

## Purpose

Quick guide for a Brand's product manager or Brand Editor to OK, comment or to manage Icecat product data.

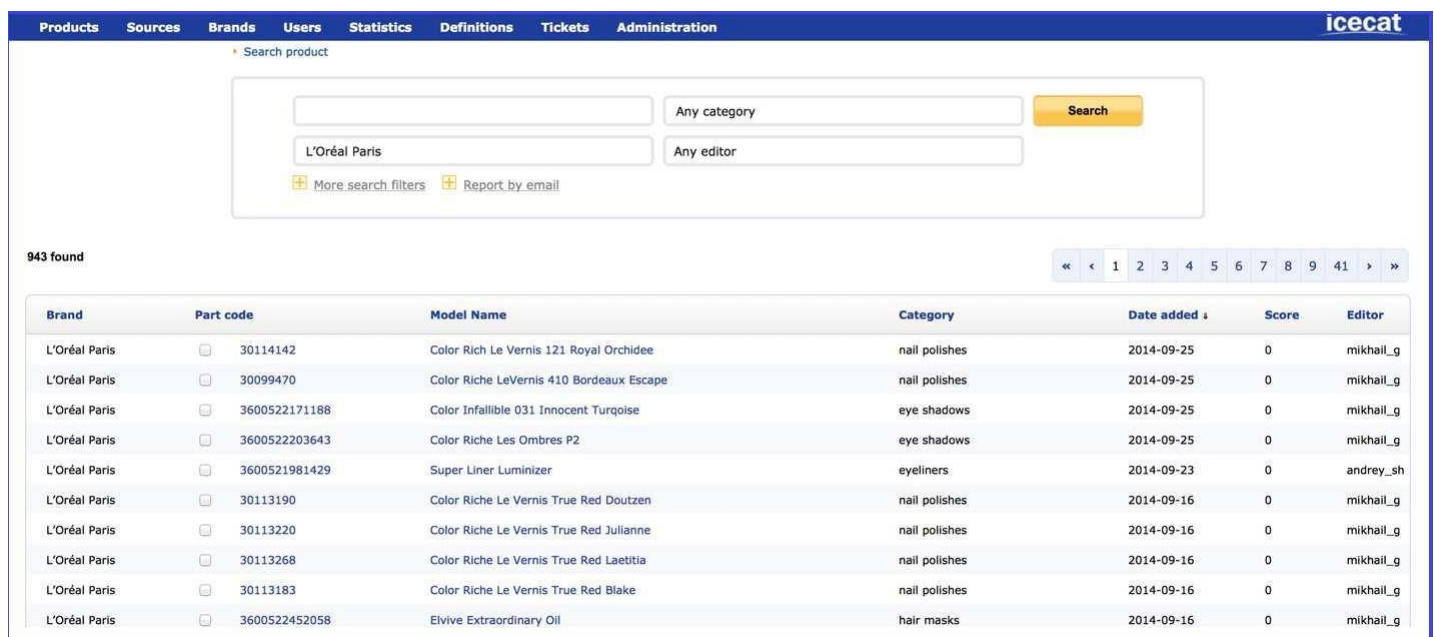
**To change/add the data in the product, please, do the following steps:**

1. Each brand contact person receives product update notifications (Icecat data update from ...) via emails. You can enter the product details through the links in the product sheet you receive. Just click "Edit Product".

1	Part code	Product name	Category	Actions
2	<a href="#">S26361-K994-V315</a>	CELSIUS R570	workstations	<a href="#">Edit / Post complaint</a> <a href="#">Accept</a>
3	<a href="#">S26361-K1331-V160</a>	E19W-5	flat panel displays	<a href="#">Edit / Post complaint</a> <a href="#">Accept</a>
4	<a href="#">S26361-K1317-V140</a>	B17-5 ECO	flat panel displays	<a href="#">Edit / Post complaint</a> <a href="#">Accept</a>
5	<a href="#">S26361-K1316-V160</a>	LL3200T	flat panel displays	<a href="#">Edit / Post complaint</a> <a href="#">Accept</a>
6	<a href="#">S26381-K374-L220</a>	LX850	keyboards & desktops	<a href="#">Edit / Post complaint</a> <a href="#">Accept</a>
7	<a href="#">S26361-K1319-V140</a>	P19-5P ECO	flat panel displays	<a href="#">Edit / Post complaint</a> <a href="#">Accept</a>

If the product content is OK for you, just click on the "Accept" button.

2. Alternatively you can login here <http://bo.icecat.biz/index.cgi>? (If you do not have any login details, please, contact your Icecat contact person) and search for the product you need by its code or name. You will get to the product details where you can change/add the data about this product.



The screenshot shows the Icecat Brand Editor interface. At the top, there is a navigation menu with links: Products, Sources, Brands, Users, Statistics, Definitions, Tickets, Administration. The main header area contains a search bar with the text "Search product" and a "Search" button. Below the search bar, there are input fields for "Any category" and "Any editor". The search results show 943 found products. The table below lists the first 10 results:

Brand	Part code	Model Name	Category	Date added	Score	Editor
L'Oréal Paris	<input type="checkbox"/> 30114142	Color Rich Le Vernis 121 Royal Orchidee	nail polishes	2014-09-25	0	mikhail_g
L'Oréal Paris	<input type="checkbox"/> 30099470	Color Riche LeVernis 410 Bordeaux Escape	nail polishes	2014-09-25	0	mikhail_g
L'Oréal Paris	<input type="checkbox"/> 3600522171188	Color Infallible 031 Innocent Turquoise	eye shadows	2014-09-25	0	mikhail_g
L'Oréal Paris	<input type="checkbox"/> 3600522203643	Color Riche Les Ombres P2	eye shadows	2014-09-25	0	mikhail_g
L'Oréal Paris	<input type="checkbox"/> 3600521981429	Super Liner Luminizer	eyeliners	2014-09-23	0	andrey_sh
L'Oréal Paris	<input type="checkbox"/> 30113190	Color Riche Le Vernis True Red Doutzen	nail polishes	2014-09-16	0	mikhail_g
L'Oréal Paris	<input type="checkbox"/> 30113220	Color Riche Le Vernis True Red Julianne	nail polishes	2014-09-16	0	mikhail_g
L'Oréal Paris	<input type="checkbox"/> 30113268	Color Riche Le Vernis True Red Laetitia	nail polishes	2014-09-16	0	mikhail_g
L'Oréal Paris	<input type="checkbox"/> 30113183	Color Riche Le Vernis True Red Blake	nail polishes	2014-09-16	0	mikhail_g
L'Oréal Paris	<input type="checkbox"/> 3600522452058	Elvive Extraordinary Oil	hair masks	2014-09-16	0	mikhail_g

3. Please, enter the product details by clicking on it.

4. In the product details you will find several forms:

**General** – has general information about the product (model name, pictures, etc.),

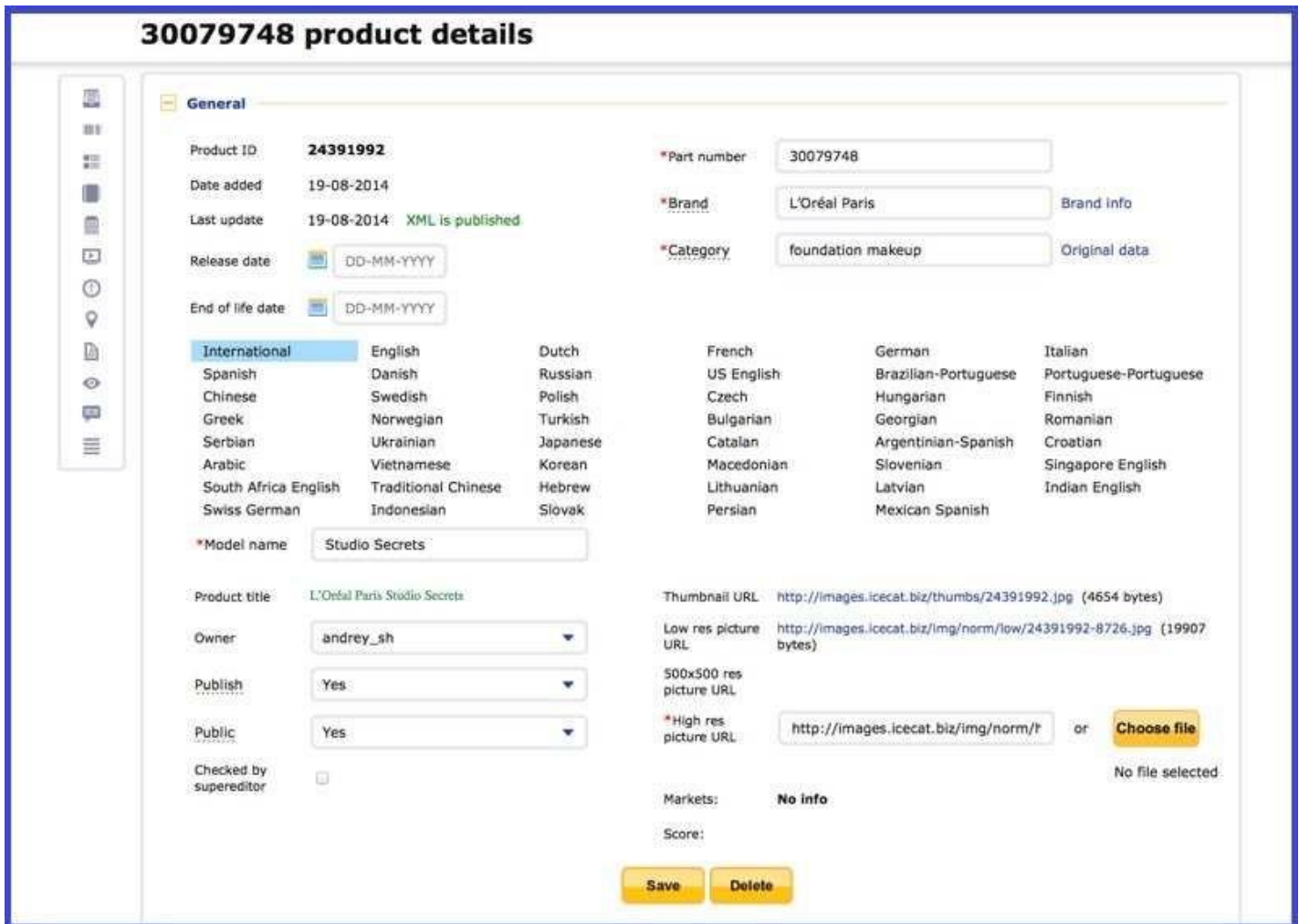
**EAN codes**,

**Descriptions** – here are Marketing texts, pdfs and warranty information,

**Features** – such as main specifications, technical details,

**Related products** – accessories, options, etc.

5. To change data in the **General** form you should click on the “Save” button below it after you made the changes in the fields marked in red:



**30079748 product details**

**General**

Product ID: **24391992**

Date added: 19-08-2014

Last update: 19-08-2014: XML is published

Release date: DD-MM-YYYY

End of life date: DD-MM-YYYY

**\*Part number**: 30079748

**\*Brand**: L'Oréal Paris Brand Info

**\*Category**: foundation makeup Original data

**International** English Dutch French German Italian  
Spanish Danish Russian US English Brazilian-Portuguese Portuguese-Portuguese  
Chinese Swedish Polish Czech Hungarian  
Greek Norwegian Turkish Bulgarian Georgian Romanian  
Serbian Ukrainian Japanese Catalan Argentinian-Spanish Croatian  
Arabic Vietnamese Korean Macedonian Slovenian Singapore English  
South Africa English Traditional Chinese Hebrew Lithuanian Latvian Indian English  
Swiss German Indonesian Slovak Persian Mexican Spanish

**\*Model name**: Studio Secrets

Product title: L'Oréal Paris Studio Secrets

Thumbnail URL: http://images.icecat.biz/thumbs/24391992.jpg (4654 bytes)

Low res picture URL: http://images.icecat.biz/img/norm/low/24391992-8726.jpg (19907 bytes)

500x500 res picture URL

**\*High res picture URL**: http://images.icecat.biz/img/norm/ or **Choose file**  
No file selected

Owner: andrey\_sh

Publish: Yes

Public: Yes

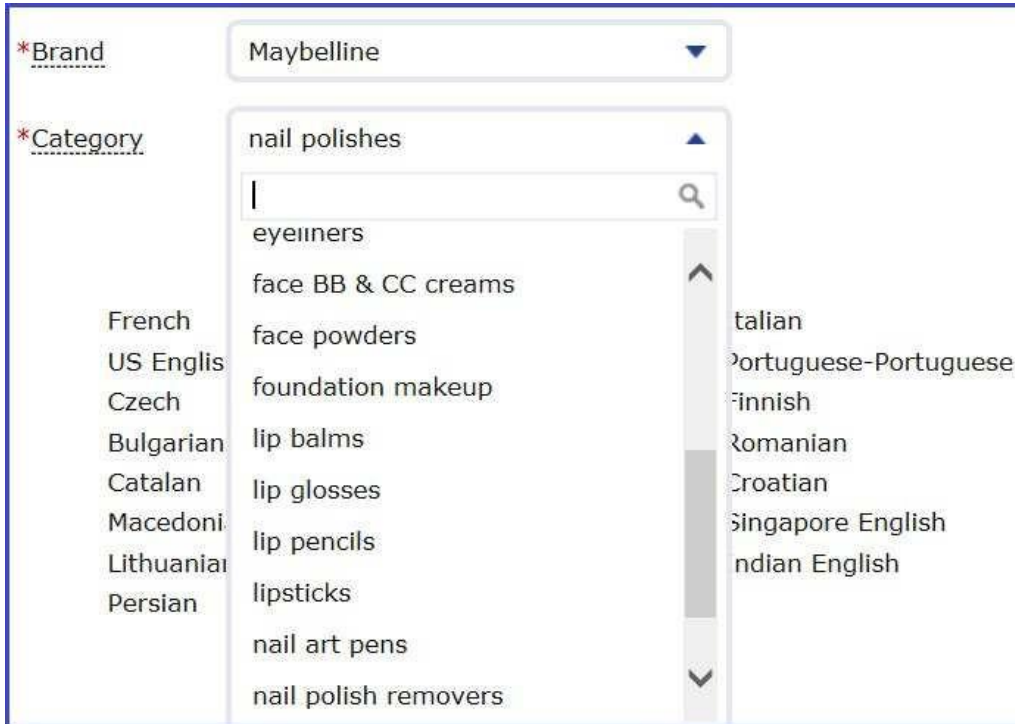
Checked by supereditor:

Markets: No info

Score:

**Save** **Delete**

**Category:** If the product is in the wrong category, you can find the correct category by starting typing its name just in this field.



**Model name:** This is the name by which a Brand is promoting a specific product. You can also change this field. Please, note that the general Model name has to be understandable in *any* language. Thus you may not use language-specific words/word combinations. If you want to have language-specific Model names, you can select the respective language. Further, note that Brand (+ Family) + Model is used to automatically form a Product Title.

**Picture URL:** You can upload a high resolution picture in JPEG format by clicking on ‘Choose file’ and selecting the appropriate file. Alternatively, you can put a link to the product image in the “High res picture URL” field.



When uploading a picture, ensure it isn't smaller than 200x200px and that it is on a white background.

**Product families and series:** If relevant, select the “Product families”. This is the product family as shown on the official vendor site.



Product family: Aspire  
Product series: Switch 10

6. You can add **EAN code**.

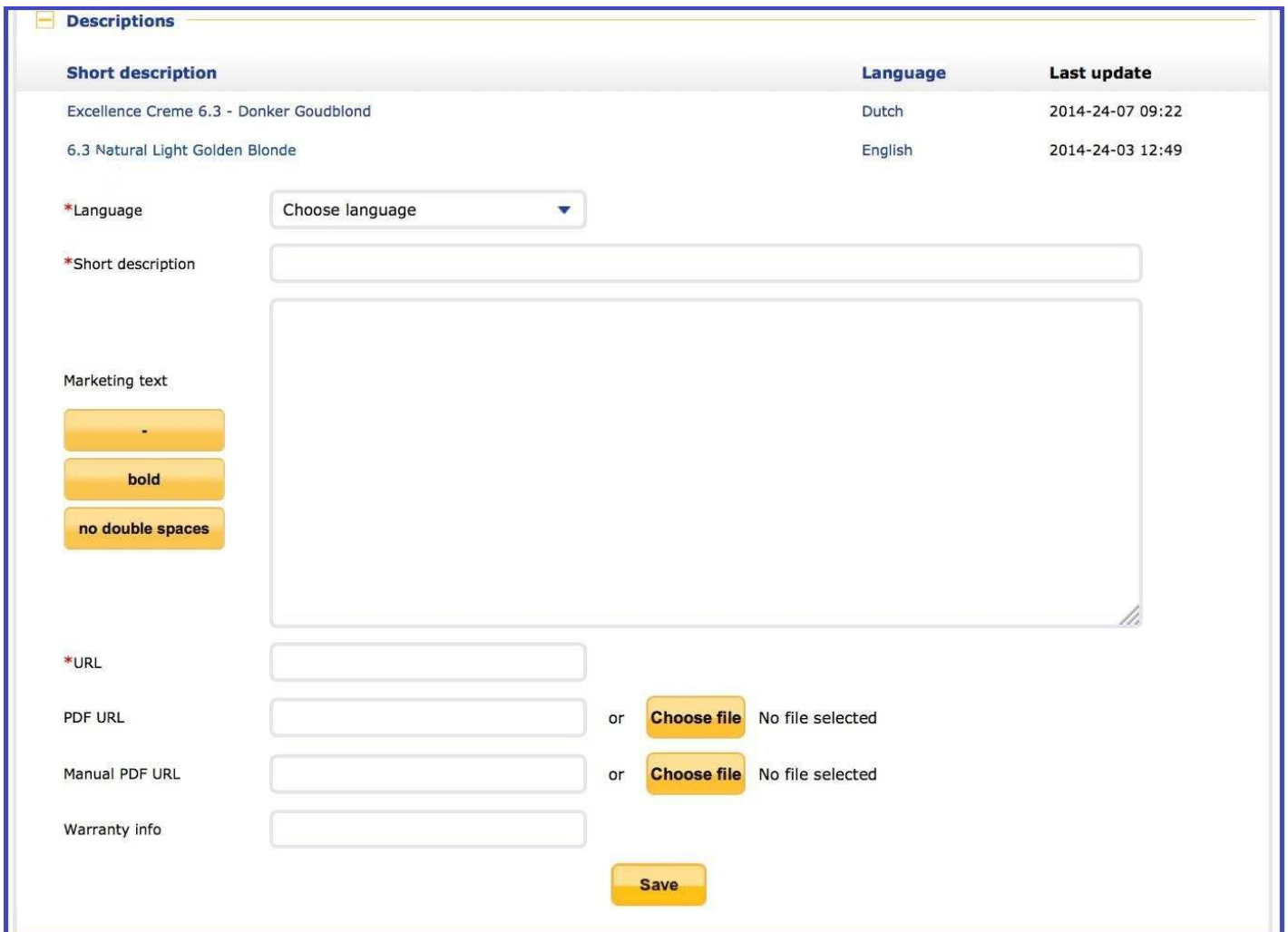
Just enter the code and click on the “Add” button.



GTIN (EAN/UPC)

GTIN (EAN/UPC)	Country (EAN prefix)	Source name	Action
<input type="text"/>			<input type="button" value="Add"/>

7. Descriptions. If the descriptions are already added, you still can make some corrections by clicking on one of them. If you want to add new description, to the Dutch text for example, just choose the language and fill in the fields suggested. Then click on the “Save” button.



**Descriptions**

Short description	Language	Last update
Excellence Creme 6.3 - Donker Goudblond	Dutch	2014-24-07 09:22
6.3 Natural Light Golden Blonde	English	2014-24-03 12:49

\*Language:

\*Short description:

Marketing text:

\*URL:

PDF URL:  or  No file selected

Manual PDF URL:  or  No file selected

Warranty info:

## 8. Specs. You can correct/add/remove the feature values.

To implement the changes you should also click on the “Save” button under the Specs form (scroll down the features list):

**Specs**

International	English	Dutch	French	German	Italian
Spanish	Danish	Russian	US English	Brazilian-Portuguese	Portuguese-Portuguese
Chinese	Swedish	Polish	Czech	Hungarian	Finnish
Greek	Norwegian	Turkish	Bulgarian	Georgian	Romanian
Serbian	Ukrainian	Japanese	Catalan	Argentinian-Spanish	Croatian
Arabic	Vietnamese	Korean	Macedonian	Slovenian	Singapore English
South Africa English	Traditional Chinese	Hebrew	Lithuanian	Latvian	Indian English
Swiss German	Indonesian	Slovak	Persian	Mexican Spanish	

**Features**

\* Suitable for:

\* Suitable for skin types:

Volume:  ml

\* Substance:

Dispenser type:

Dermatologically tested:

Hypoallergenic:

Paraben free:

**Features**

Recommended age:

Period After Opening (PAO):  month(s)

Ingredients:

**Weight & dimensions**

Packaging width:  mm

Packaging length:  mm

Packaging height:  mm

Package weight:  g

### Important specs adding requirements (please, read it if you are going to add specs also)

If the feature is highlighted by green (or marked with \*) it should be ALWAYS filled in and should be ONLY numerical data with ‘.’ (Dot) delimiter. The only exception may be when highlighted feature values represented by a dropdown box green. Further, these data will be used while searching products.

\* Processor clock speed

\* Processor family

If you think there is not sufficient features in a certain category, please send a request to [editor@icecat.biz](mailto:editor@icecat.biz)

Values in *feature value field* should contain the indicated measure mentioned next to the right of the field. E.g. feature: “Dimensions W x D x H” has as measure “mm”. So its value should be only in “mm”.

Please, avoid English words in values. Use international text. E.g. use ‘-’ instead of ‘to’. Use ‘&’ instead of ‘and’.

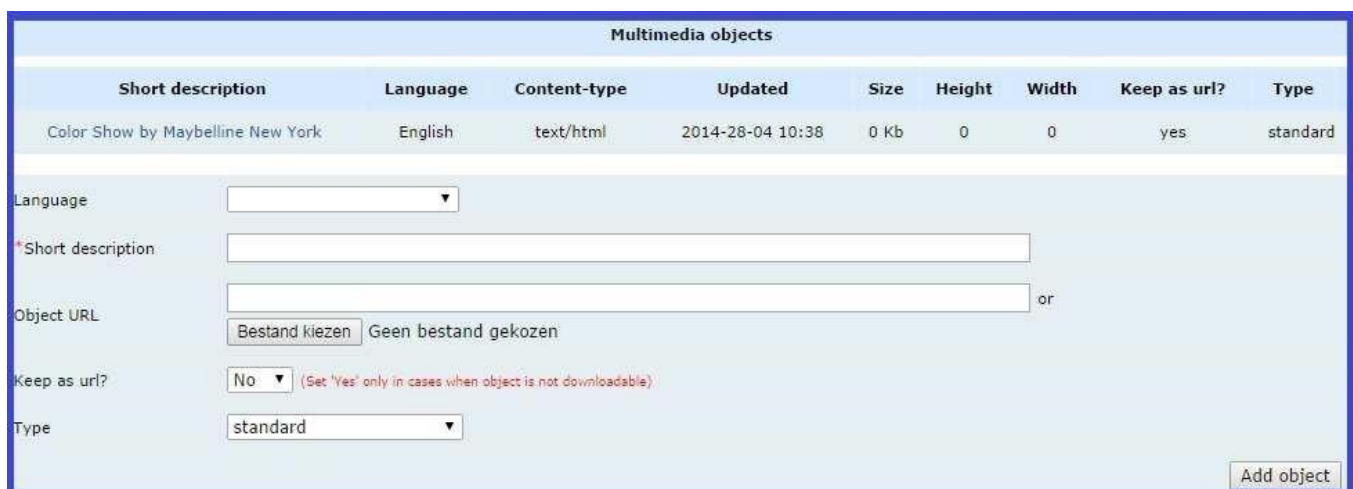
The feature values should not be doubled.

9. If additional pictures and downloads are available for the product, please add them to “**Products Multimedia**” (see below). This option is to better understand what consumers are going to buy.



Here is all the information that vendors provide (high resolution pictures, manuals, video, etc.):

1. In Gallery menu you can insert different pictures of a product. Those pictures should have high quality.
2. The Multimedia Objects menu is intended to add different/extra information about the product. E.g., PDF, XLS or DOC files. You can also add product demos and videos. It is a simple process by copying the object or picture reference and pasting it to the needed field.



Short description	Language	Content-type	Updated	Size	Height	Width	Keep as url?	Type
Color Show by Maybelline New York	English	text/html	2014-28-04 10:38	0 Kb	0	0	yes	standard

Language:

\*Short description:

Object URL:  or

Keep as url?:  (Set 'Yes' only in cases when object is not downloadable)

Type:

10. With 'reasons to buy' you are enabled to highlight particular product features. Click the 'reasons to buy' icon followed by clicking 'new reasons'.

The screenshot shows the 'Reasons to buy' form interface. At the top left, there is a blue button labeled 'Reasons to buy' and a vertical toolbar with icons for a document, an information icon, and a location pin. The form itself is a light gray box containing several fields: a language dropdown menu set to 'dutch', a title input field with 'L'Oréal Paris Excellence 10', a large text area for 'Discription', a logo field with the NYX Professional Makeup logo, a URL input field with 'http://images.icecat.biz/img/bullets/22098778', a 'Select file' button, and 'Save' and 'Delete' buttons at the bottom.

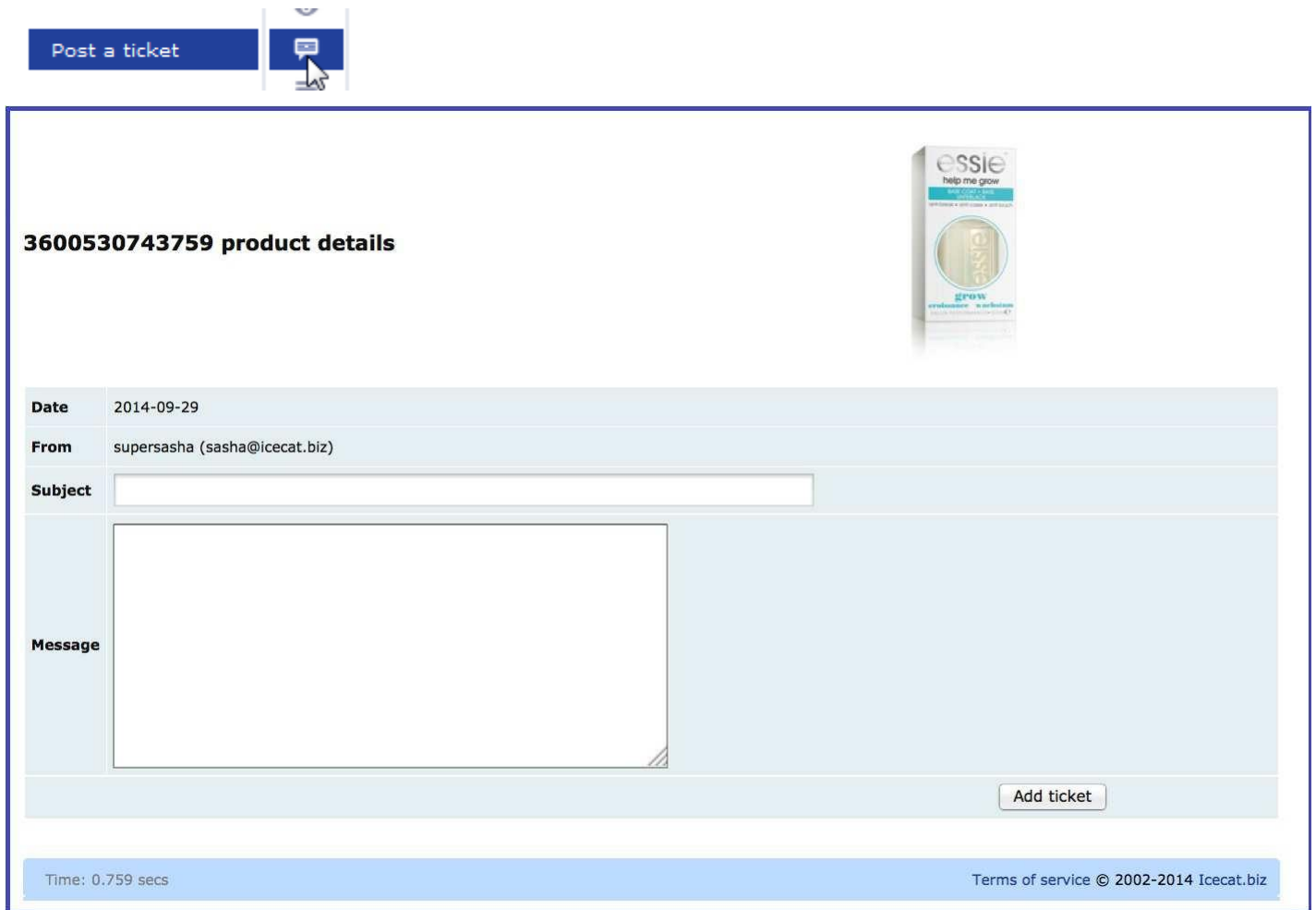
1. Select the language of the text you will add
2. Fill in the title of the product feature
3. Write the feature text
4. Support your feature text by adding a feature logo or picture (This picture should be of high quality)
5. Click 'save' to finalize

Repeat the sequence to add more 'reasons to buy' one by one.

**Important note:** Per product you are limited to 5 Reasons to buy. Do not exceed this amount since these will not be visible.

11. If the product is already described and you don't have time to correct it, please post a **Ticket**, and our editors will apply all the changes you suggest. Just click on “**Post a ticket**” button in the Product details section. Then write your remarks in the fields that are shown.

**Important note:** Following service should be covered by your contract with Icecat otherwise extra charges will be applicable.



**Post a ticket**

**3600530743759 product details**

**Date** 2014-09-29

**From** supersasha (sasha@icecat.biz)

**Subject**

**Message**

**Add ticket**

Time: 0.759 secs Terms of service © 2002-2014 Icecat.biz

In case you have any questions you can contact your Icecat manager or send an mail to editor@icecat.biz.