



ASTORE
SHOP
ALL YOU NEED IN ONE GO

Quality chart



Quality chart

ASTORE



Sommaire



Introduction



1. Quality chart



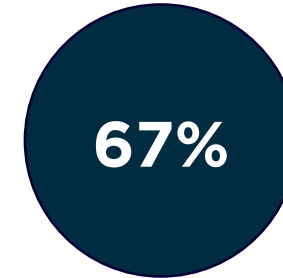
2. Completeness of data

A complete product file = better purchase motivation for customers



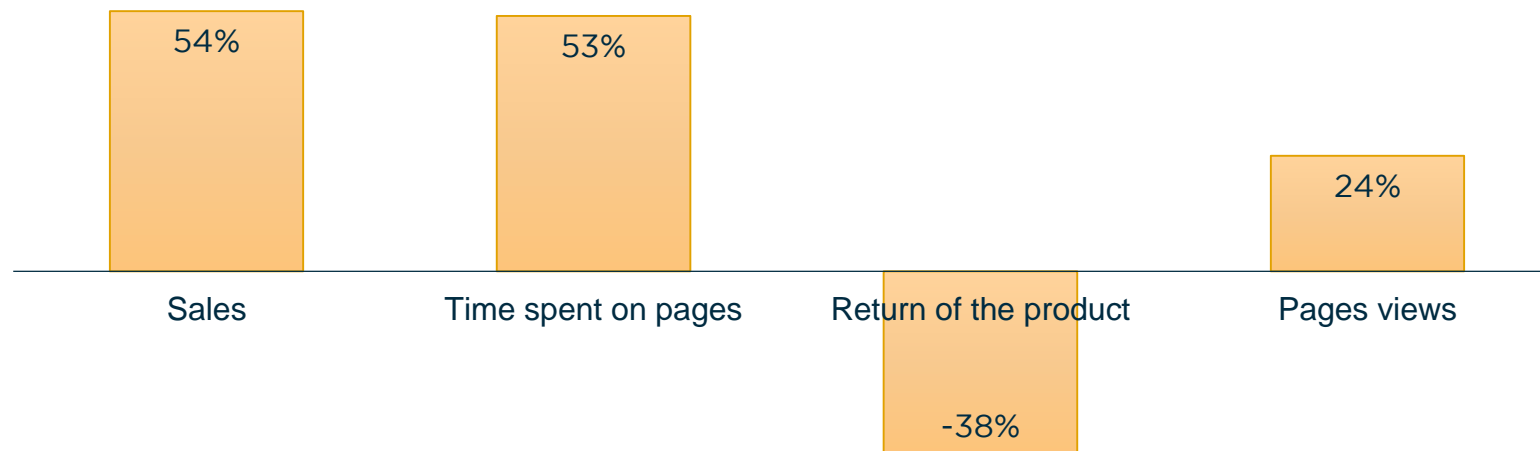
TOP 5 ELEMENTS THAT MOTIVATE THE PURCHASE :

1. Visuals of products
2. Detailed informations
3. Good visual quality
4. Adapted delivery method
5. Product details and zoom



Customers B2B : A qualitative visual has a better impact on the purchase decision than the description.

A good quality visual lead to :



What are the factors to consider?



Quality visuals



A completeness of normalised data

These two factors are **normalised** and should be **respected according to the quality chart described** in the next slides. She is also available in the Terms Of Use of Mirakl, accessible by double clicking here :



CGU



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Introduction



1. Quality chart



2. Completeness of data

Proportions, colors and products visuals

The Product visuals uploaded by the Supplier on the Platform must respect the following quality criteria:

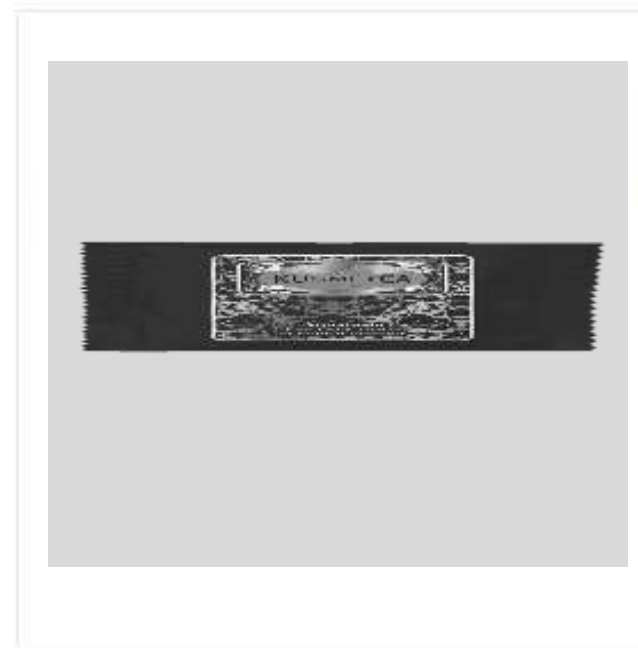
- **Respect of proportions:** The products must **not appear deformed**; the images must show the product in the respect of its real proportions.
- **Colors:** The images must be **in color** and must show the product in its actual colors. Images in black and white that have been subject to a process that is denaturing the actual feature of the product will be rejected.
- **Content:** The products must be **displayed on a white background without text or logo.**



What to do and what not to do



- Proportional picture of the product.
- Product on a white background.
- In colour.

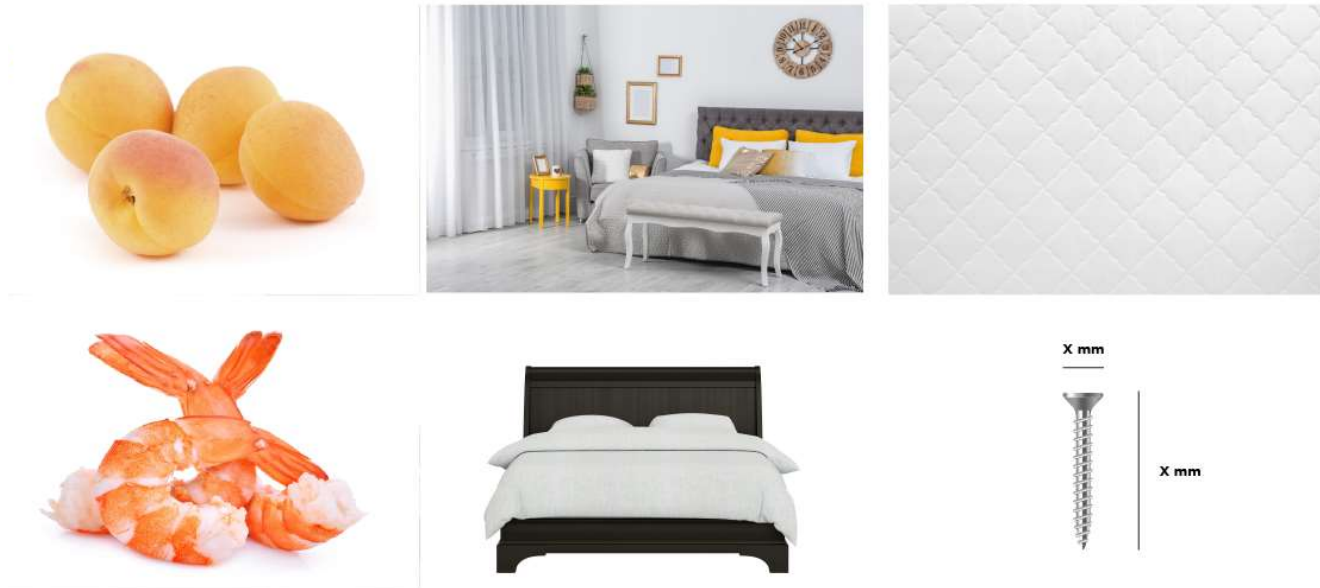


- Picture not proportional of the product.
- Picture in black and white.
- Product not on a white background.



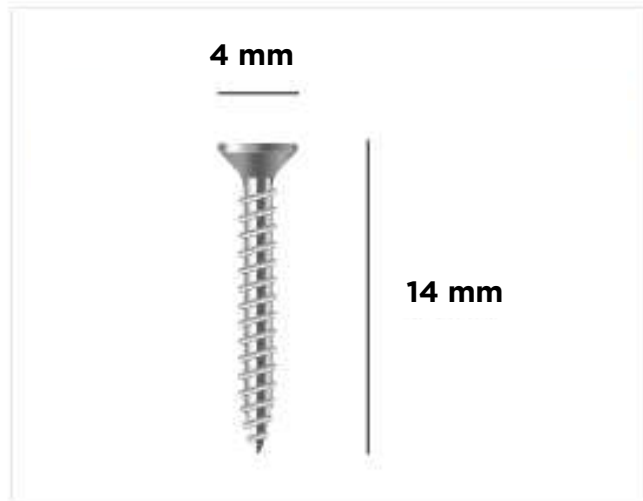
1. Quality chart

Product visuals



- A white background is always used for our products' pictures. This visual is always in first position.
- It is possible to use a picture putting on stage the product. This visual is always in second position.
- For tooling products, he is recommending to have pictures of the product isolated with his dimensions.

What to do and what not to do



- Proportional picture of the product.
- Product on a white background.
- Dimensions that are indicated for a tool product.



- Picture not proportional of the product.
- Product not on a white background.
- Dimensions that are not indicated for a tool product.

Format, weight, dimensions, colorimetry and resolution

Provision of visuals:

- **Format:** Only images in **JPG or PNG** format will be accepted. Images in another format will be automatically rejected during the verification stage of the product creation workflow.
- **Dimensions:** The recommended dimensions are **600 x 400 pixels**.
- **Weight:** The recommended weight for an image is **between 30 Ko and 50 Ko**. If images exceed 500 Ko, they will be automatically rejected during the verification stage of the product creation workflow.
- **Colorimetry:** To better respect the actual appearance of the Products, the images must be provided with a color depth according to the TrueColor standard: **24/32 bpp**.
- **Resolution:** To achieve a nice interpretation, the recommended resolution is **300 DPI**. The minimum resolution to obtain a correct one is **72 DPI**.



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Introduction



1. Quality chart



2. Completeness of data

Both types of data

There are two types of data you need to complete in order to get the most optimal product file:

The attributes: This applies to **all the items you need to select** when completing your catalog templates. This is the conditioning of your product, its brand, its sales unit etc. By completing the attributes, your product **will be better referenced** in the ASTORE SHOP catalog. Attributes will also be used as filters.

The texts fields: It's all the other things you have to write. It can be the title or the product description.

Your **product title** must follow the following nomenclature: “**Product Label_Conditioning**”. A good title makes it easier for the customer to find a product and then filter it according to what he is looking for (brand, conditioning, quality or origin signs, etc.).


Your **description** must clearly indicate all the technical characteristics of the product. A good description comforts the customer in purchasing your product and replaces arguments that could be made by a seller.

List of attributes and texts fields*

Attributes		Texts fields	
<p>Common to all product:</p> <ul style="list-style-type: none"> • Sales unit • Conditioning unit • Industrial • Brand product • Native country • order • Tax class • Selection of sign • Planet 21 (yes / no) <p>For food product:</p> <ul style="list-style-type: none"> • Allergens • Additives • Flavored • Aroma • Specific ingredient • Country of origin • Country of transformation • Perishable (yes / no) • Container unit • Storage temperature • Acronym of quality or origin 	<p>For non-food product:</p> <ul style="list-style-type: none"> • Concentrated product • Accessibility compliance • Electric class • Energy class • Label • Production index • Depth unit • Unit height • Unit length • Unit power • Unit pressure • Unit speed • Unit width • Washable • Wood color <p>For IT product:</p> <ul style="list-style-type: none"> • Internet Access Rate • Hotline • Type Internet access 	<p>Common to all products:</p> <ul style="list-style-type: none"> • SKU shop • Sales coefficient • Conditioning • EAN • UPC • MPN • ISBN • VN • Variant ID • Product label • Long product description • Short product description • Technical sheet • Instructions for use • Sku instructions • Sku Accor • Accor product code • Product reference • Operator referral code <p>For food product:</p> <ul style="list-style-type: none"> • Capacity 	<p>For non-food product:</p> <ul style="list-style-type: none"> • Description of the technology • Standard number • Textile finish • Weight • Dimension Length, Width, Height, Depth

*Non-exhaustive list that can evolve.

What to do and what not to do

VELOUTÉ DE POTIRON_1L
 Ref. ACO862165 | SKU offre 0237412-268869

Marque : LA POTAGERE
 VELOUTE POTIRON 1L

Vendu par TGT Op Wissous

- ✓ Minimum commande 500 euros
- ✓ Prix par Litre: 18,90 €
- ✓ Prix par Brick: 18,90 €
- ✓ 1,0000 Litre par brick
- ✓ Vendu par 1,0000 Brick

Description

CODES PRODUITS


- Code vn 0237412

DESCRIPTION
 VELOUTE POTIRON 1L
 Velouté de potions fait maison, récoltés en normandie.
 Epluché et coupés en morceaux, crème légère 2%.

CARACTÉRISTIQUES

- Conditionnement : 1,0000
- Unité de conditionnement : Litre
- Unité de Vente : Brick
- Allergènes : lait
- Produits sans allergènes : Non

- Title that respects the nomenclature.
- Full description.
- Selected attributes.

crème légère 2% 1 litre la potagère velouté de potiron

Ref. ACO862165 | SKU offre 0237412-268869

Marque : LA POTAGERE
 VELOUTE POTIRON 1L

Vendu par TGT Op Wissous

Description

CODES PRODUITS

DESCRIPTION

- Title does not respect the nomenclature.
- Description not completed.
- Attributes not selected.

What it should not be add into description

- **Do not put a false description.**
- **Do not indicate contact details** such as a phone number, an email address or a link to a website.
- **Do not judge the product**, just describe it.
- **Do not compare** with other products.



Astore reserves the right to block product that do not comply with the Quality chart.

We invite you **to contact your buyer** if you need further information on the Quality chart.

To resume...

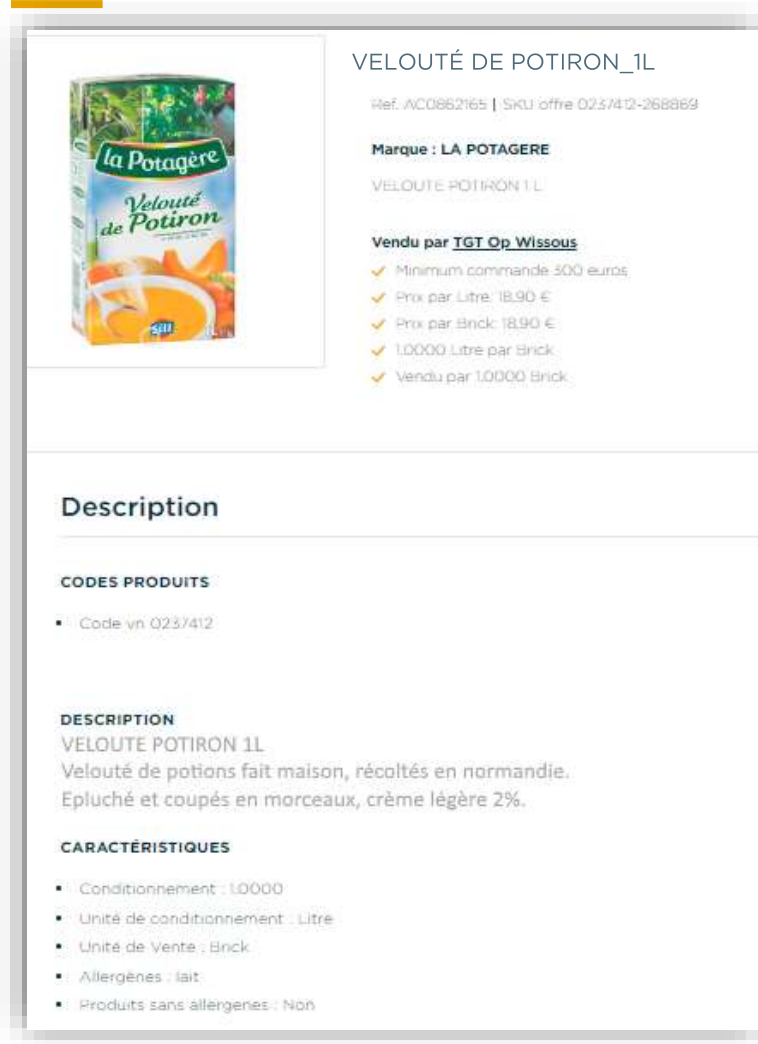
A complete product file have :

- **Quality visual :**

- ✓ Proportional for the product.
- ✓ On a white background (Always in 1st position).
- ✓ In colour.
- ✓ Dimensions that are indicated for a tool product.
- ✓ Possibility to put on stage the product (Always in 2nd position).
- ✓ With a weight between 30 Ko and 50 Ko, a format in JPEG or PNG and dimension 600 x 400 pixels.

- **A completeness of data :**

- ✓ With the product title must follow the following nomenclature: “Product Label_Conditioning”.
- ✓ A description that describes all the technical characteristics of the product.
- ✓ Complete all attributes.



The screenshot shows a product page for 'VELOUTÉ DE POTIRON_1L'. On the left is a product image of a brick of pumpkin puree. To the right of the image, the product name 'VELOUTÉ DE POTIRON_1L' is displayed, along with its reference 'Ref: AC0862165 | SKU offre 0237412-268869'. Below this, the brand 'LA POTAGERE' is listed, followed by 'VELOUTE POTIRON 1L'. The distributor 'Vendu par TGT Op. Wissous' is also mentioned. A list of technical specifications follows, including a minimum order of 300 euros, a price per litre of 18.90 €, a price per brick of 18.90 €, 10,000 litres per brick, and 10,000 bricks per brick. Below the image and specifications is a 'Description' section. Under 'CODES PRODUITS', the code '0237412' is listed. The 'DESCRIPTION' section states 'VELOUTE POTIRON 1L' and describes it as 'Velouté de potions fait maison, récoltés en normandie. Epluché et coupés en morceaux, crème légère 2%.' The 'CARACTÉRISTIQUES' section lists: 'Conditionnement : 10000', 'Unité de conditionnement : Litre', 'Unité de Vente : Brick', 'Allergènes : lait', and 'Produits sans allergènes : Non'.