID will group one model in terms of size and colour variations – Creating Variants

TITLE should always be in English



PRODUCT INFORMATION, EXPLANATIONS AND EXAMPLES

Mandatory attributes	Explanation of attribute	Example
SupplierSku	Your unique ID to identify a product variant, in a specific size and color. If not available, insert the EAN.	18210112
Category	The category of the product. If there are subcategories in the hierarchy, separate them using "/".	Example
Title	The name of the product. This name is global for the product, being the same in every market. The name is set by the original brand.	Sofia Long Pants
Gtin I 3	This is the GTIN13/EAN13 code you use for identifying your product. It is the global ID identifying number of the product at variant level.	7335352134321
Brand	Brand of the Product.	Brand Brandsson
Modelld	The product identifier from the brand, which is set by the original brand. A parent article number can represent multiple colors and sizes. The number is either numeric or alpha numeric.	1821
Description_en-GB	The description of the product which will be shown on Campadre.se. Must be in English.	Long pants, slim fit.
BrandColor	The brand's original name of the color, which is set by the producer of the product.	Mist Blue
lmage I Url	The images must be URL-links and start with http:// or https://. File types: jpg, jpeg, png	
StandardColor	The standard color of the product, which will be used as a color filter on ahlens.se	Blue

SPECIFIC MANDATORY ATTRIBUTES FOR FASHION

Mandatory attributes	Explanation of attribute	Example
Gender	The gender or department of the product.	Woman
Size	The size of the product as it is defined on the label of the product.	М
WashingInstruction	Washing directives	30 *
Material I	Base material	Cotton
Material I Percentage	The percentage of the material in the product	100
Material I Placement	The placement of the material	Base fabric

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MARKETPLACE