Product Locator URL Link Standard

Embellished Activewear Standards Initiatives (EASI)

Version 1.0

04/14/14 Adopted

Overview

The EASI Standard Product Locator URL Link convention is designed to be implemented on Manufacturer product locator websites to link site visitors to Wholesaler/Distributor product detail web pages. The intention of the standard is to reduce the required steps for end customers to locate product availability across the Distribution channel and place the order for the product from their desired Distributor.

> *The purpose of the Product Locator URL Link standard is to improve the end customer's experience and increase sales by removing unnecessary steps within a common purchasing path.*

As usual, the standard requires implementation by both trading partners in order to function and is made up of a Receiver URL translation framework and Sender URL Convention capabilities:

- The Wholesaler/Distributor must be able to translate a received, predefined URL containing the GTIN item reference and redirect the visitor to the specific style, style/color, or custom website page requested.
- Manufacturers must be able to provide a visible, clickable link on their product locators, at the style/color level, constructed using the below trading partner predefined URL (Uniform Resource Locator, aka web address) convention.

It is understood that if a site requires a visitor to log in to view the Distributor's target web page, the site will land the visitor on that login page. Once the visitor logs in it is the standard's expectation they should be redirected to the originally intended destination.

This standard requires that both trading partners have implemented the use of the EASI **GTIN** product identification standard and the **852 Point of Sale** standard. It is also necessary for the Manufacturer to have a web-based **Product Locator** which is based on the 852 POS data and that there is a **Wholesaler/Distributor Website** which contains information about, or supports the sale of, the product included in those 852 POS files.

Process Example

End customer "Mary" visits the website of Manufacturer "123 Clothing". She wants to locate a nearby in-stock purchase location for Style/Color "XYZ Generic T-Shirt/ Navy". Using 123 Clothing's Product Locator she finds several Distributors have the product in stock. She would like to purchase from Distributor "ABC Distribution".

Currently, Mary would need to open another browser tab, navigate to ABC Distribution's website and find the XYZ Generic T-Shirt product page to place her order. ABC Distribution might identify this product using a different style code and description. They call it EFG Cool T-Shirt. This lack of standardization has added multiple steps to Mary's path to purchase.

Once this standard is implemented by both 123 Clothing and trading partner ABC Distribution, Mary will be provided a link on 123 Clothing's website that will take her straight to ABC Distribution's EFG Cool T-Shirt web page (or another page of ABC Distribution's choosing). The standard has thus increased sales and improved the customer experience by removing unnecessary steps to the purchase.

Implementation Requirements

Wholesaler/Distributor

There are three main components for Wholesaler/Distribution implementation.

- A predefined BASE URL.
- Appended GTIN QUERY STRING
- Translation and URL REDIRECTION.

Base URL

This is the "starting" web address for the Locator Link. The standard does not determine the starting web address. The Base URL should be defined by the Wholesaler/Distributor. This standard defines the Base URL should be fixed for the trading partner relationship. It should not be unique by Division/Brand/Product Category or any other separator within the DUNS#-based trading partner relationship. (If the Wholesaler/Distributor requires a unique base URL using separators it is up to the Wholesaler/Distributor and is not supported within the scope of this standard.)

Base URL Examples:

http://www.abcdistribution.com/product/gtintranslator
http://www.anotherwholesaler.com/productfinder
http://onemore.wholesaler.com/product-detail.w

Technically, and typically, this Base URL should include three components:

- **Scheme** – two valid options: "http://" or "https://"
- **Host** – example: "www.abcdistribution.com"

- **Path** – example: "/product/gtintranslator"

(The Base URL must include, at minimum, the Scheme and Host components in order to function. A Path is not mandatory if the Wholesaler/Distributor's website does not require it to operate.)

GTIN QUERY STRING

The Wholesaler/Distributor must be able to accept and translate the below EASI Standard defined GTIN Query String appended to the Base URL:

- "?gtin=<GTIN>"

This string tells the Wholesaler/Distributor's website what product is being queried, i.e., what product the customer wants to see.

There is a process for assigning which GTIN number will appear in the query string. This assignment is handled by the Manufacturer and will be repeated in the Manufacturer Implementation section below. The standard intends for the first GTIN within the Manufacturer's product locator linked style/color block to be used in this query string. This "first GTIN" is further defined as the first GTIN number present in the 852 POS file provided by the specific trading partner being linked.

Example: Mary clicks on the product locator link associated to XYZ Generic T-Shirt in Navy for ABC Distribution. The first GTIN within style XYZ in Navy reported in ABC Distribution's daily 852 POS file is 12345678901234. This GTIN may not actually be the lowest size manufactured by 123 Clothing, but the first 852 Point of Sale reported size of that style color by ABC Distribution. ABC Distribution may not have a GTIN record for the Manufacturer's lowest produced size/sizes within that style/color gtin block because it is not a stocked/carried SKU.

GTIN Query String Example:

?gtin=12345678901234

This Query String is then appended to the Base URL. The result is the **Product Locator URL Link**.

Example:

http://www.abcdistribution.com/product/gtintranslator?=12345678901234

This is the concatenation of the Base URL and the GTIN Query String:

<Base URL><GTIN Query String>

URL Redirection

The last component for the Wholesaler/Distributor is the translation of the received Product Locator URL Link and the redirection of the visitor to the desired destination page. This standard does not define the actual destination page. Where the visitor is taken is determined by Wholesaler/Distributor.

It is the recommendation and expectation of this standard that, at minimum, the GTIN received should be translated into the associated style or style color product page. (Some sites do not have style/color level defined product detail pages, only style level pages.) It is not recommended for the visitor to be taken to a home page, a generic landing page, broken page or any page that is not associated with the customer's intended query.

It is within the Manufacturer's rights to remove the Product Locator URL Links for trading partners if they determine the resulting landing pages of those trading partners are a detriment to the effectiveness and/or intent of their Product Locators.

As stated in the Overview section, it is understood that if a site requires a visitor to log in to view the target web page, the site will land the visitor on that login page. Once the visitor logs in it is the standard's intention they should be redirected to the originally expected destination.

This is an easter egg. If you have made it this far and are still paying attention Jon will buy you a drink at the annual meeting. Just say the code word "PLUL" to claim your reward.

Manufacturer Implementation

Similar to the Wholesaler/Distributor requirements, there are three main components for Manufacturer implementation of this standard.

- Store and utilize the trading partner's BASE URL
- Appropriately populate the GTIN QUERY STRING
- Generate the PRODUCT LOCATOR URL LINK

Base URL

The manufacturer must store their trading partner's Base URL. The Base URL is defined above in the Wholesaler/Distributor Implementation section.

The standard defines there should only be <u>one Base URL maintained per Trading Partner record</u>. Trading Partner record is defined by a unique DUNs number.

This Base URL must be accessible to be called upon within the Manufacturer's Product Locator website.

Base URL Example: http://www.abcdistribution.com/product/gtintranslator

GTIN Query String

The GTIN Query String is defined about in the Wholesaler/Distributor Implementation section.

The Manufacturer must be able to populate the GTIN Query string with an appropriate GTIN number. Appropriate in this context is defined as a GTIN which is known by the Wholesaler/Distributor within the <u>style/color</u> being queried. The Manufacturer is aware of known GTIN numbers based on the GTINs included in the trading partner supplied 852 Point of Sale files. This means on a single style or style/color product locator page the GTINs inserted into this query string may be different for different trading partners.

It is not sufficient for the Manufacturer to supply a GTIN number within this string if it is not a GTIN known by the Wholesaler/Distributor.

This appropriate assignment can be accomplished as each trading partner reports the GTIN and Available to Sell Quantity each day and it is that data being used to display results on the Manufacturer's Product Locator.

GTIN Query String Example:

?gtin=12345678901234

PRODUCT LOCATOR URL LINK

The Wholesaler concatenates the Base URL and GTIN Query String to create the Product Locator URL Link. It is this URL that should be supplied as a hyperlink on the Product Locator website. This visible hyperlink should be supplied at the style/color level for each trading partner who has implemented the standard with the Manufacturer.

Example Product Locator URL:

http://www.abcdistribution.com/product/gtintranslator?=12345678901234

This is the concatenation of the Base URL and the GTIN Query String.

<Base URL><GTIN Query String>

852 POS Standard Inclusion

It is recommended that trading partners who implement this standard also comply with version 4.0 of the EASI Point of Sale Standard. The standard includes a field in which to communicate the wholesaler's Base URL. (HDR Field 9)