Configure Your Products

Setting up your product catalog
using the Shipwire Platform

What's inside

Introduction

The Shipwire Platform provides you with fulfillment and order management technology that includes best practices for setting up your product catalog. Furthermore, understanding how a product is configured tells our Operations team how to best pick the product for packaging and fulfillment.

Why proper product setup is important

The Shipwire Platform guides you to define products in a way that allows you to optimize shipments and have improved inventory control. This format allows you to take advantage of automated lot breaks and bulk optimization.

Who is this for?

- Business Owners / General Managers
- Operations Managers
- Customer Support Managers / Personnel

Automated lot breaks

This feature tries to keep products in bulk and provides logic to decide when to "break bulk" to ship an individual product. The benefits of automated lot breaks include decreasing manual work and reducing potential damage by reducing the number of times any given item is handled.

Bulk optimization

The Shipwire Platform optimizes bulk order fulfillment by reducing handling costs. For example, if an order of 8 bottles is received and you have bottles in master cases of 5, one master case of 5 and 3 individual bottles will be picked, which will count as 4 picks instead of 8.
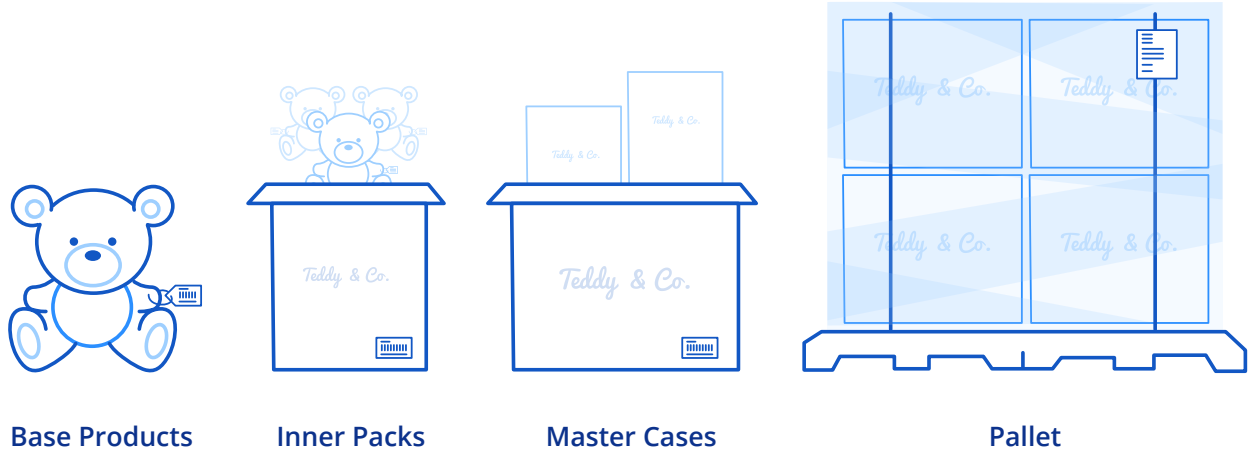
Product Types and Relationships

Each of your products must have a unique SKU (Stock Keeping Unit) before being sent to an Ingram Micro fulfillment center. SKUs help the Shipwire Platform identify individual products, master cases and inner packs containing multiple instances of a product. The SKU label provides easy access to all necessary information about the product, from its dimensions to the country of manufacture.

There are up to four layers of product

- Base Products
- Inner Packs
- Master Cases
- Pallet

A pallet holds multiple master case. Master cases can contain multiple inner packs and each inner pack contains multiple base products.

Base Products   **Inner Packs**   **Master Cases**   **Pallet**

Find more information about packaging in our online Support Center.
shipwire.com/w/support/product-definition-specification

Inner Packs vs. Kits

In some instances, multiple products or multiples of a single SKU are combined into a kit or pack and sold as a unit. These products will not be broken down into individual units (e.g., a dual pack of shampoo will not be broken into two units). A kit is not the same as a case and should not be defined as such. Multiples units and kits should be defined as Packaged Ready-to-Pick: YES and should have their own unique SKUs. Kits must also be clearly marked KEEP AS KIT on the case labels.

What is a kit?

A kit is two or more unique SKUs and is considered its own individual product that should have its own unique SKU name.

Using kits: When a contained SKU is already part of an existing SKU hierarchy

What can go in Kits?

+ Base Products	Yes
+ Marketing Inserts	Yes
+ Multiples of same product	Yes
+ Multiples of different products	Yes
+ Master case/Inner pack/Pallet	No
Create a product hierarchy? (Master case, Inner pack, Pallet)	Yes

SKU Hierarchy

All products have different levels of packaging to optimize configurations and secure the contents. Let's take the example from earlier:

- Base Product: **Teddy Bear**
- Inner Pack: 3 x **Teddy Bear**
- Master Case: 6 x **Teddy Bear**

For some orders you may need to ship a quantity that does not fit into the standard inner pack relationship, for example 4 **Teddy Bears**. In that scenario, the warehouse would ship 1 inner pack of 3 and 1 single base product.

If you'd like to ship **4 Teddy Bear**s frequently - or for a promotion or special offer - we suggest setting up a kit SKU. In this scenario, you would ship our warehouse 4-packs of **Teddy Bear**s instead of your standard 3-bear inner pack. In order to ensure the 4-packs are never broken down into single units for shipping, you would need to define it as a "Pre-Packaged and Ready-to-Ship" kit (not an inner pack). This kit would require its own SKU name and would need to be clearly marked KEEP AS KIT on the label. **Example SKU, TeddyBearPromo-4pk.**

Using Kits: When a kit contains several different Products

When you have a kit that contains several different products, you must define the kit as a case, specify the contained SKU and clearly mark KEEP AS KIT on the label. For example, if you have a single kit that contains:

- 2 x Stapler

- 5 x Blue pen

- 1 x Notebook

and you don't want it to be broken down when an order for a single unit of any of those products comes through, give the kit its own unique SKU name (e.g., KIT-Office Supplies), define the contents, and clearly mark KEEP AS KIT on the label. This will ensure that the kit will not be broken down into individual units when an order for a single stapler, for example, is received.

Packaged Ready-to-Ship = NO

Most product types will give you the option to indicate whether they are "Packaged Ready-to-Ship" or not. Leave this option DESELECTED if products will be picked and packaged at the time an order is received.

Packaged Ready-to-Ship = YES

This is used to describe products that are pre-packaged and that only need a shipping label affixed in order to be shipped.

Marketing Inserts

Insert SKUs are used to describe the marketing collateral you may wish to include in specific orders. Inserts are a great way to engage your customers in special offers, surveys and more.

Cases

SKUs include master cases or inner packs and are used to describe the bulk packaging in which your products are shipped to and stored at the warehouse..

Adding a Base Product

You can add base products in two ways: manually, or by uploading a spreadsheet.

Adding a Base Product Manually

1. From the **Dashboard**, go to the navigation menu and click **Inventory**..

2. From the **Inventory** Status page you can view the current status of your inventory at all fulfillment centers. Click **Product Catalog** (in the side navigation bar) to view a list of your products or to add/ edit existing products.

3. Click **Add a Product** to launch the guided product creation interface.

4. Indicate whether this product is a base product, marketing insert, virtual kit or kit.

5. Follow the instructions to fill out the information required for the product type. Look for the tooltip icon throughout this process if you need additional information.

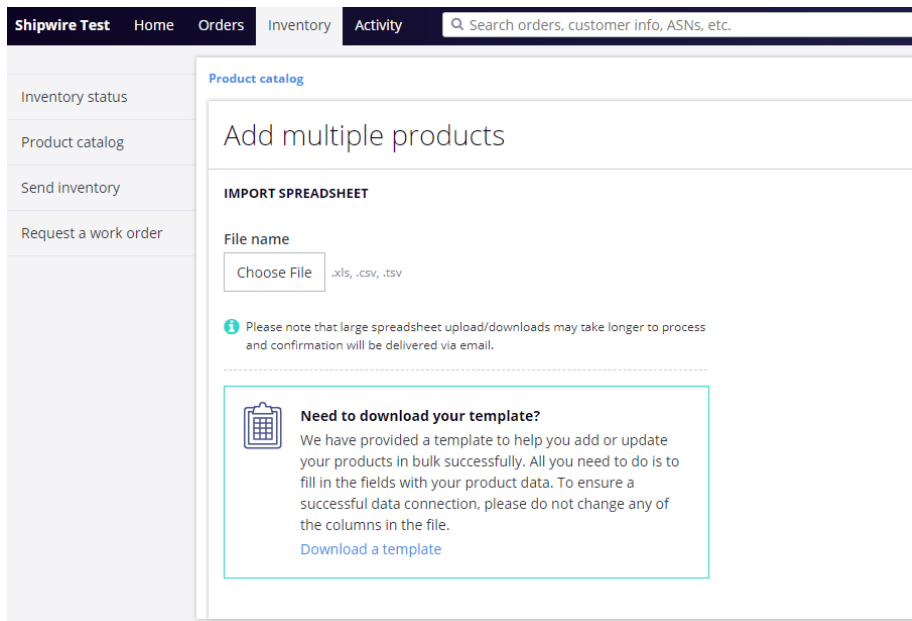6. Confirm that all information entered is correct, and click **Save**.

Adding a Base Product by Spreadsheet

If you prefer to enter your product via spreadsheet, you can do so by downloading our template, entering the SKU information and uploading in one batch.

1. From **Inventory** > **Product Catalog**, click **Add Multiple Products**.

2. Select the option that matches your preferred format (XLS, TSV or CSV).

3. Read the instructions carefully and fill out the appropriate fields. Save your completed spreadsheet.

4. Click **Choose File** to select your completed spreadsheet then click **Upload**.

Adding an Inner Pack, Master Case or Pallet

SKUs that define different packaging levels can now be easily created during the guided product creation process or by editing an existing base product SKU. Before you create bulk packaging SKUs, you must have already defined at least one base product SKU.

1. From **Inventory** > **Product Catalog**, click **Add a Product** (see the next page for details on how to upload a Spreadsheet).

2. Using the guided product creation tool, select the type of product you want to create from the on-screen options.

3. Under Step 3 (Configure), select the applicable packaging levels (inner pack, master case and pallet), then follow the instructions and use the tool tips to complete the necessary information.

4. Confirm that all information is correct, then click **Next**.

Uploading Bulk Products by Spreadsheet

If you prefer to enter your bulk product via spreadsheet, you can do so by downloading one of our templates, entering the SKU information and uploading in one batch.

Before uploading your spreadsheet, ensure that the description field clearly defines the quantity of units inside the bulk packages (e.g., "QTY 6 x SKU BOTTLE").

1. From **Inventory** > **Product Catalog**, click **Add multiple products**.

2. Download the product template in your format of choice (XLS, TSV or CSV).

3. Read the instructions carefully and fill out the appropriate fields. Please note that you can add bulk packaging options when defining your Base Product. Save your spreadsheet.

4. Click **Choose file** to select your spreadsheet, then click **Upload**.

Bulk product uploading

The time required to complete the upload depends on the size of your file. The upload may require several minutes to complete.