# Instructions for Completing the **CAMEO** ***EZ***© Item Spreadsheet

The Item Spreadsheet is the foundation of **CAMEO** ***EZ***© web sites. The way the spreadsheet is filled out determines how your web site will display. Please read the instructions below and refer to the examples in the Spreadsheet Master Excel file. You will want to save the spreadsheet to your own computer's hard drive so you will be able to save your changes.

## SAVING AND IMPORTING THE SPREADSHEET

In order to import the spreadsheet to the **CAMEO** ***EZ***© System, it will need to be saved as Comma Delimited (.csv). The csv (comma delimited) file is what has to be sent up to the web site via the AdminConsole (Item Manager). Usually you build it in Excel, then save as a CSV (comma delimited file) and then send up to the web site. NEVER send a straight Excel spreadsheet to the web site.

Say "Yes" to save as a CSV. But when you are ready to close Excel, it will ask you if you want to save it as Excel and you should say "No". Then you can import to file with the AdminConsole Item Manager.

**NOTE to Sales Reps:** Each of your manufacturers has its own spreadsheet. You will not need to prepare a spreadsheet for those manufacturers who are part of the CAMEO EZ system. For those you do prepare, each spreadsheet will need to be imported in that manufacturer's AdminConsole.

When you open the sample Excel file named "CAMEOEZ_ItemList_Master.xls" (downloadable from **http://www.cameoez.com**), Excel will give you a message about Macros and ask if you want to "enable macros". Click "Yes".

At the top of the Spreadsheet, in column "A" are words that indicate where you can type your contact information. Put your information in column "B".

**"Vendor Name:"** This is where you type your Company Name as you'd like it to appear.
**"Vendor Address:"** Your Company mailing address.
**"City:"**
**"State:"** (or Province)
**"Zipcode:"** (Postal Code if you are located in a country other than the United States)
**"Phone:"** Your main telephone number.
**"Fax:"** Your main fax number.
**"Orders Email:"** The e-mail address to which you'd like us to direct order notifications.
**"Primary Contact:"** Whoever you designate in your company.
**"Primary Contact Email:"**
**"Shipping Type: Crossdock, Drop Ship, Other"** Enter the shipping method you are willing to use for Retail Web Sites: "Crossdock" if the Retailer must take delivery and re-ship to the customer; "Drop Ship" if you are willing to ship retail orders directly to the retail customer and bill the Retailer; "Other" if neither applies. Please define.
**"Payment Accepted: Visa, MC, Amex, Discover, PayPal, Purchase Order, Wire Transfer, Other:"** Enter all that you accept, even if they are not in this list.
**"Minimum Order Amt.:"** The amount of your Minimum first order in US dollars.
**"Minimum Re-order Amt:"** The amount of your Minimum for second orders in US dollars.

**“Registration Required:”** Yes or No. Do you want to require Retailers to register before seeing your products?
**“Site Type:”** Enter Mfr, Rep, or Retail
**“Description:”** Enter a short description of your Company.

Next is a row of headings for the columns that follow. You will see that several rows of the sample spreadsheet contain example items that you can study. After you have put your own information in the sample spreadsheet, delete the example rows. Once the initial spreadsheet is completed for a line and has been installed in the **CAMEO *EZ*©** system, the online catalog can be edited through the manufacturer’s Admin Console or a new spreadsheet can be imported to modify multiple SKUs at once.

Each row of the spreadsheet represents an item, product or SKU# and will be a “record” in your Item database. Each column of the spreadsheet represents a field in the record. Below are instructions how to fill in each column.
**NOTE:** Do not delete columns even if you do not have information to go in them. The column order and sequence must be maintained for the system to find the information and interpret it properly.

**Column A - Item Category (Catalog Section Index):** This is where you indicate the major sections of your catalog or types of products in your line(s). This column will determine how your customer first sees your products. In the spreadsheet three examples are given: Books, Stationery, and Picture Frames. This column is required (must have an entry). **NOTE:** Spelling, spacing and capitalization are all important as you create your Categories and Sub-Categories. “Pillar Candles” and “Pillar candles” will be seen as two different Categories in the system. It is wise to type your Category and Sub-Category names once, then copy and paste them to be certain they are identical.

| | A | B | C | D |
|---|---|---|---|---|
| 1 | Item Category (Catalog Section Index) | Item Sub-Category | Item Sub-Category 2 | Keywords (up to 25, separated by commas) |
| 2 | Books | Fiction | Western | Texas |
| 3 | Books | Fiction | Romance | Women |
| 4 | Books | Fiction | Historical | Wars, Korea |
| 5 | Books | Non-Fiction | Cookbooks | Gourmet |
| 6 | Books | Inspirational | Devotional | Christian |
| 7 | Frames | Silver | | Floral, Pansy |
| 8 | Stationery | Notecards | | Floral, Rose |

**Column B - Item Sub-Category:** This is a subset of the major Item Category. The spreadsheet divides the Category “Books” into the Sub Categories “Fiction”, “Non-Fiction” and “Inspirational”. This column is optional; you are not required to enter anything here if the major Category doesn’t need to be divided into Sub-Categories. Note: You cannot have identical Sub-Categories under multiple Categories. For example, you cannot have Sub-Categories called “New Items” under both Books and Picture Frames. If you need to have similar Sub-Categories, modify one of them slightly (“New Frames” and “New Books”) so the system will not confuse them.

**Column C - Item Sub-Category 2:** This is a subset of the first Sub-Category. The Spreadsheet divides The Sub-Category “Fiction” into “Western”, “Romance” and “Historical”. This column is optional and in most cases will be left blank.

**Column D - Keywords:** Words or phrases in this column will be searchable using the Keyword Search. All items with a given keyword will be displayed when that Keyword is selected from a dropdown list. These words may cross multiple Categories or Sub-Categories, as in the example where both Frames and Stationery have keywords of "Floral". This column is optional, but can be key to organizing your product line on your Sales Agencies' or Retail Stores' web sites and helping your customers find what they are looking for. You can enter up to 25 keywords or phrases, separated by commas. Example: Floral, Handmade, Sunflower. Really up to 5 keywords is best. NOTE: The same caution about spelling and capitalization mentioned above for Categories applies to Keywords. They must be identical from one item to the next. Best to capitalize and to put only one version of a word (ie. Do not put Floral and Florals). This column is optional and will only be displayed on the web site if "Show Keyword Search" is checked in the Admin Console > Commerce Console > Account Setup > Feature Options, although the any-word Search will still search the Keywords column.

| E | F | G |
|---|---|---|
| SKU # | Item Name/Title | Item Description (Detailed) |
| BW1234 | Low Noon | BW1234.html |
| BR549 | Went With The Wind | BR549.txt |
| BHMUSH | M*U*S*H | BHMUSH.txt |
| BCSP101 | 101 Spam Recipes | BCSP101.html |
| BI101 | A Scripture A Day Keeps the Devil Away | Daily Devotionals by Parson Penelope Parker |
| FR321 | Sterling Pansy Frame | FR321.html |
| 10245 | Pink Rose Notecards | 10245.txt |

**Column E - SKU #:** This is the number that the manufacturer has assigned to a given product. Ideally the SKU should be composed of alpha-numeric characters (letters and/or numbers) only. You cannot use certain characters in SKU numbers on the web, such as quotation marks (double or single quotes), slashes, or ampersands (&).Slashes cannot be used because they represent directories on the web. This column is required and should be unique (The exception to that would be when you want a SKU to appear in two different Categories. In that case, copy the entire row for a SKU and change the Category and/or Subcategories, leaving all other information the same). Ideally you should not have spaces in your SKU numbers, but the system can read them if necessary (see NOTE under Column U – Images).

Bonus Feature: Another way to display certain items separately while still displaying them in their regular Categories is to use a "Modifier". This means adding a slash and a character to the SKU. For example, if you want to have a page of Featured Items, add "/F" to the SKUs of the items you want to feature. The "/F" will not show up on the web site, but a special page can be put in place to display the items you selected. You could also have a "Sale" page, adding "/S" to the SKUs on which you have reduced the price.

| | E | F | H | I | J | K | L |
|---|---|---|---|---|---|---|---|
| 1 | SKU # | Item Name/Title | Price (US$) | Weight (Lbs) | Units | Min Qty | Max Qty |
| 2 | BW1234 | Low Noon | 21.95 | 2.5 | ea. | 5 | |
| 3 | BR549 | Went With The Wind | 7.99 | 1.75 | ea. | 5 | |
| 4 | BHMUSH | M*U*S*H | 14.95 | 2 | ea. | 5 | |
| 5 | BCSP101 | 101 Spam Recipes | 8.95 | .75 | ea. | 5 | |
| 6 | BI101 | A Scripture A Day Keeps the Devil Away | 7.99 | 1 | ea. | 5 | |
| 7 | FR321 | Sterling Pansy Frame | 15 | 3 | set | 1 | |
| 8 | 10245 | Pink Rose Notecards | 22 | .875 | pack | 4 | |

**Column F - Item Name/Title:** This is the name of the product. You may wish to think of it as the short description of the product. The information will be most readable in title case (first letter capitalized) rather than upper case (all caps). This column is required.

**Column G - Item Description (Detailed):** This is the long description of the item. It can literally be as long as you like and will be displayed on a page when the customer clicks to see a larger image of a single item. You can type or copy/paste a paragraph into this field. Or, if you need to use an especially long description, it is best to attach a Text (.txt) or HTML (.html) file. Simply enter the name of the file in this blank (see the HTML Primer for information on creating HTML files). This column is not required.

**Column H - Price (US$):** This is the manufacturer's WHOLESALE price in US dollars. Do not use a dollar sign ($). This column is required.

**Column I - Weight (Lbs):** This column is for the estimated weight in pounds of each item as it ships. State the weight as a decimal (one and one-half pound = 1.5). Shipping charges of orders are calculated based on the rates of UPS, FedEx and USPS. The weight should match the units. Refer to the "Units" column for more information. If your products will only be offered wholesale and you do not wish to figure shipping charges, put nothing in this column and nothing will be displayed. This column is optional and will only be displayed on the web site if "Show Item's Weight" is checked in the Admin Console > Commerce Console > Account Setup > Feature Options.

**Column J - Units:** This is a column you can use to display the way an item is packaged and shipped. Examples might be: each, dozen, pair, set of 2, etc. This column is required, so if there is no unit other than single item, put "each" or "ea." for all items.

**Column K - Min Qty:** In this column, enter the minimum quantity for wholesale for each item (Line minimums are entered elsewhere). If you do not enter anything in this column, the system will assume the minimum is "1".

**Column L - Max Qty:** Use this column for closeouts where you wish to limit the number of items per customer. Especially useful for Retail sites. This column is optional.

**Column M - Taxable?:** Sales tax is an issue for Retail store web sites, so if you want retailers to be able to sell your items, select "Yes". The **CAMEO *EZ*©** Admin Console allows the web site owner to set up the rules for sales tax. This column defaults "Yes".

**Column N - Allow Retailers?:** In this column the manufacturer can decide which item pictures to make available to Retailers to display on their Retail Stores' web sites. This column defaults to "Yes".

**Column O - Allow Reps?:** This column allows the manufacturer to decide, item-by-item, whether to display items on Sales Reps' password-protected web sites. This column defaults to "Yes".

**Column P - Options:** Items can have an option such as "Color" or "Size" or "Material" where the item has the same SKU but is different in some way. The price can even be different as described below. The Option is fully described in this and the next two columns (If you like, you can have up to three (3) different types of options for each SKU. See under "Column $ - Price Change" for more information). This column is for the Name of the option and is optional.

**Column Q - Enter Options (x, y, z):** This column lists the options separated by commas. For example, if the option name (in the previous column) is “Color”, the list in this column could be “Red, Yellow, Green, Blue”. This column is only required if the previous column has content.

| | E | F | P | Q | R |
|---|---|---|---|---|---|
| 1 | SKU # | Item Name/Title | Options | Enter Options (x, y, z) | Price Change (US$) |
| 2 | BW1234 | Low Noon | Binding | Hard,Perfect,Soft | 0,.65,.40 |
| 3 | BR549 | Went With The Wind | | | |
| 4 | BHMUSH | M*U*S*H | | | |
| 5 | BCSP101 | 101 Spam Recipes | | | |
| 6 | BI101 | A Scripture A Day Keeps the Devil Away | | | |
| 7 | FR321 | Sterling Pansy Frame | Size | 3x4,5x8,8x10 | 0,1.5,2.5 |
| 8 | 10245 | Pink Rose Notecards | | | |

**Column R - Price Change (US$):** This is the last of the Options columns. Use this column if the option causes the price to change. Enter the DIFFERENCE between the base wholesale price and the price with the option, separated by commas in the same order as the previous column. **Example:** If the base wholesale price of the item is $15.00, Red increases the price 1 dollar, Green decreases the price 50 cents and the others stay the same, this column would read:

“**1.00,0,-0.50,0**” (Red =plus 1 dollar, Yellow=no change, Green=minus 50 cents, and Blue=no change).

To have up to three options for a SKU, create your options as outlined above and join them with semicolons within the columns. **Example:** A T-shirt is sold by a single SKU, but comes in different colors and sizes, so Column P (“Options”) would read:

> “**Color; Size**” (The names of the two options are “Color” and “Size”).

Column Q would contain the various options, joined by “ ; ”:

> “**Red,Green,Blue; Small,Medium,Large,Extra Large**” (to the left of the “ ; ” are the color options; to the right, the sizes).

Column R would have the Price Changes for the two options, again joined by semi-colon:

> “**0,0,0; 0,.10,.25,.50**” (Choice of color does not affect the price; Small T-shirt price=no change, Medium=plus 10 cents, Large=plus 25 cents, Extra Large=plus 50 cents).

**Column S - Physical Delivery?:** This column defaults to “Yes”. One reason to change it to “No” would be if an item would not be shipped, as in a catalog that can be downloaded in PDF format for which you want to charge the customer, or other information that is sent by e-mail or fax. Services such as gift wrapping or engraving would also be in this category. Another situation where you might want to say “No” would be in the case of large items like furniture which must be delivered by freight line instead of UPS, FedEx or USPS. In that case you can use the “Message On Receipt” blank (below) to say, “Shipping will be by Truck Line. You will be contacted with the Freight amount”. When an item in this column is marked “No”, no parcel carrier shipping charges will be calculated.

**Column T - Msg on Receipt:** Here you can enter an Item-specific message that will appear on the customer's order. An example might be a safety warning or a message about freshness of a gourmet food item. This column is optional.

**Column U - Image (name.jpg):** In this column, put the name of an image associated with each Item. You (or whoever builds the web site) will use the image uploader or an FTP client to send the images to the proper folder on the web site. You may send almost any format image, but they must be under 2 MB in size. The **CAMEO *EZ***© system recognizes virtually any Windows and Mac image format in use today and will be able to convert them to the format used on the web. BMP, TIFF (.tif), and JPG are the best formats to use for photographs. NOTE: Hopefully SKU numbers will not have spaces, but if they do, substitute an underscore (" _ ") for the space in the image name. Do not put spaces or slashes in image names. Also, make all letters in SKUs/image names capitalized, including letters at the end, such as AB123A.jpg. For more on preparing product images, see "**How to Prepare Product Images**" below.

| | E | T | U | V | W | X |
|---|---|---|---|---|---|---|
| 1 | SKU # | Msg on Receipt | Image (name.jpg) | Active? | Multiples | Class |
| 2 | BW1234 | | histfiction.jpg | Yes | 5 | Books |
| 3 | BR549 | | BR549.tif | Yes | 5 | Books |
| 4 | BHMUSH | | histfiction.jpg | Yes | 5 | Books |
| 5 | BCSP101 | | BCSP101.jpg | No | 5 | Books |
| 6 | BI101 | | BI101.jpg | Yes | 5 | Books |
| 7 | FR321 | Will Tarnish | FR321.tif | Yes | 1 | |
| 8 | 10245 | | 10245.jpg | Yes | 1 | |

**Column V - Active?:** This column defaults to "Yes". If an Item is discontinued, selecting "No" will cause it to be unavailable for ordering, though it will still be available to the system for order reports, etc.

**Column W - Multiples:** This column defaults to "1". Do not change this number if an item has a minimum order of four, but the customer is allowed to order five, six, seven, etc. Change the number if the item is only sold in multiples, but can be an assortment. See the Example under "Class" below. This column is optional. If you put anything in the Multiples column, YOU MUST put something in the Class column. For Example, if an item is sold only in Multiples of 4, put the Item (SKU) number in the Class column.

**Column X - Class:** This column works with the "Multiples" column to allow customers to buy only in Multiples of a certain number or assorted items to reach the item quantity under "Multiples". See Example above. For Assortments: Example: The customer is required to buy a minimum of a dozen votive candles, but may buy assorted colors/fragrances. Enter 12 in the Multiples Column (Column 12) and "votives" in the Class Column for all items that qualify to require the minimum order of 12 assorted votives. This column is optional.

**Column Y - MSRP:** This column is for the Manufacturer's Suggested Retail Price. If nothing is placed in this column, the system will assume 200% of the wholesale price.

**Column Z - Dimensions:** This column in the spreadsheet is for Size. It can be used for any type of measurement appropriate to the product. This column is optional and will only be displayed on the web site if "Show Item's Dimensions" is checked in the Admin Console > Commerce Console > Account Setup > Feature Options.

**Column AA - Fixed Freight:** If you are charging shipping on the web site and an item has a fixed amount of freight that is charged, put the dollar amount here.

**Column AB – Volume Discount:** If you discount your products when a certain volume is reached you can indicate that in this column. Do not list your regular price, only the discount price. The format is QTY=Price & QTY=Price & QTY=Price. Price can be stated as a dollar amount or a percentage of the wholesale price (Column H). For example, if you give a 5 percent discount for quantities of 24, 10 percent for 48, and 15 percent for 96 on an item with a wholesale price of $50, this column might look like this:

24=$47.50 & 48=$45.00 & 96=$42.50

Or if you wanted to use percentages, it would look like:

24=95% & 48=90% & 96=85%

Whether expressed as dollars or percentage, the format is

quantity = new price & quantity = new price, etc.

Note: Volume Discounts only work on wholesale prices, not retail prices.

## HOW TO PREPARE PRODUCT PICTURES

All photos need to be RGB and no more than 2mb (2,000,000 bytes) in size. These product images should be one of the following file types: jpg, tif or gif. We realize that manufacturers have their picture either in Individual Images or Group Images. Please note the Naming method that depends on the way your product line does the product images.

- **If You Have Individual Item Pictures That Are Exactly Named With The SKU Number:** Please make certain that the SKU Number is IDENTICALLY named to the picture name. Use the exact characters (including periods, underscores, dashes, etc.) Do not use spaces and make all letters in SKUs/image names capitalized, including letters at the end, such as AB123A.jpg.

- **If You Have Individual Item Pictures That Are Named Different From The SKU Number:** Please either rename the pictures correctly with the SKU number or have OmegaNet rename them at a charge of $1 per picture. Use the exact capitalization and characters (including periods, underscores, dashes, etc.) Do not use spaces. OR an alternative to renaming your product images would be to put the image name in the "Image Name Column" of your spreadsheet that corresponds with its product.

- **If Your Items Are In Group Pictures:** You should fill out the CAMEO EZ spreadsheet with your product pricelist and associate the SKU number with the name of the picture containing the SKU's image (see the Spreadsheet Instructions for more detail). If you prefer, OmegaNet can build your spreadsheet for you for $0.75 to $1.50 per SKU.