

ESP Updates

Get the most out of ESP.



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

We've created this guide to help you get the most out of ESP®. Please reference these standards and guidelines to make sure distributors find your products quickly and include them in their end-buyer presentations. We don't want you to miss a single sales opportunity.

If you're ready to edit product details for existing products or add new products to ESP, visit connect.asicentral.com, select Update Your Products and log in to your dashboard.

STANDARDS

The following general rules apply to all data fields. ASI® monitors and corrects data that doesn't meet these guidelines.*

General Guidelines

A promotional product is a product that can be imprinted or personalized with a logo or other text. Unimprinted or blank products are considered promotional products as long as they CAN be imprinted. If a product can't be imprinted, it isn't considered a promotional product and ASI may delete it from ESP.

Data Field Relevancy

Information entered must be relevant to the specific field and shouldn't include additional text pertaining to other data fields. Don't add any words/phrases unrelated to the product.

Keyword Spamming

Repeating words and/or phrases or using words that aren't relevant to a data field is prohibited in ESP Updates. It will NOT increase the probability that a product will show up or rank higher in search results. Our product search feature ignores multiple uses of the same word.

Text Field Rules

- All text fields must start with an alpha-numeric character, including \$ # & % / -
- No text field shall use any special symbols other than \$ # & % / -
- No text shall contain a URL
- No text field shall include any words or phrases from the "Restricted Words & Phrases" list

Restricted Words/Phrases

Text fields must not include any copyrighted, registered or trademarked words/phrases. If you have licensing documentation to use a specific restricted word or phrase, please contact us at espupdate@asicentral.com. For the most recent list of restricted words/phrases, visit http://cdn.asicentral.com/knowledgebase/RestrictedWords_ESPUpdates.pdf.

Repeating Keywords and Other Product Attributes

Repeated use of product names, product numbers, line names, contact information, colors, sizes, shapes, materials, imprint methods, prices or charges is prohibited and will not improve search results.

Other Supplier Info

Use of other supplier company names, line names or other related information in any text field is strictly prohibited and will be removed by ASI.

Prices & Charges

Do not include any base price or upcharge information in text fields. It will not improve search results or appear correctly in sales presentations or on purchase orders generated by ESP and ESP Orders. It can also misrepresent the product to distributors and end-buyers. ESP is optimized to read the price and charges and present them clearly to distributors.

Grammar

All text fields must contain proper grammar and spelling.

Supplier Info

All product data fields should be end-user safe and not contain supplier contact information. If you have specific notes to distributors, please use the Distributor Only Comments field (under the Basic Details tab), which is specially highlighted for distributors in ESP. To make changes to your contact info, please reach out to us at informationupdate@asicentral.com and we will be happy to assist you.

Questionable Products

Any product that is legally sold in the USA will be included in ESP as represented by the supplier. ASI reserves the right to exclude any product that is morally or socially offensive to a broad audience, or that seeks to portray racism, sexism or a discriminatory activity against any group.

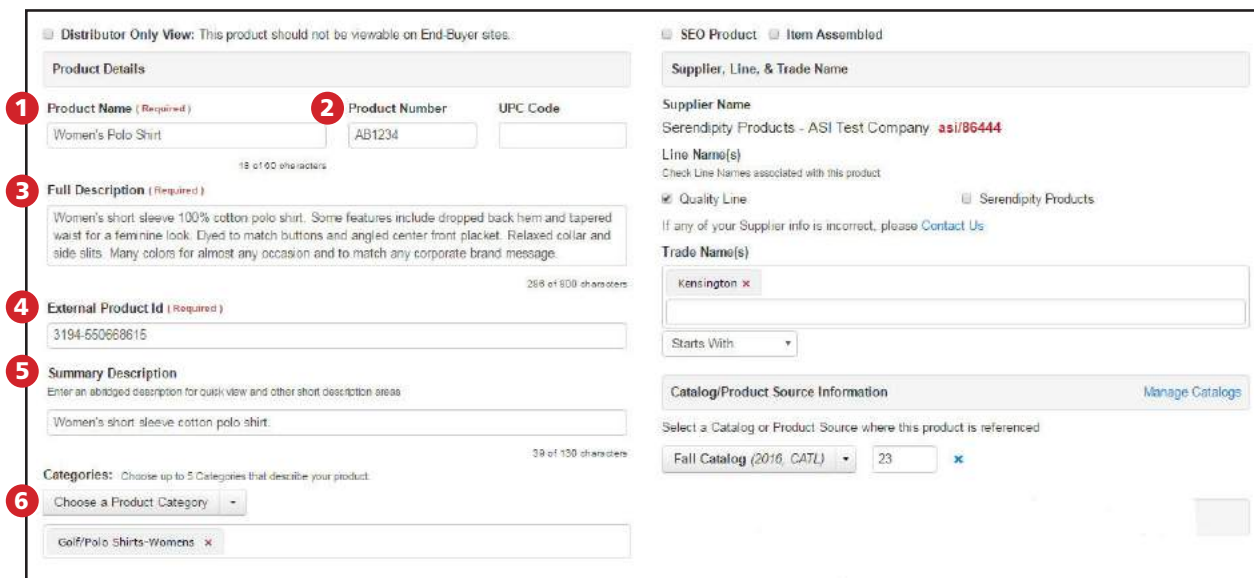
*Failure to comply with rules may result in a suspension of your ESP Updates license.

EXPLORING ESP UPDATES

Let's dive deeper into each section of ESP Updates. We take pride in having a lot of your product information in ESP because it easily connects your product to the right distributor. Please fill out as many fields as possible to get in front of distributors searching for specific product attributes.

As we explore each section, note that character counts are in parenthesis next to the fields below.

Section 1: Basic Details



The screenshot shows the 'Product Details' section of the ESP Updates form. It includes fields for Product Name, Product Number, UPC Code, Full Description, External Product ID, Summary Description, and Categories. There are also sections for Supplier, Line, & Trade Name and Catalog/Product Source Information. Numbered callouts 1 through 6 point to the Product Name, Product Number, Full Description, External Product ID, Summary Description, and Categories fields respectively.

1 Product Name (60)

Enter the name of the product. Must not include line names or product numbers. General text field rules apply.

2 Product Number (14)

This is the item number that uniquely identifies your product. It should be the number that can be found in your catalog and/or may be placed on an order form. Should not include line names or product name. General text field rules apply.

3 Full Description (800)

A well-formed product description helps you sell the product and makes it more likely to be selected by distributors.

- Enter the description in paragraph form.
- Must be more than one character and more than one word.
- Do not use all capital letters.
- No line names or product numbers are allowed in this field. Include benefits and features of the product.
- As mentioned earlier, keyword spamming in any field is prohibited, including the Full Description. Use only words/phrases that relate to the product and do not repeat words.
- Must not include any marketing towards distributors. A separate field called Distributor Only Comments can be used for this purpose. General text field rules apply.

4 External Product ID (100)

Enter a unique ID that matches the product to your internal systems. It may be the same as the Product Number field as long as your product numbers are unique. This field is not searched or displayed in ESP. General text field rules apply.

5 Summary Description (130)

Enter a brief elevator pitch about your product. Distributors will see this in the initial product search results, and it may be included in presentations to end-buyers. Repeating words within the summary field will not increase search results. General text field rules apply.

6 Categories

You must assign a least one category and **up to a maximum of two categories** for each item. Categories must be relevant. Use a general category only if no specific categories apply. For example, a ceramic mug would not be classified in the general category of Mugs, since Mugs-Ceramic is an available specific category. A more specific category will help with a more targeted search and is more likely to help sell a product. In general, 30% of searches in ESP are for specific categories, not general categories.

Distributor Only View: This product should not be viewable on End-Buyer sites.

SEO Product Item Assembled

Product Details

Product Name (Required) **Product Number** **UPC Code**

Full Description (Required) 266 of 500 characters

External Product Id (Required)

Summary Description
Enter an abridged description for quick view and other short description areas.
 39 of 150 characters

Categories: Choose up to 5 Categories that describe your product.
Choose a Product Category:

Supplier, Line, & Trade Name

Supplier Name
Serendipity Products - ASI Test Company **asi/86444**

Line Name(s)
Check Line Names associated with this product.
 Quality Line Serendipity Products
If any of your Supplier info is incorrect, please [Contact Us](#)

Trade Name(s)

Starts With:

Catalog/Product Source Information [Manage Catalogs](#)

Select a Catalog or Product Source where this product is referenced

7 Line Name(s)

Another name you are known by. Can apply to entire product listing or a large group of products offered. Line names can't be the same as the product or product name. Example: A mug can't have the line name "mug."

8 Trade Name(s)

Brand name associated with a given product. Trade name and line name for the product can't be the same.

1 Product Keywords: Clear All

Add keywords to help maximize your search results. Separate Keywords with a comma.

Golf x Sports x Activewear x

2 Product Theme:

Theme Group	Theme
Sports - General	Golf x
Sports - General	Tennis x

[+ Add an Additional Theme](#)

3 Countries where manufactured:

CHINA U.S.A. CANADA MEXICO

Select a Country

[+ Add an Additional Country](#)

1 Product Keywords (30)

Provide additional keywords that will help the distributor to find your product.

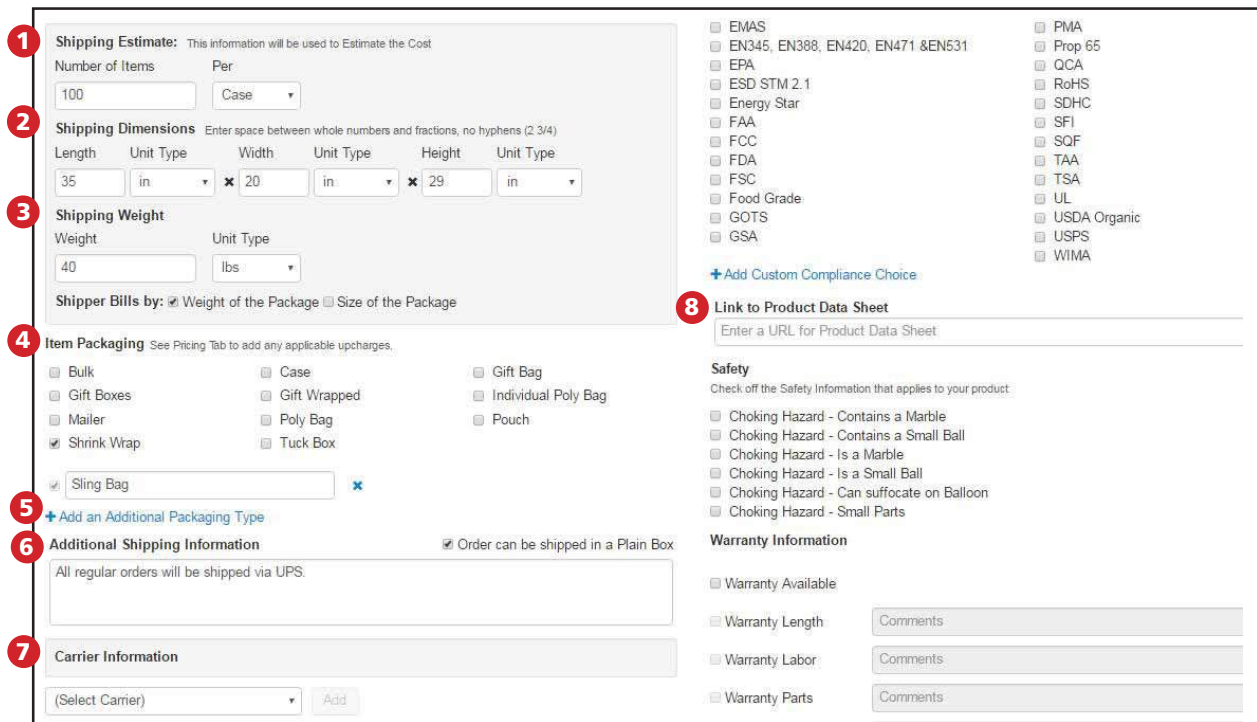
- Use words only related to the product and what the distributor is most likely to search by.
- Do not repeat the same words used in the Product Name, Description or Summary fields.
- Do not practice keyword spamming.
- Keyword phrases should be brief – one or two words per phrase. Do not create sentences.
- Limit the number of characters to 30 for each keyword/phrase and up to 30 relevant keywords/phrases.
- General text field rules apply.

2 Product Theme

Assign a maximum of (5) themes. Themes must be relevant to a specific topic or event, not what the product is or what it is used for.

3 Country Where Manufactured

Select the country where the product is manufactured, not assembled.



The screenshot shows a shipping information form with the following sections and callouts:

- 1 Shipping Estimate:** Number of Items (100), Per (Case)
- 2 Shipping Dimensions:** Length (35 in), Width (20 in), Height (29 in)
- 3 Shipping Weight:** Weight (40 lbs)
- 4 Item Packaging:** Bulk, Gift Boxes, Mailer, Shrink Wrap, Case, Gift Wrapped, Poly Bag, Tuck Box, Gift Bag, Individual Poly Bag, Pouch, Sling Bag
- 5 Add an Additional Packaging Type**
- 6 Additional Shipping Information:** Order can be shipped in a Plain Box, All regular orders will be shipped via UPS.
- 7 Carrier Information:** (Select Carrier), Add
- 8 Link to Product Data Sheet:** Enter a URL for Product Data Sheet

Additional sections visible in the form include Compliance (EMAS, EN345, EN388, EN420, EN471 & EN531, EPA, ESD STM 2.1, Energy Star, FAA, FCC, FDA, FSC, Food Grade, GOTS, GSA, PMA, Prop 65, QCA, RoHS, SDHC, SFI, SQF, TAA, TSA, UL, USDA Organic, USPS, WIMA), Safety (Choking Hazard - Contains a Marble, Choking Hazard - Contains a Small Ball, Choking Hazard - Is a Marble, Choking Hazard - Is a Small Ball, Choking Hazard - Can suffocate on Balloon, Choking Hazard - Small Parts), and Warranty Information (Warranty Available, Warranty Length, Warranty Labor, Warranty Parts).

1 Shipping Estimate

Enter the number of items per shipping container. When selecting "other" for the shipping container, do not include line names, product names or number, contact information, color, size, shape, material, imprint method or charges. Try to select from the existing containers. List as much as possible because anything entered in "other" will not be searched.

2 Shipping Dimensions

Enter the dimensions of the shipping container (not the product).

3 Shipping Weight

Enter the combined weight of the product and shipping material.

4 Item Packaging

Select from the options provided to depict the type of packaging that will hold the product in the shipping container. A sleeve or gift box may be considered a feature of the product, not a shipping container.

5 Additional Packaging Type (150)

If your packaging type is not on the list, select "Add an additional packaging type" and enter your own.

6 Additional Shipping Information (1,500)

This field should only contain additional information regarding shipping. Example: You may want to include statements like "Must be shipped by Ground only," "Contains fragile materials," "Contains perishable food products," etc. General text field rules apply.

7 Carrier Information

Select the appropriate carrier from the drop-down menu.

8 Link to Product Data Sheet

Only valid URLs can be supplied. Provide a link to your website where the distributor can find additional information about the product, including certifications, safety and compliance guidelines, specifications, user's manuals, etc.

<p>1 Disclaimer</p> <p>We cannot guarantee colors are fade resistant.</p>
<p>2 Additional Product Information</p> <p>Add text information only. If upcharges are associated with the additional information, use Product Options.</p>
<p>3 Distributor Only Comments</p> <p>Add text information only. If upcharges are associated with the additional information, use Product Options.</p> <p>Orders are considered complete up to 5% over or under run.</p>

1 Disclaimer (1,500)

Enter any disclaimers or legal information relevant to the product. Minimum two words. Do not use all capital letters or include any marketing. General text field rules apply.

2 Additional Product Information (3,000)

Include additional relevant information regarding the product. General text field rules apply.

3 Distributor Only Comments (1,500)

Information specifically for distributors. Can include marketing content.

Options
Clear All

#1. Split Shipments Edit ✕

[+ Add a Custom Shipping Option](#)

Edit an Option
✕

Required for order

Option Type (Required)

Shipping
▼

1 Option Name (Required)

Split Shipments

2 Values (Required) Can only order one

2 locations ✕

3 locations ✕

4 locations ✕

3 Additional Information

Maximum of 4 locations.

See Pricing Tab to add any applicable upcharges.

**This option will be saved to Shipping.*
Cancel
Apply
Apply & Add

Options (Add a Custom Shipping Option)

1 Option Name (1,500)

Brief description of the actual product option (not the product). Adding non-relevant words and phrases will not improve search results and will only confuse distributors. General text field rules apply.

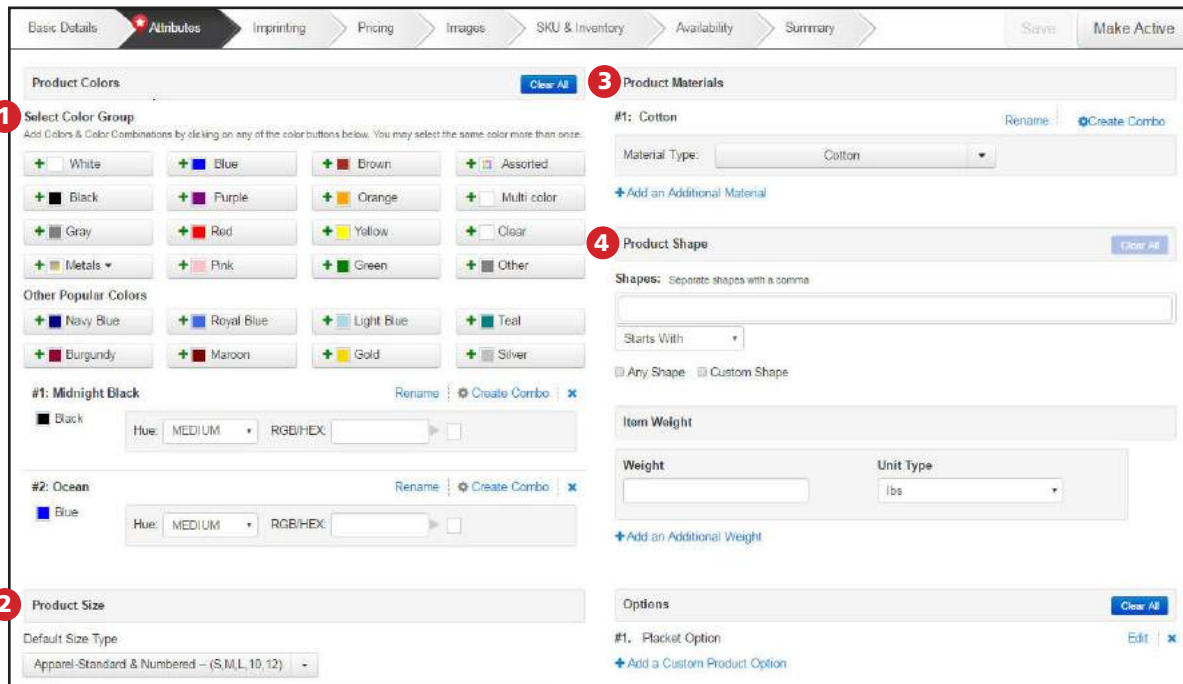
2 Values (1,500)

Should only contain single orderable values or phrases. It must be brief (no sentences) and must not contain charges. Values should not be identical to the Option Name and should not include any contact information. This information is used for ordering purposes only and has no bearing on search. Not specifying correct value in this field will result in incorrect orders and can potentially delay processing.

3 Additional Information (100)

Use only to enter additional information or comments pertaining to the option. General text field rules apply.

Section 2: Attributes



1 Select Color Group Rename (60)

Each product should have at least one color value associated with it (the product, not the container). Select desired colors from the list provided. After you click the plus sign next to a color to add it, you may rename it by clicking "Rename" in blue (general text field rules apply). You may also create combination colors. Options for Hue and RGB/HEX codes are available.

2 Product Size

Click the drop-down and select a Size Type. You may need to choose various sizes or values within a type (common in apparel). Make sure you enter the size of the product, not the shipping container.

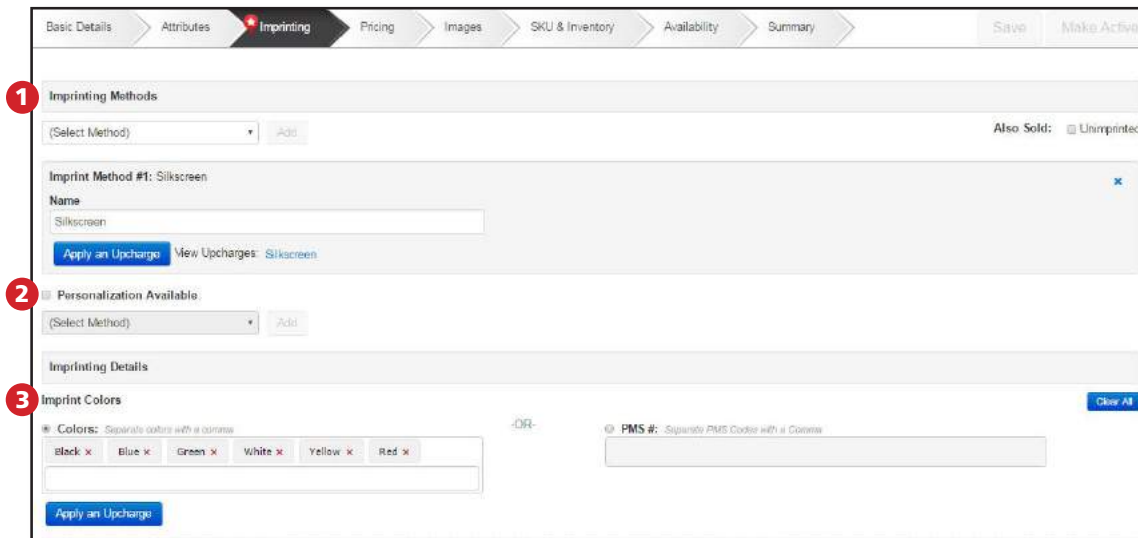
3 Material Type (100)

Select a material from the list provided. You may rename your material (general text field rules apply). Do not include line name, product number, product name, product shape, size, materials or charges. You may also create combination materials and material blends.

4 Shape

Enter a shape. Do not add a shape that's the same as the product itself. A magnet shaped like a mug would have a "mug" shape; however, a ceramic mug would not have a "mug" shape.

Section 3: Imprinting



1 Select Method (60)

Choose an imprint method and/or sold un-imprinted for the specific product you are editing (not for your other products). You may rename your imprint method if you want. General text field rules apply.

2 Personalization (60)

Indicate personalization only if the item can be printed with individual names or other personalized text, often in addition to an imprinted logo or company name. After checking the Personalization box, you may indicate a specific method from the list provided. You may rename your personalization method if you like. General text field rules apply.

3 Imprint Colors (1,500)

Enter the imprint colors available for the product (not for other products you offer). If you use the PMS system or PMS matching, you may list your PMS codes instead of specifying color names. You can list imprint color names or PMS codes, but not both. General text field rules apply.

1 Production Time Details

<p>Time</p> <div style="border: 1px solid #ccc; padding: 2px; display: inline-block; margin-right: 5px;">7-10</div> Business Days

+ Add another Production Time

 Details After approval of artwork. |

2 Rush Service Offered

<p>Time</p> <div style="border: 1px solid #ccc; padding: 2px; display: inline-block; margin-right: 5px;">3</div> Business Days
--

+ Add another Rush Time

Apply an Upcharge

Blank products only

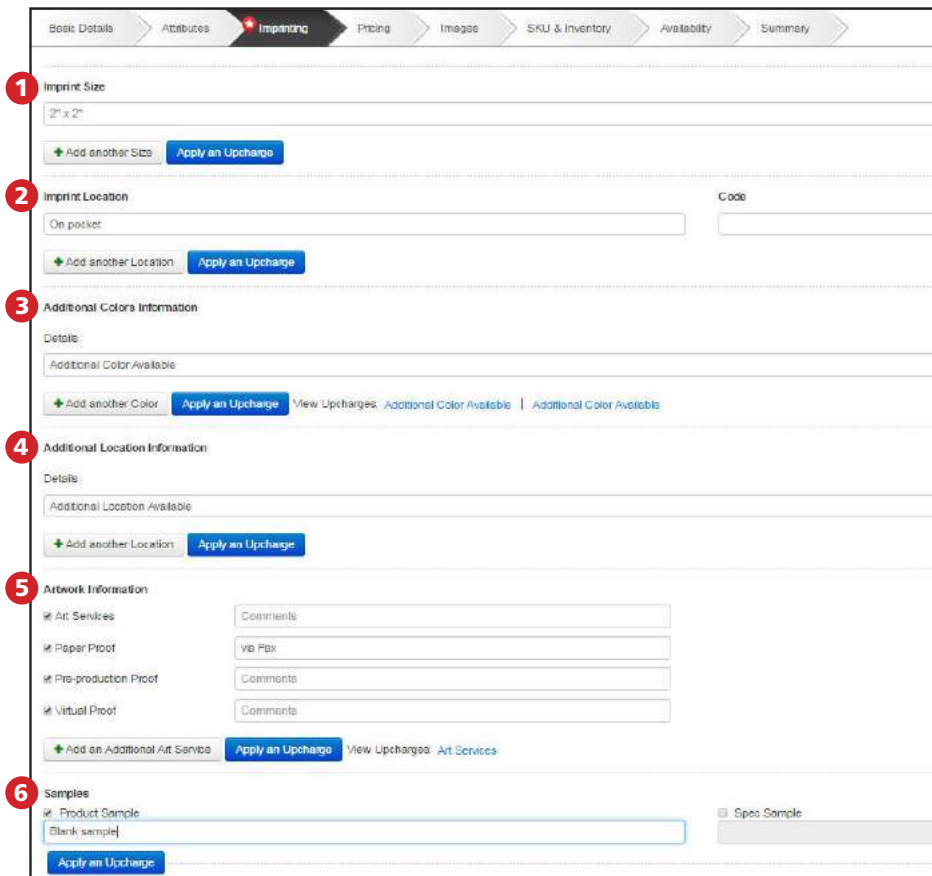
Apply an Upcharge

1 Production Time (500)

Enter the production in work days for the product. You may also enter specific comments about the production time in the Details field. Do not include line names, product names, numbers, colors, sizes, shapes and materials or charges. General text field rules apply.

2 Rush Service Offered/Same Day Service Offered (500)

Indicate the Rush or Same Day Service you offer for the product by checking the appropriate box. Enter comments about the service in the Details field. Do not include line names, product names, numbers, colors, sizes, shapes and materials or charges. General text field rules apply.



1 Imprint Size (750)

Enter the size of the imprint area, not the product size. General text field rules apply.

2 Imprint Location (100)

Enter the area where the imprint will be placed on the product. If there's more than one location, click "Add Another Location." General text field rules apply.

3 Additional Colors Information (1,500)

Enter information regarding additional imprint colors that may require an additional charge beyond what's included in the base price. Keep this information short and relevant to additional imprint colors only. If an upcharge is assigned to this field, it will show up in ESP and ESP Orders; unnecessary text or irrelevant information will make it harder for the distributor to understand the upcharge. General text field rules apply.

4 Additional Location Information (1,500)

Only enter information regarding additional imprint locations that may require an additional charge beyond what's included in the base price. Keep it short and relevant to additional imprint locations. If an upcharge is assigned to this field, it will show up in ESP and ESP Orders; unnecessary text or irrelevant information will make it harder for the distributor to understand the upcharge. General text field rules apply.

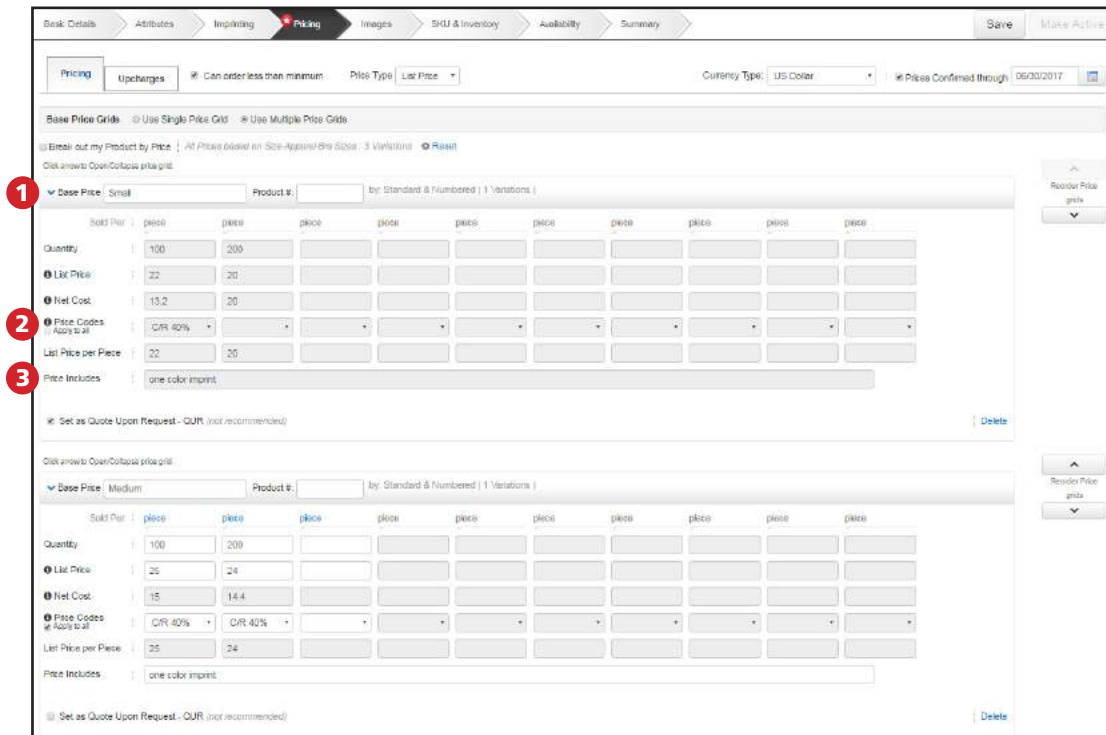
5 Artwork Information (500)

Check the appropriate box for the artwork or proof services you provide and enter information related to that service. Do not enter product names, numbers, colors, sizes, shapes, materials or charges. General text field rules apply.

6 Samples (500)

Check the appropriate box for what types of samples you provide and enter information related to those samples. Do not include line names, product names, numbers, colors, sizes, shapes and materials or charges. General text field rules apply.

Section 4: Pricing



The screenshot shows the 'Pricing' subtab with two pricing grids. The first grid is for 'Small' size and the second is for 'Medium' size. Red circles 1, 2, and 3 highlight the 'Base Price', 'Price Codes', and 'Price Includes' fields respectively.

Sold Per	piece	piece	piece	piece	piece	piece	piece	piece	piece	piece	piece
Quantity	100	200									
List Price	22	20									
Net Cost	13.2	20									
Price Codes (Apply to all)	CR 40%										
List Price per Piece	22	20									
Price Includes	one color imprint										

Sold Per	piece	piece	piece	piece	piece	piece	piece	piece	piece	piece	piece
Quantity	100	200									
List Price	25	24									
Net Cost	15	14.4									
Price Codes (Apply to all)	CR 40%	CR 40%									
List Price per Piece	25	24									
Price Includes	one color imprint										

Pricing Subtab

1 Base Price (100)

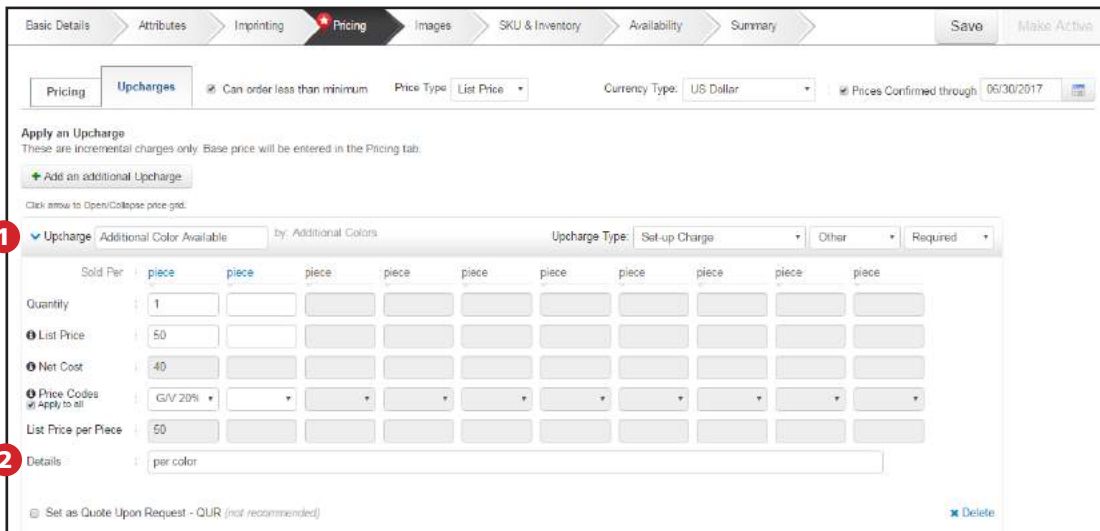
Associate a name with a specific price grid (very useful when a product has multiple base prices). Example: Your mug is sold in three sizes and the three base prices are different according to size. You could name the first price grid "Small," the second "Medium," and the third "Large." General text field rules apply.

2 Price Codes

Should not contain any "Z" discount codes, ("zero" discount to the distributor).

3 Price Includes Statement (100)

Indicate to the distributor what's included in the base price. Do not include line name, product name or product numbers. General text field rules apply.



Basic Details > Attributes > Imprinting > **Pricing** > Images > SKU & Inventory > Availability > Summary

Save Make Active

Pricing Upcharges Can order less than minimum Price Type: List Price Currency Type: US Dollar Prices Confirmed through: 09/30/2017

Apply an Upcharge
These are incremental charges only. Base price will be entered in the Pricing tab.

+ Add an additional Upcharge

Click arrow to Open/Collapse price grid.

1 **Upcharge** Additional Color Available by: Additional Colors Upcharge Type: Set-up Charge Other Required

Sold Per	piece	piece	piece	piece	piece	piece	piece	piece	piece	piece
Quantity	1									
List Price	50									
Net Cost	40									
Price Codes (Apply to all)	G/V 20%									
List Price per Piece	50									
Details	per color									

Set as Quote Upon Request - QUR (not recommended)

Upcharges Subtab

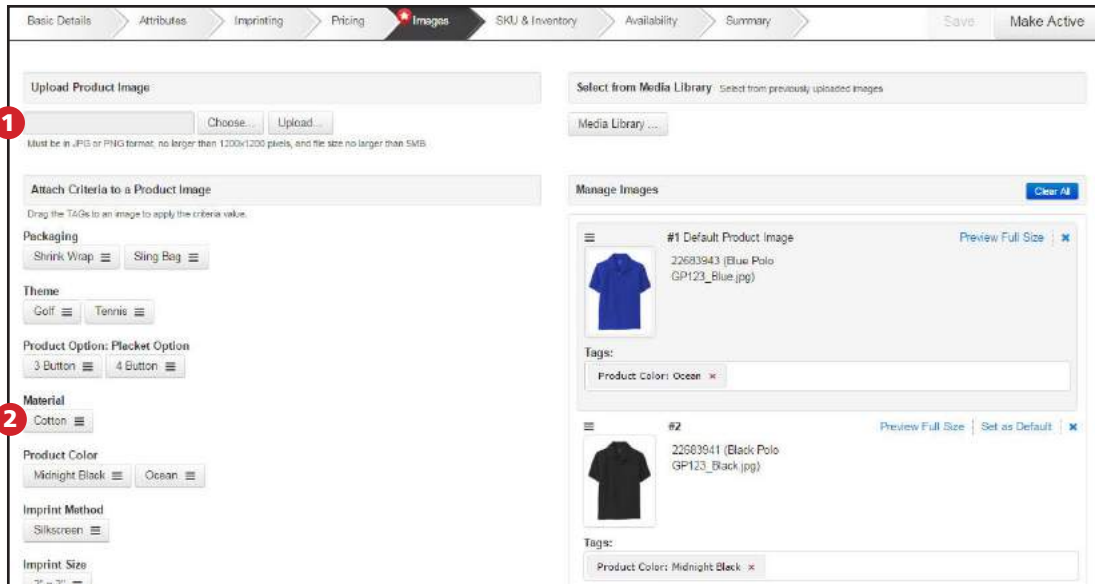
1 Upcharge Name (100)

The Upcharge Name will initially be prepopulated with the text from the data field that you are assigning the upcharge to. Example: If Additional Location field says, "Additional locations for imprint are sleeve and collar," then it prepopulates in the Upcharge Name field. This field should be descriptive but short and relevant to the upcharge.

2 Upcharge Details (100)

Enter a short comment or additional information specific to the upcharge. General text field rules apply.

Section 5: Images



1 Choose/Upload

At least one image must be associated with each product or it won't be active and won't be available to distributors searching in ESP. All images must meet the image requirements below.

Images that do not meet these requirements will not be accepted:

- Size (pixels): recommended 2400 x 2400; minimum is 600 x 600.
- Resolution: minimum: 300 DPI/maximum: 600 DPI (better quality images help drive customers to your products)
- Image aspect ratio (relationship of height to width) must be maintained when resizing images
- File Types: JPG, PNG
- File Size: maximum 10 MB (any file over 5MB should be compressed)
- Must not contain any marketing verbiage, watermarks or contact information.
- No images should contain unauthorized trademarks and/or logos without proper authorization.

See link for most recent list of logos and trademarks that require authorization:

http://www.asicentral.com/asp/open/MemberBenefits/graphicresources/unauthorized_logos.aspx

2 Attach Criteria to a Product Image

When using multiple images, tag the images with attributes like color and shape to ensure the appropriate image displays in search results, increasing the likelihood that a distributor will view it.

We hope you found all of this information useful.
Follow ASI's data standards and increase the likelihood of your products showing up
in search results, appearing in presentations AND being ordered!

Ready to update?

Visit connect.asicentral.com, select Update Your Products and log in.

**For more tips and "How to" information,
visit <http://www.asicentral.com/contact-us>.**

**If you have any questions, don't hesitate to contact us
at espupdate@asicentral.com.**