TONIQ PRODUCT CATALOGUE

Product Data Manual

About this manual

This manual contains descriptions and standards for the data fields used in the Toniq Product Catalogue. The standards within this document will ensure that your product data is complete and accurate and ready to be used by Toniq Price Lists

Ian Munnings

productcatalogue@toniq.co.nz

1. TONIQ

Section 1 describes the data standards for the fields that are included on the core product data form used for all products in Toniq Product Catalogue.

Please note that whilst a mandatory field must be completed for all products entered in Toniq Product Catalogue Green Cross Health have specific requirements where they require data in non-mandatory fields. These fields are indicated in the data standards.

1.1. Brand

Field Name	Brand
Mandatory Field	Yes
Field Type	Text
Character Limit	70
Format	Title case
Description	This is the product brand name recognisable to the consumer and as displayed on the sales item.
Data Standards	- Ensure that the Brand Name is consistent across all items in the brand - Do not include any Sub-Brand names. - If the item does not have a Brand Name enter the manufacturer name. - Do not use commas or symbols - Do not use back slash "\" - Do not use abbreviations - Do not include trademark or copyright symbols NB: If a Brand Name or Manufacturer name is not available you will be required to enter a reason.

1.2. Product Name

Field Name	Product Name
Mandatory Field	Yes
Field Type	Text
Character Limit	178
Format	Title case
Description	The Short Name should include the item description as printed on the sales item packaging.
	The short name will exclude the Brand but include the Sub-brand if applicable.
	Abbreviations (such as EDP, EDT, or SPF), are acceptable if they are written exactly as they are on the packaging.
	Include the functional name of the product. This is especially important if the functional name is not included on the packaging.
	Include any measure of strength of ingredients.
	Include any product format or variant (such as Capsules, Tablets, or Caplets) as the last word of the description.
	Exclude the net content and unit of measure as these will be entered in separate fields.
Data Standards	• Do not repeat the Brand Name in the Short Name.
	• If the item has a Sub-brand, include the Sub-brand in the Short Name.
	• The Sub-brand must not be the same as the Brand Name
	• Do not use abbreviations or acronyms unless these are exactly as they are printed on the retail packaging
	• Include the functional name of the product
	• Include any measure of the strength of ingredients.
	• Include and product formats such as Capsules, Tablets, Caplets etc as the last word of the description
	• Do not use generic terms like 'New' or 'Reformulated'
	• Do not include the net content
	• Do not use commas or symbols
	• Do not use back slash "\"
	• Do not include trademark or copyright symbols

1.3. Size (net content)

Field Name	Size
Mandatory Field	No
Field Type	Numeric
Character Limit	
Format	Number, 2 decimal places
Description	This field will be the Net Content of the product and is to be used in conjunction with the Unit of Measure (UoM) field The net content is the amount of the item contained by the package as described on the label. It is important that the value in this field is an exact match with the product label claim as retailers use this data in shelf labels and on receipts. If a product has multiple measurements, for example 7.5cm x 10m, include this in the short name. If a product size not a weight, measurement, volume or quantity it must be entered in the short name field. The format of the product (e.g. Tablets, Capsules) must be entered in the short name field.
Data Standards	Only enter the numerical value; For example, if a product is 150ml enter 150. • Zero is not a valid value for this field • Negative values are not allowed in this field

1.4. Unit of Measure

Field Name	Unit of Measure
Mandatory Field	No Required if 'Size' is populated
Field Type	Dropdown list
Character Limit	
Format	
Description	The Unit of Measure (UoM) chosen from a standard list. Used in conjunction with the size (net content) field.
Data Standards	UoM will be available from a dropdown list.

UoM	Abbreviation
Weight	
Gram	g
Milligram	mg
Kilogram	kg
Pound	lb
Ounce	oz
Volume	
Millilitre	ml
Litre	L
Fluid Ounce	fl oz
Length	
Centimetre	cm
Millimetre	mm
Metre	m
Inch	in
Yard	yd
Quantity	
Each	ea
Multiples (product qty)	s
Pieces	pcs
Pack	pk
Other	
Burn time (Candles)	hr

Several common examples are provided below;

	For products measured by volume, such as 150ml, enter the numeric value in size and select 'ml' as the Unit of Measure (UoM).
	Example: 150ml. Size = 150, UoM =ml.
	For product quantities, such as the number of tablets, enter the quantity in size and select 's' as the UoM
	Example: 100s. Size = 100, UoM =s.
	For products that contain a number of items, but the sales item cannot be broken down further describe the net content as the number of items in the pack.
	Example: 20 pack. Size = 20, UoM = pk.
	For gift sets that contain multiple different items please specify the number of items in the set.
	Example: 3 piece gift set. Size = 3, UoM = pcs.
	Where no specific size exists the net content may be described as 1 Each.
	Example: 1 each. Size = 1, UoM = ea.

1.5. Product Colour / Shade Name

Field Name	Colour
Mandatory Field	No
Field Type	Text
Character Limit	80
Format	Title case
Description	The name of the product colour as represented on the packaging. This can be the shade number where appropriate.
Data Standards	• Do not use commas or symbols • Do not use back slash "\\" • Do not use abbreviations • Do not include trademark or copyright symbols

1.6. Barcode

Field Name	Barcodes
Mandatory Field	Yes
Field Type	Numeric
Character Limit	13
Format	UPC or EAN
Description	The item barcode as displayed on the retail sales packaging. Barcodes will be 8, 12, or 13 characters long. If the barcode on your packaging has a leading zero it must be included.
Data Standards	The item barcode must be in one of the following formats: • EAN-13 • UPC-A • EAN-8 • UPC-E Barcodes must be unique and once used cannot be re-used. For more information on barcode standards refer to https://www.gs1.org/standards/barcodes/ean-upc Multiple barcodes may be entered if required. If a barcode is not available at the time of data entry, or if an item has no barcode these options may be selected as a reason for not entering a barcode. A barcode must be entered for a Green Cross Health NPD product.

1.7. Product Code / Supplier Code

Field Name	Supplier Code
Mandatory Field	No
	Required for Green Cross Health NPD Products
Field Type	Text
Character Limit	80
Format	Alpha Numeric
Description	The product code assigned by the supplier or manufacturer.
Data Standards	A product code must be entered for a Green Cross Health NPD product.

1.8. Pharmacode

Field Name	Pharmacode
Mandatory Field	No
Field Type	Numeric
Character Limit	7
Format	Title case
Description	Required if the product has a Pharmacode assigned by the Pharmacy Guild.
Data Standards	- Pharmacode standards are set by the Pharmacy Guild - The Pharmacode will be validated against the Pharmacy Guild standards

1.9. Cost Price (Supplier List Cost)

Field Name	Cost Price
Mandatory Field	Yes
Field Type	Currency
Character Limit	
Format	Currency, NZ Dollars
Description	The standard list price before any customer terms. This is the cost price that is published to all retailers that have access to the price list. The cost must always be per retail sales items. Price per ordering pack **_must not_** be used.
Data Standards	• Cost must be per retail sales item • Must be to 2 decimal places • Must be excluding GST • Free items must have a cost of $0.00 • Services may have a cost of $0.00

1.10. Supplier RRP

Field Name	RRP
Mandatory Field	No Required for Green Cross Health NPD Products
Field Type	Currency
Character Limit	
Format	Currency, NZ Dollars
Description	This is the price at which the manufacturer or supplier recommends that the retailer sells the item to the consumer. The RRP will be published to all retailers that have access to the price list. The retailer is under no obligation to sell the product at the RRP.
Data Standards	• RRP must be per retail sales item • Must be to 2 decimal places • Must be including GST • For free items such as Gift with Purchase (GWP) enter $0.00 • RRP is required for Green Cross Health NPD products

1.11.   Minimum Order Quantity

Field Name	Minimum Buy
Mandatory Field	No
Field Type	Numeric
Character Limit	8
Format	Whole number
Description	The minimum quantity that a store can order. The default value is 1. If the item has no minimum order quantity, use the default of 1. If used in conjunction with the Buying Multiple field this will be number of Buying Multiple that must be orders. For example, if a buying multiple of 100 is set a Minimum Order Quantity of 1 will order 1 carton of 100.
Data Standards	• Must be a whole number • Zero is not valid for this field

1.12.   Buying Multiple

Field Name	Buying Multiple
Mandatory Field	No
Field Type	Numeric
Character Limit	8
Format	Whole number
Description	If the item must be ordered in a particular multiple quantity enter the value. For example if the item is always sold in cartons of 100, the Buying Multiple will be 100. The default value is 1. If the item has no specific buying multiple, use the default of 1.
Data Standards	• Must be a whole number • Zero is not valid for this field

1.13. Publish Date

Field Name	Future Publish Date
Mandatory Field	No
Field Type	Date
Character Limit	
Format	Date picker dd/mm/yyyy
Description	If the item is to be published to the Product Catalogue on a specific future date enter this date. If no date is entered the item will be published to the Product Catalogue as soon as processing is complete.
Data Standards	• Must be a future date

1.14. Replacement Product

Field Name	Replacement Product
Mandatory Field	No
Field Type	Select from search
Character Limit	
Format	Text
Description	If the product has been directly replaced by a new product use the search to find and enter that product. The 'Replacement Product' must be a published product before this field can be populated. This field will not be used in a new product and is designed for use after you have run-out the old product and before you remove it from your product catalogue.
Data Standards	n/a

1.15.   GST Rate (%)

Field Name	GST Rate (%)
Mandatory Field	No
Field Type	Numeric
Character Limit	3
Format	Whole number
Description	If your product has a different GST rate to the standard GST rate enter the GST rate of your product. If your product uses the standard GST rate, currently 15%, leave this field empty. Defaults to 15%
Data Standards	• Must be a whole number • May not be greater than 100 • May not be a negative value

1.16.   Supplier Note

Field Name	Supplier Note
Mandatory Field	No
Field Type	Text
Character Limit	
Format	Text
Description	Can be used to enter any information that cannot be captured in the form. Any text entered in this field will be visible in Toniq Retail.
Data Standards	

2. GREEN CROSS HEALTH NPD

Section 2 describes the data standards for the fields that are included on the ecommerce product data form used for Green Cross Health NPD products in Toniq Product Catalogue.

Please note that whilst a mandatory field must be completed for all products entered in Toniq Product Catalogue Green Cross Health may have specific requirements where they require data in non-mandatory fields.

Where Green Cross Health require data to be entered into a field this is indicated in the data standards definitions.

2.1. Green Cross Health Cost Price

Field Name	GXH Cost Price
Mandatory Field	Required for Green Cross Health NPD products
Field Type	Currency
Character Limit	
Format	Currency, NZ Dollars
Description	The cost price to Green Cross Health This is the cost price that is published only to Green Cross Health. No other customer has access to view this field. If the product is sold to Green Cross Health a value must be entered in this field, even if the value is the same as the standard cost price. The GXH cost price represents the price you sell for to GXH. If you sell directly to stores this will be the cost price to GXH stores. If your products are distributed via GDC this will be the price you sell in to GDC.
Data Standards	• Cost must be per retail sales item • Must be to 2 decimal places • Must be excluding GST • Free items must have a cost of $0.00 • Services may have a cost of $0.00

2.2. Green Cross Health Cost Price

Field Name	GXH Cost Price Effective Date
Mandatory Field	No
Field Type	Date
Character Limit	
Format	Date Picker dd/mm/yyyy
Description	The effective date of the cost price to Green Cross Health. If the GXH Cost Price is to be published to Green Cross Health on a specific future date enter this date. If no date is entered the price will be published to the Green Cross Health as soon as processing is complete.
Data Standards	• Must be a future date

2.3. Country of Origin

Field Name	Country of Origin
Mandatory Field	No
Field Type	Dropdown
Character Limit	
Format	List of Countries
Description	The country of manufacturer of the item. Choose from the list of countries.
Data Standards	• If the item is a product of more than one country choose the primary country of origin

2.4. Short Copy

Field Name	Short Copy
Mandatory Field	No
Field Type	Text
Character Limit	250
Format	Text
Description	Short description, up to 25 words, of what the product does.
Data Standards	• Limited to 25 words • A word count will be displayed as the product description is entered • Describe what the product does • Do not include repetitions of the product name • Do not make claims that are not approved by TAPS e.g., *"Number 1 product in the world"* • Use clear & concise language outlining 1-2 key benefits or features • Do not repeat brand or product name in description • Do not use bullet points in product description • Well-known products or products with overtly obvious use do not require a product description • Do not use Trademark symbols, Registered Trademark symbols, or Copyright symbols

2.5. Long Copy

Field Name	Long Copy
Mandatory Field	No
Field Type	Text
Character Limit	2000
Format	Text
Description	Long description of what the product does. This is used in addition to the Short Copy to add more detail to the description.
Data Standards	• Do not repeat the description used in the Product Description (Short Copy) • Describe what the product does • Do not make claims that are not approved by TAPS e.g., *"Number 1 product in the world"* • Well-known products or products with overtly obvious use do not require long copy • Do not use Trademark symbols, Registered Trademark symbols, or Copyright symbols

2.6. How Used

Field Name	How Used
Mandatory Field	No
Field Type	Text
Character Limit	2000
Format	Text
Description	Include usage instructions, contraindications, age restrictions, and any warnings other than TAPS mandatories and Generic mandatories.
Data Standards	• Do not use Trademark symbols, Registered Trademark symbols, or Copyright symbols

2.7. Claim Validations

Field Name	Claim Validations
Mandatory Field	No
Field Type	Text
Character Limit	2000
Format	Text
Description	If you have included any claims in your short copy or long copy, please record the source reference here.
Data Standards	• Do not use Trademark symbols, Registered Trademark symbols, or Copyright symbols

2.8. Suitable For

Field Name	Suitable For
Mandatory Field	No
Field Type	Text
Character Limit	2000
Format	Text
Description	Enter the value(s) that best describe who the item is suitable for.
Data Standards	• Do not use Trademark symbols, Registered Trademark symbols, or Copyright symbols

2.9. Colour Image Code

Field Name	Hex Colour Image Code
Mandatory Field	No Required if the item has a colour
Field Type	Hex Colour Code
Character Limit	7
Format	Hex Colour Code
Description	Enter the hexadecimal colour code for the item if the item has a colour. When a valid hexadecimal colour code is entered the colour will be displayed in the colour swatch to the right of the field.
Data Standards	• Required if the product has a colour • Must be a valid hexadecimal colour code • Must have # prefix followed by 6 alpha-numeric characters

2.10.   Colour Group

Field Name	Colour Group
Mandatory Field	No
Field Type	Text
Character Limit	50
Format	Text
Description	Enter the colour that best describes your product. For example, if the items colour name is 'Natural Black' enter 'Black' as the colour group. This will be used to group products together for ecommerce.
Data Standards	• Use standard colour names

2.11. Dangerous good

Field Name	Dangerous good
Mandatory Field	No
Field Type	Tick box
Character Limit	
Format	
Description	Tick if the item has any dangerous good or hazardous attributes that relate to supply chain handling. This flag is used to indicate if the item is considered a dangerous good.
Data Standards	n/a

2.12. Limited Edition

Field Name	Limited Edition
Mandatory Field	No
Field Type	Tick box
Character Limit	
Format	
Description	Tick if the item is a limited edition.
Data Standards	n/a

2.13.　　On Counter Date

Field Name	On Counter Date
Mandatory Field	No
Field Type	Date Picker
Character Limit	
Format	Date DD/MM/YYYY
Description	The earliest date that the item may be sold instore or online. If no date is entered the item may be sold immediately.
Data Standards	• Must be a future date

2.14.　　Ingredients

Field Name	Ingredients
Mandatory Field	No
Field Type	Text
Character Limit	5000
Format	Text
Description	List the items ingredients. Do not include commas "," replace commas with semi-colons ";". If commas are entered they will automatically be replaced with semi-colons during the validation process. Ingredients are not required for products in the following divisions. • Baby Care – see list for more details • Bookshop • Cosmetics • Fragrance • General Merch – see list for more details • Hair Care – see list for more details • Home Health Care • Nat Health • New Zealand Post • O.T.C – see list for more details • Personal Care – see list for more details • Photography • Services • Weight Management
Data Standards	• Do not include commas "," replace commas with semi-colons ";".

2.15. Ingredients Preferences

Field Name	Ingredients Preferences
Mandatory Field	No
Field Type	Text
Character Limit	2000
Format	Text
Description	Enter the value(s) that best describes your product. This will be used to group products together for ecommerce. They are something that makes the product preferred. • Vegan • Organic • No added diary This is in addition to the Ingredients Paragraph which contains the list of ingredients in the product
Data Standards	• Do not use Trademark symbols, Registered Trademark symbols, or Copyright symbols

2.16. Pack Size Inner

Field Name	Pack Size Inner
Mandatory Field	No
Field Type	Numeric
Character Limit	8
Format	Whole Number
Description	The number of sales items in any inner packaging.
Data Standards	• Zero is not a valid value for this field • Negative values are not allowed in this field • Must be a whole number

2.17. Pack Size Outer

Field Name	Pack Size Outer
Mandatory Field	No
Field Type	Numeric
Character Limit	8
Format	Whole Number
Description	The number of sales items in the outer packaging.
Data Standards	• Zero is not a valid value for this field • Negative values are not allowed in this field • Must be a whole number

2.18. Packaging Dimensions - Height

Field Name	Height (mm)
Mandatory Field	No
Field Type	Numeric
Character Limit	9
Format	Whole Number
Description	The height of the sales item
Data Standards	Only enter the numerical value; For example, if the Height is 150mm enter 150 • Zero is not a valid value for this field • Negative values are not allowed in this field • Must be a whole number • All packaging dimensions must be provided if any dimension is entered

2.19. Packaging Dimensions - Width

Field Name	Width (mm)
Mandatory Field	No
Field Type	Numeric
Character Limit	9
Format	Whole Number
Description	The width of the sales item
Data Standards	Only enter the numerical value; For example, if the Width is 150mm enter 150 - Zero is not a valid value for this field - Negative values are not allowed in this field - Must be a whole number - All packaging dimensions must be provided if any dimension is entered

2.20. Packaging Dimensions - Depth

Field Name	Depth (mm)
Mandatory Field	No
Field Type	Numeric
Character Limit	9
Format	Whole Number
Description	The depth of the sales item
Data Standards	Only enter the numerical value; For example, if the depth is 150mm enter 150 - Zero is not a valid value for this field - Negative values are not allowed in this field - Must be a whole number - All packaging dimensions must be provided if any dimension is entered

2.21. Packaging Dimensions - Weight

Field Name	Weight (grams)
Mandatory Field	No
Field Type	Numeric
Character Limit	9
Format	Whole Number
Description	The weight of the sales item
Data Standards	Only enter the numerical value; For example, if the weight is 500g enter 500 • Zero is not a valid value for this field • Negative values are not allowed in this field • Must be a whole number • All packaging dimensions must be provided if any dimension is entered

2.22. Shelf Life

Field Name	Shelf Life (Days)
Mandatory Field	No
Field Type	Numeric
Character Limit	4
Format	Whole Number
Description	The number of days from the date of manufacturer to the expiry date.
Data Standards	Only enter the numerical value; For example, if the shelf life is 365 days enter 365 • Zero is not a valid value for this field • Negative values are not allowed in this field • Must be a whole number • Required if the shelf life is 730 days (2 years) or less

2.23. Shelf Stable

Field Name	Shelf Stable
Mandatory Field	No
Field Type	Tick box
Character Limit	
Format	Tick box
Description	Tick if the item can be stored at ambient temperature.
Data Standards	• Must be unticked if product is refrigerated or frozen

2.24. Storage Instructions

Field Name	Storage Instructions
Mandatory Field	No
Field Type	Text
Character Limit	5000
Format	Text
Description	Enter any storage instructions for the item.
Data Standards	• Required if Shelf Stable is unticked

2.25. Flavours

Field Name	Flavours
Mandatory Field	No
Field Type	Text
Character Limit	200
Format	Text
Description	Enter the item Flavour or Flavours (if applicable) as represented on the item packaging.
Data Standards	• Do not use Trademark symbols, Registered Trademark symbols, or Copyright symbols

2.26. Features and benefits

Field Name	Features and Benefits
Mandatory Field	No
Field Type	Text
Character Limit	2000
Format	Text
Description	Enter any distinctive functionality offered as a special attraction to the product.
Data Standards	• Do not use Trademark symbols, Registered Trademark symbols, or Copyright symbols

2.27. Product Type / Form / Format

Field Name	Product Type/Form
Mandatory Field	No
Field Type	Dropdown list
Character Limit	
Format	Dropdown list
Description	Select the option that best describes the physical form of the item. Choose from the list. • Tablets • Capsules • Caplets • Lozenges • Spray • Sachets • Liquid • Gel • Powder • Balm • Cream • Set • VegeCapsules
Data Standards	

2.28. Days Supply

Field Name	Days Supply
Mandatory Field	No
Field Type	Numeric
Character Limit	
Format	Whole Number
Description	Calculated value based on the sales item quantity and recommended dose. *For example, 60 tablets with a recommended dose of 2 tablets per day = 30 days supply*
Data Standards	Only enter the numerical value; For example, if the days supply is 30 days enter 30 • Negative values are not allowed in this field • Must be a whole number

2.29. Exclusive

Field Name	Exclusive
Mandatory Field	No
Field Type	Tick box
Character Limit	
Format	Tick box
Description	Tick if the item is exclusive to Green Cross Health.
Data Standards	

2.30.   Only in Pharmacy

Field Name	Only in Pharmacy
Mandatory Field	No
Field Type	Tick box
Character Limit	
Format	Tick box
Description	Tick if the item is to be marketed only in pharmacies.
Data Standards	

2.31.   Medical Device

Field Name	Medical Device
Mandatory Field	No
Field Type	Tick box
Character Limit	
Format	Tick box
Description	Tick if the item is a medical device.
Data Standards	

2.32. Medicine Classification

Field Name	Medicine / Therapeutic Classification
Mandatory Field	Yes
Field Type	Dropdown list
Character Limit	
Format	Dropdown list
Description	Choose from the following. • General Sale • Pharmacy Only • Pharmacist Only (Restricted) • Other Therapeutic • Not applicable
Data Standards	Select 'Other Therapeutic' for; • Cosmetic medicines, Consumer Products & Devices • Natural Health Products & Dietary Supplements Further information can be found on the Association of New Zealand Advertisers Therapeutic Advertising Pre-vetting Service website. www.anza.co.nz/taps

2.33. TAPS Mandatory

Field Name	TAPS Mandatory
Mandatory Field	No
	Required if the item is a medicine or therapeutic as selected in the Medicine Classification field
Field Type	Text
Character Limit	1000
Format	Text
Description	Required if the item is a medicine.
	Complete if the item has a TAPS required mandatory over and above the text in the 'Generic Mandatories' field.
	All other mandatories or instructions for use should be included in the 'How Used' field.
Data Standards	Guidelines can be found on the Association of New Zealand Advertisers Therapeutic Advertising Pre-vetting Service website.
	www.anza.co.nz/taps

2.34. TAPS Number

Field Name	TAPS Number
Mandatory Field	No
Field Type	Text
Character Limit	1000
Format	Text
Description	Required if TAPS mandatory is required.
	Enter your TAPS number.
Data Standards	Enter your TAPS number as provided by Association of New Zealand Advertisers Therapeutic Advertising Pre-vetting Service.

2.35. Generic Mandatories

Field Name	Generic Mandatories
Mandatory Field	No
Field Type	Dropdown List
Character Limit	
Format	Dropdown List
Description	These are the generic mandatories that will be applied to your product where applicable. Please do not include these in any other field. If required, choose the most applicable value from the list; • Always read the label. Use only as directed. If symptoms persist or you have side effects, see your health practitioner. • Always read the label. Use only as directed. • Always read the label. Use only as directed. Discontinue use if irritation occurs. • Always read the label. Use only as directed. If symptoms persist or you have side effects, see your health practitioner. Vitamins are supplementary to a balanced diet. Weight Management products should be used in conjunction with a balanced diet and exercise.
Data Standards	