

CPGs Content standards US & CA

Area
New Verticals

Scope
Global

Team
Catalog Global Ops

PoC
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1. Product Functional Name

It corresponds to the definition of what the product is, or what it is for. This specification is very important; it will also be the search key for the final consumer.

- It must contain a maximum of **39 characters**.
- It should not include the **brand name** or **package**.
- It must be expressed with the first letter in capital letters, and the rest in lower case, unless it includes proper names or sub-brands.
- If sub-brands or brand lines are included, these must go in the middle or at the end of the name, after indicating what the product is.
- The use of **emojis** is not allowed.


2. Product name

- It is the sum of the fields: Brand + Product Functional Name + Package
- It must start with the first letter in capital letters
- The package should only be included if it is a liquid product (drinks) or if it is a pack with several units.
- Only products that are liquids/beverages must include the net quantity of the product in the product name. Example: (250 ml). In cases where it is a pack, the number of pieces it contains must be included accompanied by the unit of measurement used in the country. Example: (12 pack, 355 ml)
- If we have a pack and it is not a beverage, the number of pieces must be included. Example: (45 pack) / (30 ct).



Example 1 unit of beverage.

✓	✗
 <div><div>+</div><div>-</div><div><div>Basic</div><div>Product Functional Name</div><div>Gut Healthy Grape Soda</div><div>Brand</div><div>Cove</div><div>Product Name</div><div>Cove Gut Healthy Grape Soda (12 fl oz)</div><div><input type="checkbox"/> Enable product name autocomplete</div><div><small>Computes an ideal product name consisting of brand name and f</small></div></div></div>	 <div><div>+</div><div>-</div><div><div>Basic</div><div>Product Functional Name</div><div>Gut Healthy Grape Soda</div><div>Brand</div><div>Cove</div><div>Product Name</div><div>Cove Gut Healthy Grape Soda (can 12 fl oz)</div><div><input type="checkbox"/> Enable product name autocomplete</div><div><small>Computes an ideal product name consisting of brand name and f</small></div></div></div>



Example pack of beverages.

<div><div><div>Product Functional Name</div><div>Diet Soda</div><div>Brand</div><div>Dr. Chek</div><div>Product Name</div><div>Dr. Chek Diet Soda (12 pack, 12 fl oz)</div></div></div>	<div><div>Product Functional Name</div><div>Diet Soda</div><div>Brand</div><div>Dr. Chek</div><div>Product Name</div><div>Dr. Chek Diet Soda (12)</div></div>

Example pack of products.

<div><div></div><div><div>Product Functional Name</div><div>Twin Select Sensitive Skin Razors</div><div>Brand</div><div>Bic</div><div>Product Name</div><div>Bic Twin Select Sensitive Skin Razors (3 ct)</div><div><input type="checkbox"/> Enable product name autocomplete</div></div></div>	<div><div></div><div><div>Product Functional Name</div><div>Twin Select Sensitive Skin Razors</div><div>Brand</div><div>Bic</div><div>Product Name</div><div>Bic Twin Select Sensitive Skin Razors (3 units)</div><div><input type="checkbox"/> Enable product name autocomplete</div><div><small>Computes an ideal product name consisting of brand name and functional na</small></div></div></div>

Example 1 unit of non-beverage product.

<div><div></div><div><div>Product Functional Name</div><div>Extreme Dog Toy</div><div>Brand</div><div>Kong</div><div>Product Name</div><div>Kong Extreme Dog Toy</div><div><input type="checkbox"/> Enable product name autocomplete</div><div><small>Computes an ideal product name consisting of brand name a</small></div></div></div>	<div><div></div><div><div>Product Functional Name</div><div>Extreme Dog Toy</div><div>Brand</div><div>Kong</div><div>Product Name</div><div>Kong Extreme Dog Toy (1 ct)</div><div><input type="checkbox"/> Enable product name autocomplete</div><div><small>Computes an ideal product name consisting of brand name a</small></div></div></div>

How are packages completed?

UMUS - CACA

Format (unit of measurement)	Abbreviation	Example package
Units	pack / ct	3 pack / 3 ct
Milliliter	ml / mL	200 ml / 300 mL
Liter	L	4 L
Price per kg or unit	Price per kg / Unit: xxx g approx.	(unit: 250 g approx.)
X unit per product	A x B	(6 pack, 350 ml)

3. Image

It is the first approach that the client will have with the product, so it must meet the minimum requirements in order to obtain an effective visualization.

- Format JPG / JPEG / PNG / WEBP
- Min acceptable: 320 x 320 pixels.
- Max acceptable: 6000 x 6000 pixels.
- **Ideally white background without shadows**
- **If we have the nutritional image and ingredients, they must be added.**
- **If the image does not match the product information, we must delete it.**





4. Pack size

This field represents the number of individual units contained in a package.

- For an individual product it will be set to 1.
 - For packages with individually packaged products, the number of individual products contained in the package will be entered.
 - (1 unit) (1 piece) should not be used when dealing with products with pack size 1.
-
- **NOTE:** This field is displayed below the product name in the app and that is why it is important to select the correct unit, to match its label.

Example: Package autocomplete con Pack size = 1 - units per pack = 1



After administration of each 5 mL (1 tsp) dose, the child should be given a small amount of water to drink. Do not give the child any other medications without the doctor's advice. Do not give the child any other medications without the doctor's advice. Do not give the child any other medications without the doctor's advice.

Vicks NyQuil Kids Nighttime Honey Cold & Cough + Congestion

8 fl oz
\$16.26



1 ▾

Add 1 to order • \$16.26

Description

Free of alcohol & acetaminophen. Ages 6+.

Replacement preference

 Best match 

Example: Package autocomplete con Pack size > 1 = 6



Coca-Cola Zero Sugar Bottles (6 ct, 16.9 fl oz)

6 ct

\$6.28

1

Add 1 to order • \$6.28

Description

0 calories per bottle. Zero calorie cola. Zero sugar. Caffeine Content: 48 mg/16.9 fl oz. Coke.com. SmartLabel: Scan for info. Call 1-800-438-2653 for more food information. how2recycle.info. Recycle me. See you again soon! Recycle bottle with cap on.

Replacement preference

Best match

Example: Package manual con Pack size = 1 - units per pack = 30



Always Radiant Pads With Flex Foam Flexi-Wings Regular Size 1 (30 ct)

0.5 lbs

\$11.53

1

Add 1 to order • \$11.53




Description

Try Radiant FlexFoam for a pad that gives you style, protection, and comfort! With Always Radiant FlexFoam period pads, 100% leak and odor free protection is possible so you can wear what you want and do what you want any day of the month! Even on heavy days, FlexFoam pads absorb 10x their weight. Always Radiant is made with FlexFoam for a thin and flexible ... [Show more](#)

5.

Units per pack

- Include the units that an individual pack has.
- * Should never be null, if there is only one item use 1

	<table><tr><th>Pack Size</th><th>Units per Pack</th><th colspan="2">Net Quantity per Product Unit</th></tr><tr><td>1</td><td>30</td><td>Amount</td><td>Select unit ▼</td></tr></table>	Pack Size	Units per Pack	Net Quantity per Product Unit		1	30	Amount	Select unit ▼
Pack Size	Units per Pack	Net Quantity per Product Unit							
1	30	Amount	Select unit ▼						
	<table><tr><th>Pack Size</th><th>Units per Pack</th><th colspan="2">Net Quantity per Product Unit</th></tr><tr><td>1</td><td>26</td><td>Amount</td><td>Select unit ▼</td></tr></table>	Pack Size	Units per Pack	Net Quantity per Product Unit		1	26	Amount	Select unit ▼
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Pack Size	Units per Pack	Net Quantity per Product Unit							
1	1	1	Fluid Ounce (fl oz) ✕ ▼						

6. Brand

- Brand name of the product. It corresponds to the name of the primary commercial identification of the product. It must be the brand of the product and not that of the distributor or manufacturer.
- It is important to take care of the spelling of the brand name.
- Do not use trademark symbols ™, ®, ©
- The use of emojis is not allowed.

7. Weight

Net Quantity

Corresponds to the net value of a product/net weight of the product.

- It is the weight of the content of the product.
- It is left blank for products whose packaging does not contain a specific weight. **Examples:** wet wipes, broom, comforter, glasses, diapers, etc.
- The amount is entered in whole numbers, NOT in decimals. The type of unit must be chosen depending on the type of product.
- In canned products the net content will be used and not the drained mass.
- If the product contains more than one unit, the weight must be the total sum of the units: 200 g + 150 g = 350 g
- **Units of measurement we use:**
 - Milliliters - ml
 - Liters - L
 - Grams - g
 - Kilograms - kg
 - Canned products, we use the net content **no the drained mass**

NOTE: This field is displayed below the product name in the app and so it is important to select the correct unit to match its label.

Gross Weight - required for ALL products

- It is the weight of the content + weight of the packaging (if the data is available).
- This field only has units of measurement for weight: g and kg.
- If the product contains more than one piece, the weight must be the total sum of the units.

Example: 200 g + 150 g = **350 g**

- The amount is entered in whole numbers, NOT in decimals. The type of unit must be chosen depending on the type of product.

Example:

✓ Net Quantity: 350 ml -> Gross Weight: **350 g**

✗ Net Quantity: 350 ml -> Gross Weight: **.350 kg**

NOTE: This field is not displayed in the app, it is only for internal use for transport assignment.

Beverage Container

- This field is only selected for beverages.
- If the type of container is not clear in the list, the field must be completed with Not Specified.
- For products other than beverages the field must be completed with Not Specified.

NOTE: In the case of packs, the packaging should not be used as a reference. We need to focus on the container of the individual product.

For example: A pack of water is packaged in a box, but the water comes bottled, therefore the Beverage Container is Plastic Bottle.

8. Barcodes

Set of digits that allows a specific product to be uniquely and globally identified.

- If it contains 0's at the beginning, keep them if applicable.
- To be valid, it must have an extension of between 8 and 14 digits, omitting the 0's at the beginning.
For example: 0000000284 is NOT valid.
- It should not include symbols ([[“_” ; - ”]]).
- Must include a check digit. [check-digit-calculator](#).

9. Description

Brief story about the content of the product, which adds value to it, or which indicates particularities that serve as a reference for the customer.

- It must be objective and informative: The information contained must be complementary to that indicated in the rest of the fields, the brand or package must not be repeated as it would be redundant, unless it is to complement certain information that could not be included in the name due to space. .
- Avoid advertising and highly subjective language.
- Exclusive use of capital letters at the beginning and in proper names, correct use of both capital letters and punctuations and grammatical rules.
- Do not use registered trademark symbols ™ , ® , ©.
- Features should be added in list form.
- Non-mandatory field.
- In the marketing description field, you can put the advertising description of the product.



Description

Etapas 5, de 11 a 14.5 kg.
Contiene 36 pañales.



Description

Pañales para bebés Huggies®
Los pañales Huggies® están hechos sin ingredientes agresivos y proporcionan hasta 12 horas de protección contra fugas. Explore nuestra línea de pañales única y perfecta para su paquete de alegría a continuación.