PRODUCT CONTENT
STYLE GUIDE

Blackwoods

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This Product Content Style Guide will help the new vendors to understand the set of content rules and data requirements. It will ensure that the products are displayed on the Blackwoods website accurately. The Style Guide will boost;

**+   CONTENT
      CONSISTENCY**

With more than one vendor being responsible for content creation, keeping the format consistent across different categories/products can be tough. This style guide will be a central reference to keep the overall content style consistent.

**+   BETTER CUSTOMER
      EXPERIENCE**

Style guides help in communication with the customers more effectively and in a consistent manner. This will help in enhancing their overall search experience.

**+   CREATES BETTER
      CONTENT**

This style guide will be a commitment to more considered content. Grammar, punctuation and formatting will contribute to the quality of the content, the style guide will keep all this in check.

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The website display name will allow customers to find the product they are looking for in the search results.
The display name should be clear, relevant and should include all key information of the product.

+ NAMING STRUCTURE:

Brand MPN Model/Style - Product Specific Attributes - Colour - Size - Pack Size

+ EXAMPLE

CUT TO SIZE Plastics - Round Acetal Rod - Black - 6mm x 3m - Wearace™ - 11006 WEARACE

DO

▪ Maximum characters should be 150

▪ Capitalize the first letter of each word

▪ Consistency in display name and measurements from the same range

▪ Space out measurements and include the measurement term
e.g. 120 x 200mm

▪ State the number of items in a pack at the end of the name
e.g. - Pack of 10

DON'T

▪ Write long titles by including too much information.
Only include critical details.

▪ Use special characters (&,™, ®, @, ^, *)

▪ Use ALL CAPS

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Key selling points should be laid out in the Marketing Text box in form of bullets. These are short phrases summarising the key features and unique selling points of the product. They help customers to quickly evaluate a product.

+ BIFURCATION*

- Long description is divided in 3 parts;
  – Features (Minimum 4)
  – Applications (Minimum 2)
  – Specifications (If Applicable)

+ REQUIREMENTS

- Describe the most important features or attributes of the product and its benefits
- Keep the information factual, descriptive and accurate
- Include only relevant information to the product
- Avoid vague statements; be as specific as possible
- Begin each bullet point with a capital letter
- Check spelling and grammar

* Work in Progress to concatenate Features, Application and Specification into one Field (Long description)

EXAMPLE

Features

- 145gsm, 100% Cotton drill
- 50mm reflective tape – hoop pattern
- Constructed to be breathable and cool
- Full open front closure with contrast collar
- Underarm and upper back cooling vents
- Sun collar extension
- All stress points bar tacked for added strength
- Man size buttons
- High visibility safety garment
- Two front pockets with buttons for closure
- Left side pocket with pen partition
- Lightweight, breathable and cool

Applications

- Suitable for construction and mining
- Suitable for outdoors and day or night use

Specifications

- Complies with AS/NZS 4399:1996 – UPF 50+ Excellent protection
- Complies with AS/NZS 4602.1:2011 – Class D/N Day or Night Use
- Complies with AS/NZS 1906.4:2010 – Reflective materials

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Each part is assigned a United Nations Standard Products and Services Code (UNSPSC) to classify the products and describe them in a common way.

Assigned UNSPSC Code	31161603
UNSPSC Segment Code *fx*	31000000
UNSPSC Segment Title *fx*	Manufacturing Components and Supplies
UNSPSC Family Code *fx*	31160000
UNSPSC Family Title *fx*	Hardware
UNSPSC Class Code *fx*	31161600
UNSPSC Class Title *fx*	Bolts
UNSPSC Commodity Code *fx*	31161603
UNSPSC Commodity Ttitle *fx*	Carriage bolts

Technical Specifications

Material	Class 4.6
Diameter	8 mm
Length	30 mm
Colour	Galvanised
Size	8X30mm
Product Type	Bolt & Nut
Product Group	Low Tensile
Product Description	Cup Standard
Measurement	Metric
Thread Type	Metric Coarse
Head Height	4mm
Thread Pitch	1.25
Manufacturing Standard	AS1390
Core Range	Yes
Head Diameter	18mm

Technical specifications present the most relevant information and are assigned to each product based on the product type and UNSPSC code.

It assist the customers in web search and smart filters. It helps in filtering the products by specific details and choosing the right product as per their needs. Customers depend on this information to support them with their purchase decision.

If the product data offers customers all of the information, they need to feel best equipped about making the right choice, they can buy with confidence.

Filter Products

Search filters - e.g. black, 600mm 🔍

Sub Category	⌄
Item	⌄
Product Group	⌄
Brand	⌄
Colour	⌄
Size	⌄

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All products that are marked as Dangerous or Hazardous must provided SDS.

+ **DOCUMENT MUST INCLUDE:**

- All 16 Sections are within the SDS sheet.

- Australian importers contact details

- Hazards of the chemical and how to handle it safely

- Storage and disposal instructions

- Physical and chemical properties of the chemical

- Potential health and emergency response measures

- Check Section 14 (Transport specific) is compliant. If incorrect, see Model Code Practice Preparation Safety Data Sheets Hazardous Chemicals. (3.14.Section 14—Transport information)

  — https://www.safeworkaustralia.gov.au/doc/model-code-practice-preparation-safety-data-sheets-hazardous-chemicals

3.14. Section 14—Transport information

This section of the SDS provides basic classification information for the transportation or shipment of a hazardous chemical by road, rail, sea or air as required by relevant transport legislation. Where information is not available or relevant this should be stated.

Table 5 Section 14 of the SDS: Transport information

Term	Description
UN number	The UN number (a four-digit identification number for the substance or article) as listed in the ADG Code should be provided.
Proper shipping name or technical name	The proper shipping name or technical name from the ADG Code should also be included. For hazardous chemicals, the proper shipping name or technical name should be provided in this subsection even if it has not appeared as the product identifier or national or regional identifier.
Transport hazard class	The SDS should provide the transport class/division (and subsidiary risks) assigned to the hazardous chemical according to the most predominant hazards that the chemical presents under the ADG Code.
Packing group number	If applicable, information should be provided on the Packing Group number found in the ADG Code. The packing group number is assigned to certain hazardous chemicals in accordance with their degree of hazard. Packing Group I is the highest hazard and Packing Group III the lowest.
Environmental hazards for transport purposes	The SDS should indicate whether the hazardous chemical is a known marine pollutant according to the International Maritime Dangerous Goods (IMDG) Code. Also it is recommended that the SDS indicate whether the substance or mixture is classified as having an acute aquatic toxicity hazard as required under the ADG Code. Additional information for certain environmentally hazardous chemicals may be required on the SDS to comply with maritime transport laws, for example, for chemicals listed in Annex 1 of the International Convention for the Prevention of Pollution from Ships (MARPOL).
Special precautions for user	Information should be provided on special precautions that users should be aware of or should comply with when transporting a hazardous chemical. Any other special requirements relevant to transport of the chemical should be stated here, for example shock sensitivity, specific storage requirements during transit/warehousing and overseas regulatory transport requirements if the hazardous chemical is for export.
Additional information	Any additional information required by overseas regulatory agencies or relevant regulations for the transport of goods by other modes should be included here.
Hazchem or emergency action code	The relevant hazchem (or emergency action) code should be provided as specified in the ADG Code.

FILE SPECIFICATIONS

FILE FORMAT	JPEG / JPG
MINIMUM DIMENSIONS	1000 x 1000 px
MAXIMUM FILE SIZE	15 mb
COLOUR MODE	CMYK
ASPECT RATIO	(1:1) Square
RESOLUTION	300 dpi

IMAGE REQUIREMENTS

▪ Solid white background

▪ Square images are preferred, or image may be cropped to size with the longest side at minimum 1000px

▪ Product is to be centered

▪ Background must not include brand logos, marketing call outs or disclaimer messages

▪ Image is to be in focus and professionally lit

▪ Avoid drop shadows and reflections

▪ No excessive white space around the product

PRIMARY IMAGE

The primary image should be a three-dimensional representation that shows the height, width and depth of the product. A front view taken at 15 degrees from the center is preferred with a 15–45-degree rotation, depending on how your product displays most effectively.

For assistance with background removal or image photography, contact our in-house Image Lab at create@blackwoods.com.au

Width dimensions at least 1200 px

Width dimensions at least 1200 px

Longest side of the product should be at least 1000 px

Product is centred

White Background RGB 255, 255, 255

DOES YOUR **PRIMARY IMAGE** MEET THE FOLLOWING REQUIREMENTS?

+ The image has been shot on an angle that shows the depth of the product

+ The longest side of the product is at least 1000 px, preventing excess white

+ space The canvas is square. The height equals the canvas width (1000 x 1000 px)

+ The background is solid white

+ Product is centered

+ The image is high resolutions with 300 dpi

+ The product is in focus and is professionally lit

+ The image is deep-etched so that it stands out from the background

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Product images are one of the most critical pieces of content when customers are shopping online, often being their primary method for inspecting and evaluating a product. Below are some examples of additional images to aid the primary product image.
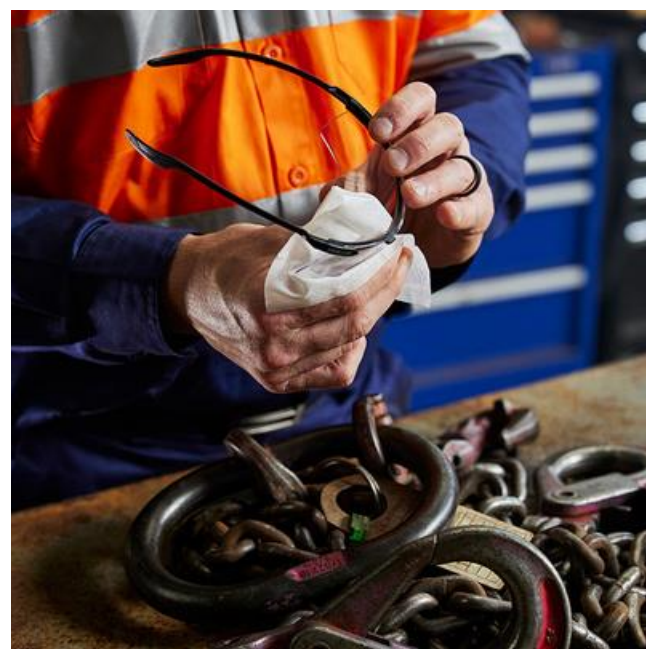
+ COMPOSITION

Shows the item with supporting elements such as outer packaging or contents not displayed in the key image.

+ ADDITIONAL ANGLES

Additional angles allow customers to view the product in more detail. A 360 spin can also be provided. (Contact us for more information)

+ DETAIL IMAGE

Highlights a specific detail or characteristic of the product

+ LIFESTYLE PHOTOS & VIDEOS

Shows the product within a styled scene. Showing context.

+ APPLICATION

Depicts how the product is used.

+ SCALE

Shows the relative size of a product in comparison to other objects. A size chart may also be provided.

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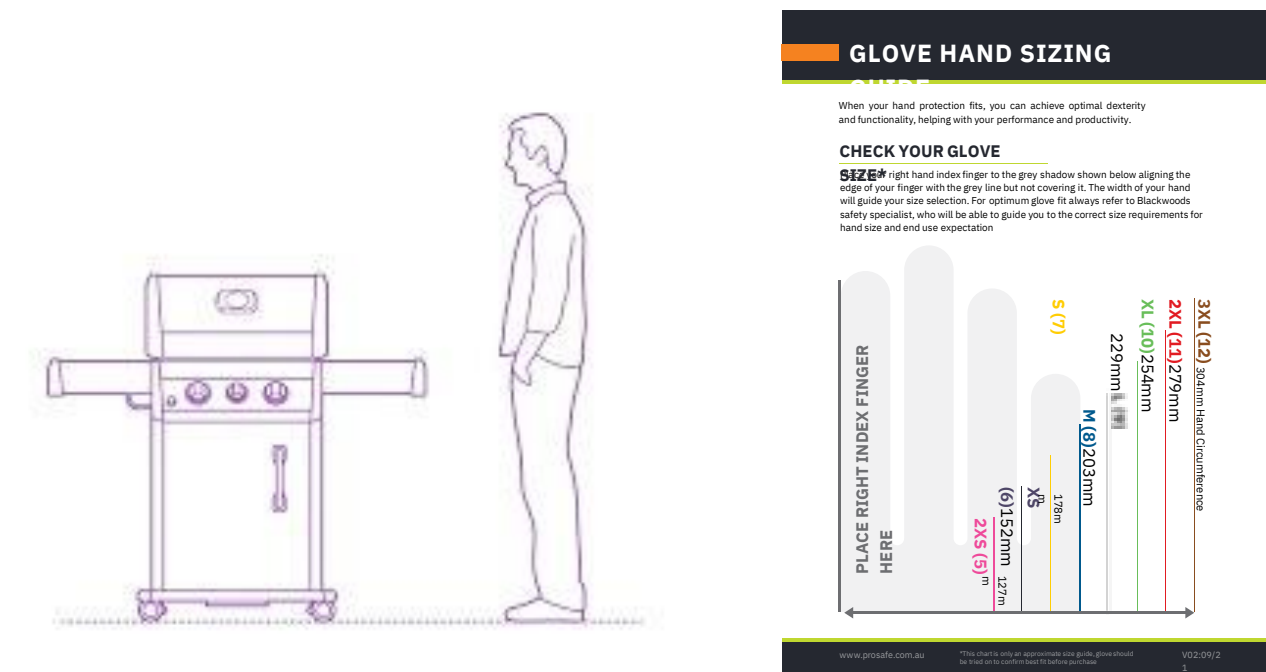
PRODUCT **DOCUMENTATION**

Any documentation that is specifically related to the product should be uploaded to the product page.
All documents are preferred in PDF format.

+ **TO ENSURE WE CAN OFFER CUSTOMERS THE MOST COMPREHENSIVE PRODUCT INFORMATION, UPLOAD THE FOLLOWING ADDITIONAL PRODUCT INFORMATION (IF AVAILABLE):**

  ▪ Warranty

  ▪ Sustainability

  ▪ Product Installation and Assembly Instructions

  ▪ Product Brochure

  ▪ Product Manual

  ▪ Product User Guide

  ▪ Government Rebate Information

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NEW PARTS FORM (NPF)

The New Part Creation Form has been designed to collect Vendor Part Information and WIS Part Information to introduce new part/s into Blackwoods.

- Download the New Parts Form using the link in Chrome
  https://file.blackwoods.com.au/Blackwoods_New Part Creation Form.xlsb
- The Form has been divided by users and there are buttons to help navigate:

Blackwoods	New Part Creation Form V28 March 2024		
View All	Vendor	Category	Spell

- Vendor: Vendor is responsible to provide information for the part they agreed to sell to Blackwoods
- Category: Category Team is responsible to provide WIS part information related to new part to be used in Blackwoods
- Note: Validation rules help guide and highlight those Mandatory fields that are needed.
- Cells will remain Orange until a required/correct information is provided in the cell.
- Row 4 highlights the Mandatory fields too.

For further information/queries please contact
NatProdInMan@wisau.com.au

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Blackwoods intend that maximum and correct information is provided in the Form for the part to be introduced in Blackwoods,
hence it is requested to vendor to provide information to assist maximum information of part is recorded in Blackwoods systems.
Following fields are important hence it is requested to vendors to ensure correct information is entered.

Vendor Part Number	Enter part number in column 'Vendor Part Number' – AT, all the mandatory fields will be highlighted in orange
UOM1 (Mandatory)	Enter the smallest UOM that Blackwoods will sell. Example: If you are selling part(s) as Pack to Blackwoods and the part can be sold as Each to the customer of Blackwoods, please enter Each
UOM1 Conversion (Mandatory)	Please enter qty of parts fit in the packaging of UOM selected in UOM1. This should be 1
UOM2 - 4 (Optional)	There are optional UOMs however if the example mentioned in UOM1 exists, please enter Pack in UOM2. Please select UOMs in a sequence from small to large, your information provided in UOM 2 to 4 will help Blackwoods to maintain comprehensive information in system to use in Blackwoods. If UOM1 is selected as Each and you have other packaging available to sell to Blackwoods, enter all other packaging available in the sequence. Example: Enter UOM1 Each, enter UOM2 as Pack, enter UOM3 as Carton and enter UOM4 as Pallet if these packaging's are available to sell to Blackwoods.
UOM2 - 4 Conversion (Optional)	Once any of UOM 2 - 4 are selected, conversion factor becomes mandatory. Please enter quantity of parts that fit in the selected UOM 2 - 4. Examples: Enter UOM1 Each and Conversion as 1, enter UOM2 as Pack and Conversion as 10, enter UOM3 as Carton and Conversion as 50, enter UOM4 as Pallet and Conversion as 200.
Purchase UOM	Enter UOM on which you want to set price of the part for Blackwoods. Form will restrict to select one of UOM 1 to 4 entered in the form.
Variant Part	Enter Yes, if the part has sizes and colour(s) please select available values in the drop-down section. This field is an editable field and can be entered if the drop down does not meet the information you would like to enter.

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+ PARTS DETAILS

Field Name	Requirement of Field	Definitions
Vendor Part Number	Mandatory	Enter the vendor/manufacturer part number.
Vendor Part Description	As required	Enter description of vendor/manufacturer part number.
Variant Part	Mandatory	Select 'Y' if the part is to be ranged in various sizes and colours.
Style Name	As required	Select 'Y' if the part is to be ranged in various sizes and/or colours.
Style Number	As required	Select 'Y' if the part is to be ranged in various sizes and/or colours.
UNSPSC Code	Mandatory	Entering UNSPSC code will allow relevant UNSPSC headers to appear. Maximum values should be entered.
Colour	As required	Select 'Y' if the part is to be ranged in various sizes and/or colours.
Size	As required	Select 'Y' if the part is to be ranged in various sizes and/or colours.

+ PRICE DETAILS

Field Name	Requirement of Field	Definitions
Purchase Price	Mandatory	Enter the part's purchase price for the provided purchase UOM (ex GST).
Purchase Price Effective Date (dd/mm/yyyy)	Mandatory	Enter the date from which the provided purchase price will be effective.
Price on Application	Mandatory	Select 'Y' if the part has materials for which the market value fluctuates. Purchase price will be calculated at the time of purchase. Example, Silver or Copper.
Minimum Purchase Quantity	Mandatory	Enter the minimum quantity that Blackwoods can purchase from the vendor.

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+ PURCHASE QUANTITY

Field Name	Requirement of Field	Definitions
Quantity Break 1	As required	This refers to any volume/bulk buy discount that is provided to Blackwoods if the products are purchased in large quantities. If any such volume/bulk buy discount is applicable, enter the expected purchase quantity in this field.
Quantity Break Cost 1	Mandatory, if QB 1 is available	This refers to any discount that is provided to Blackwoods if the products are purchased in bulk. If any such volume/bulk buy discount is applicable, enter the discounted purchase price which is relevant to the purchase quantity entered in Column (QB 1).

+ DIGITAL ASSETS

Field Name	Requirement of Field	Definitions
Primary Brand	Mandatory	Enter the primary brand name of the Part.
Secondary Brand	As required	Enter the secondary brand name of the Part if available.
Primary Image	Mandatory	Enter the supplied image's name which is to be used as image for the Part. If possible, enter Vendor Part Number as Image name with a number extension.
Secondary Image	As required	For example XXXXXXXX_1.jpeg Image name should not have any special characters other than '_'.
Featured	Mandatory	Enter a maximum of 4 features with bullet points.
Applications	Mandatory	Enter a minimum of 2 applications with bullet points. Refer to the sample provided below.
Specifications	As required	Enter specifications/standards as applicable with bullet points.
Dangerous Good?	As required	Select 'Y' if the part is classified as Dangerous Goods. If selected 'Y', Safety Data sheet to be provided.
Dangerous Goods Weight	Mandatory	Mandatory field if Dangerous Goods is selected 'Y', enter weight of the component that is in the part if classified as Dangerous.
Dangerous Goods Weight Unit	As required	Mandatory field if Dangerous Goods is selected 'Y', select the unit for the weight/volume entered in DG Weight Field.
Hazardous?	As required	Select 'Y' if the part is classified as a Hazardous Substance. If 'Y' AU GHS Safety Data Sheet must be provided.
Warranty Type	Mandatory	Select manufacturer warranty type for the part if available else select 'No Warranty'
Manufacturer Warranty in Months	Mandatory	If Manufacturer Warranty Type is selected as 'LIMITED', enter the warranty period in months.
Maximum Shelf Life (in Months)	As required	Enter Shelf Life for the part in months if the part has an expiry period.

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+ UOM DETAILS

Field Name	Requirement of Field	Definitions
Selling UOM	Mandatory	The standard unit in which the item will be sold. Should be EACH wherever possible.
UOM1 Name	Mandatory	Please select from the drop down the SMALLEST transactable item e.g. each.
UOM1 Conversion	Mandatory	The number of SMALLEST transactable item in UOM1, this is usually 1.
UOM1 Height (mm)	Mandatory	Enter the height of the part (in mm) including the packaging.
UOM1 Width (mm)	Mandatory	Enter the width of the part (in mm) including the packaging.
UOM1 Length (mm)	Mandatory	Enter the length of the part (in mm) including the packaging.
UOM1 Freight Weight (g)	Mandatory	Enter the freight weight of the part (in grams) including the packaging.
UOM1 Barcode	As required	Enter a valid barcode if available, the barcode entered in this field will be validated as per GS1 standard.
UOM2 Name	As required	Please select from the drop down, the next size up from UOM1, e.g. if UOM1 = each, UOM2 should be pack/box/bag, not pallet.
UOM2 Conversion	Mandatory (if UOM2 is selected)	Enter the number of UOM1 items that are in UOM2.
UOM3 Name	As required	Please select from the drop down, the next size up from UOM2, e.g. if UOM2 = box, UOM3 should be carton or bigger.
UOM3 Conversion	Mandatory (if UOM3 is selected)	Enter the number of UOM1 items that are in UOM3.
UOM4 Name	As required	Please select from the drop down, the next size up from UOM3, e.g. if UOM3 = carton, UOM4 should be pallet.
UOM4 Conversion	Mandatory (if UOM4 is selected)	Enter the number of UOM1 items that are in UOM4.
Purchase UOM	Mandatory	Enter the smallest unit of measure that Blackwoods can purchase from the vendor. Must be either UOM 1, 2, 3 or 4 provided.

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+ OTHER

Field Name	Requirement of Field	Definitions
Ex Works Days	Mandatory	Enter the number of day(s) required for the part to be ready for dispatch from the receipt of Purchase Order from Blackwoods.
Country of Origin	Mandatory	Select the country in which goods are manufactured/processed.
Unable to Measure	Mandatory	Only select 'Y' if a part is unable to be measured e.g. awkward goods.
Stackable Item	Mandatory	Select 'Y' if two or more of the same item will take up less volume than the multiple of the single unit volume. Select 'N' if each unit of the item takes up the same incremental volume even it more than one are stacked together.
Maximum Stackable Item	As required	Mandatory field if Stackable Item is selected 'Y', enter maximum number of units in a stack.
Stackable Factor	As required	Mandatory field if Stackable Item is selected 'Y', enter percentage increase in volume that each additional unit occupies (as a proportion of the original).
Limited Quantity	As required	Dangerous Goods are classified as Limited Quantity Dangerous Goods. Select 'Y' if the criteria is met as defined in the most recent
Greener Workplace Range	As required	Select any of the options available in the drop down if applicable.
Certifying Authority	As required	Mandatory field if Greener Workplace Range is selected. Enter the certifying authority that certified the part.
Greener Workplace Range Certificate Name	As required	Mandatory field if Greener Workplace Range is selected. Enter the certificate name.
Certificate Code	As required	Mandatory field if Greener Workplace Range is selected. Enter the certificate code.
Certificate Expiry Date	As required	Mandatory field if Greener Workplace Range is selected. Enter the certificate expiry date

Australian Dangerous Goods Code.

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APPENDIX

New Parts Form Guide for Vendors

| PDF | **NEW PARTS FORM GUIDE FOR VENDORS** | https://file.blackwoods.com.au/BW New Parts Form Guide For Vendors.pdf |

Part Maintenance Form Guide

| PDF | **PART MAINTENANCE FORM GUIDE** | https://file.blackwoods.com.au/BW Part Maintenance Form Guide.pdf |

Note: You must download a new file every time a new form is started to always have the most updated fille.

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Designed and photographed in house crea+e by Blackwoods