

# Indigo PIM VENDOR GUIDELINES

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## ARTICLE SET-UP: PIM (PRODUCT INFORMATION MANAGEMENT)

Indigo utilizes a web-based application called **Indigo PIM ("PIM")** to manage article master data creation and changes for our online and retail sales channels. It is our expectation that vendors submit **all article master data ("product data") to our PIM system using one of the options listed below**:

- Product upload via **InterTrade's ecCatalogue** (direct integration with PIM)
- Product upload directly into **Indigo PIM** (using the article data load templates)
- Product upload via **Convictional** (for Drop Ship vendors using Convictional)

No matter where product content is collected, it must adhere to our guidelines as specified in the **Style Guide**.

This document will cover the requirements for vendors uploading product data directly into Indigo PIM.

For more information on loading product data through InterTrade Catalogue, please refer to the **Product Data Requirements for Indigo's ecCatalogue** document at the following link <https://intertrade.com/indigo/>

For more information on loading product data through Convictional, please contact Indigo's Drop Ship team at [dropship@indigo.ca](mailto:dropship@indigo.ca)

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### PRODUCT DATA LOAD DIRECTLY INTO INDIGO PIM:

Vendors can load product data and content directly into Indigo's PIM system using Article Data Load templates. This option requires vendor to work directly in the PIM system. **Indigo PIM** provides the ability to load and maintain all aspects of article data 24 hours a day through a standardized interface that contains workflows to streamline and simplify all aspects of Indigo's article loading process.

We realize that this application will be new for your organization, and so, we advise you to review the respective training materials that will be provided for you, and to direct any respective questions to [pim@indigo.ca](mailto:pim@indigo.ca)

#### **For vendors selecting this option, PIM allows you to:**

- Create new articles by providing all mandatory **article attributes** (as identified in the training documents and PIM system);
- Upload Single Article Data or Bulk Article Data (using Excel based templates);
- Upload multiple images to enhance your item;
- View the status of an article;
- Search for and modify existing articles and images;
- Track details of all the modifications that have been made to your articles..

## Compatible Browsers

The following table lists the compatible browsers:

Browser	Supported Versions	Certified versions
Google Chrome	Latest version of Chrome*	78.0.3904.70#
Mozilla Firefox	Latest version of Firefox*	70.0
Safari on Mac	Latest version of Safari*	12.1

### Notes:

- \*As long as there is no breaking change in the browser engine.
- #Google Chrome version has enhanced security features and due to which certain file types such as .xism and .json when downloaded, display a warning message. In order to consume the file, warning message must be ignored.
- Also note, for the best view of web elements in the application, a minimum screen resolution of **1024\*768** is required.

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## BENEFITS OF PIM

- Enhances product data management, workflow and accuracy;
- Enriches product descriptions (attributes, categories, content, images, media, etc...)
- Improves customer experience by providing relevant and detailed product information;
- Reduces operational and supply chain costs and risks due to poor product data;
- Improves system integration;
- Increases speed of transactional processes, from purchase order to goods receipt, through to the sale of the product.

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## RIVERSAND PIM VENDOR REGISTRATION (FOR VENDORS LOADING PRODUCT DATA TO PIM DIRECTLY):

Once you have been assigned a vendor number by Indigo, the following will occur:

- An Indigo PIM account will be created by Indigo's Master Data team;
- Vendors will receive an e-mail notification with instructions for login and password creation.
- Note: login USER NAME will be the e-mail address submitted by the vendor to be set-up as the data contact for PIM (as indicated on Indigo's Vendor Registration Form).
- Vendors will also be sent training information/access and materials, outlining the PIM article creation and maintenance process.
- Please note: PIM is for article submission only. Category Managers must approve your articles and images for Indigo usage.

If you have any questions, please contact [pim@indigo.ca](mailto:pim@indigo.ca) and a member of Indigo's Master Data team will be in contact within 1 business day. We request that you do not forward questions regarding PIM functionality to Indigo merchants.

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FRENCH TRANSLATION

Vendors are expected to provide product names and descriptions in proper/accurate French for all articles **a minimum of 10 business days** before the expected in-DC date (i.e. PO delivery date).

For vendors requiring a **French translation resource**, please reach out to Indigo's preferred partner (3rd party translation service provider):

**TRSB:**

www.trsb.com

Email: [TRSB-Traductions@trsb.com](mailto:TRSB-Traductions@trsb.com)

Phone: (514) 844-4682

To access **TRSB's customized services for Indigo vendors**, please follow the instructions below to submit your translation request via the designated portal <https://indigo.trsb.com/>

To submit a translation request to TRSB:

Regular hours (8am-6pm EST)	Outside of Business Hours
Submit your request via the Portal: <a href="https://indigo.trsb.com/">https://indigo.trsb.com/</a>  Note that a User Guide is available at the bottom of the Home page.	For any unexpected urgent requests, please follow these steps: <b>Step 1:</b> Submit your request via the portal: <a href="https://indigo.trsb.com/">https://indigo.trsb.com/</a> Select country and create your account by clicking on sign-up. Then enter <b>registration code: 552021</b>  <b>Step 2:</b> Call the following number: <b>514-844-4682, ext. 454</b> This number will be transferred to the Project Manager on duty.  Wherever possible, please advise your TRSB Project Manager by 5 PM (ET) at <a href="mailto:TRSB-Traductions@trsb.com">TRSB-Traductions@trsb.com</a> for any potential after-hours requirements (nights, weekends or holidays).

Escalation process for TRSB (to escalate a request outside of business hours):

Level 1	Level 2	Level 3
Gaby Gamarra Team Leader Work: 514-844-4682, ext. 361	Amanda Clément Associate Director Work: 514-844-4682, ext. 226 Cell: 514-707-0167	Esther Légaré Director, Operations Work: 514-844-4682, ext. 294 Cell: 514-208-2757

Please contact this partner directly for translation services and mention that you are an Indigo vendor. Please note: **translation service costs are the vendor's responsibility**.

Alternatively, if vendors are unable to provide French content, Indigo will complete the translation for the respective vendors and **will charge the total fee of the translation service** (charged by the 3<sup>rd</sup> party translation service provider) **in addition to** the **Missing Item Description (French) chargeback fee** (per UPC) to the respective vendor (see data compliance table below).

**French language requirements:**

To further clarify what we consider proper French and to comply with our naming structure, please see the **Scoring Table** and **the Writing Guide for French Products**.

**SCORING TABLE**

Here is the scoring table that we would also like to send to the vendor (you will also find that table in the auditing template, in the second tab).

<b>Great</b>	Text flows very well No errors (spelling, grammar, syntax, translation, language) Idiomatic French
<b>Good</b>	Non-localized French Some sentences could be formulated better Readability is good
<b>Fair</b>	Spelling: Fewer than 3 typos or error English terms more accepted (cool, fun, etc.) Punctuation errors
<b>Bad</b>	Machine translated or similar quality (unreadable) Translation errors (incorrect transfer) Spelling errors Syntax errors Grammar errors Language errors (Anglicism, wrong term)
<b>No French</b>	No FR whatsoever FR title and EN description EN title and FR description

COMPLIANCE

Below is a list of all **PIM compliance rules** and the respective **chargeback** amounts for violations:

PIM Compliance Chargeback	Rule	Charge Amount
<p><b>Consumer Package Dimension Error</b></p>	<p><b>Measured volume</b> value (based on 3 measured/cubiscanned dimensions) compared to <b>PIM loaded volume</b> value (based on 3 loaded dimensions): <b>violation if discrepancy is</b></p> <ul style="list-style-type: none"> <li>• <b>&lt; or &gt; 5%</b> (less than/greater than five percent) for boxed/poly-wrapped/defined shapes (i.e. hard goods, packaged soft goods, etc...)</li> <li>• <b>&lt; or &gt; 20%</b> (less than/greater than twenty percent) for unboxed/unwrapped/undefined shapes (i.e. plush toys, loose/unpackaged soft goods, etc...)</li> <li>•</li> </ul>	<p><b>\$50 per UPC, per violation</b></p> <p>(may apply to same UPC multiple times if error repeats itself on subsequent measurements)</p>
<p><b>Consumer Package Weight Error</b></p>	<p><b>Measured/cubiscanned weight</b> value compared to <b>PIM loaded weight</b> value: <b>violation if discrepancy is &lt; or &gt; 5%</b> (less than/greater than five percent)</p>	<p><b>\$50 per UPC, per violation</b></p> <p>(may apply to same UPC multiple times if error repeats itself on subsequent measurements)</p>
<p><b>Master Case Dimension Error</b></p>	<p><b>Measured volume</b> value (based on 3 measured/cubiscanned dimensions) compared to <b>PIM loaded volume</b> value (based on 3 loaded dimensions): <b>violation if discrepancy is &lt; or &gt; 5%</b> (less than/greater than five percent)</p>	<p><b>\$50 per UPC, per violation</b></p> <p>(may apply to same UPC multiple times if error repeats itself on subsequent measurements)</p>
<p><b>Master Case Weight Error</b></p>	<p><b>Measured/cubiscanned weight</b> value compared to <b>PIM loaded weight</b> value:</p>	<p><b>\$50 per UPC, per violation</b></p>

	<b>violation if discrepancy is &lt; or &gt; 5%</b> (less than/greater than five percent)	(may apply to same UPC multiple times if error repeats itself on subsequent measurements)
<b>Missing Item Image</b>	Item image <b>must be sent minimum 10 (ten) business days ahead of PO Delivery Date</b> (in-DC date)	<b>\$100 per UPC</b>
<b>Poor Image Quality</b>	Images must meet <b>aspect ratio and resolution requirements/standards</b>	<b>\$50 per UPC, per poor aspect ratio</b>  <b>\$50 per UPC, per poor resolution</b>
<b>Missing Item Description - English</b>	Item description (English) <b>must be sent minimum 10 (ten) business days ahead of PO Delivery Date</b> (in-DC date)	<b>\$50 per UPC</b>
<b>Missing Item Description - French</b>	Item description (French) <b>must be sent minimum 10 (ten) business days ahead of PO Delivery Date</b> (in-DC date)	<b>\$50 per UPC</b>
<b>Insufficient Item Description Length - English</b>	Item description (English) <b>must meet minimum 25-word count requirement</b>	<b>\$50 per UPC, per violation</b>
<b>Insufficient Item Description Length - French</b>	Item description (French) <b>must meet minimum 25-word count requirement</b>	<b>\$50 per UPC, per violation</b>
<b>Inaccurate Item Description Length - French</b>	Item description (French) <b>must be accurate/correct as per Indigo's French standard requirements</b> (otherwise, it will require proper translation - rework)	<b>\$50 per UPC, per violation</b>



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KEY LINKS & CONTACTS:

**PIM Training & Documents:** please refer to **Learning Centre/PIM Training & Documents** on the Compliance Portal (<https://indigo.traversesystems.com>)

**Contact info:**

- For PIM related inquiries: [pim@indigo.ca](mailto:pim@indigo.ca)
- For ecCatalogue support: [solutions@intertrade.com](mailto:solutions@intertrade.com)
- For Convictional support: [dropship@indigo.ca](mailto:dropship@indigo.ca)

## Product Names

### General template for the name:

SIZE\* + PRODUCT + MATERIAL + MODEL NAME – NAME OF THE COLLECTION, PRINT, COLOUR, SIZE\*\*  
(NUMBER OF ITEMS IN THE PACKAGE)

### General remarks:

- For readability purposes, **don't add the name of the brand in the name**, as it appears right under it (and in the description) and shouldn't have a huge impact on SEO.
- Use an **“en” dash** to separate both parts of the name (alt+0150).
- Write the entire title in **uppercase**.
- Use the traditional French written form.

### Size:

\* If there is only one size of item (for example, a small journal);

\*\* If there are multiple different sizes for the same item (for example, small gloves, medium gloves or large gloves);

\*\* size can also be dimensions **in cm** (for example, a frame of 20 cm x 30 cm; if so:

- always write the size in cm (rounded to the closest 0.5 cm (must use a comma instead of a period).
- put these metrics between parentheses.

Examples:

Real metric	Rounded metric
2,14 cm	2 cm
2,16 cm	2,5 cm
2,51 cm	2,5 cm
2,76 cm	3 cm

## Colour and print:

- For **colourblock**, use **couleurs contrastées**.
- **Don't** make the colour agree in number or gender, if it follows an **"en" dash** or a **comma**; otherwise, please do as follows:

For example, a journal with a print of red tulips on a white background would be:

- RED TULIPS JOURNAL > **CARNET – TULIPES ROUGES, BLANC**
- the red agrees with the name tulips, but the white doesn't agree with anything.
- If there is more than one colour, separate them with a **comma** and/or with an **"et"**:

For example, a tablecloth with a pineapple print could be:

- ORANGE, YELLOW AND GREEN PINEAPPLE TABLECLOTH
- **NAPPE – ANANAS, ORANGE, JAUNE ET VERT**

## General examples:

PETITS SACS-CADEAUX – BLEU VICHY (ENSEMBLE DE 2)

TASSE MOYENNE – GRIS LUSTRÉ

GRANDE NAPPE EN LAINE ARCHIE – CARREAUX ROUGES

GRANDE NAPPE – CARREAUX, ROUGE

HOUSSE DE COUSSIN – TEXTURÉ, MULTICOLORE (46 CM x 46 CM)

HOUSSE DE COUSSIN EN VELOURS MATELASSÉ AVEC FILS MÉTALLISÉS – ROSE (25,5 CM x 51 CM)

SAC À DOS BRAVEMINI – **COLLECTION DWELL**, FIGUE

GRAND CARNET LIGNÉ EN ÉDITION LIMITÉE – HARRY POTTER, CARTE DU MARAUDEUR

## Vinyl Name Template:

DISQUE VINYLE – [TITLE OF THE ALBUM] PAR [ARTIST NAME]

**Example:** DISQUE VINYLE – THE WALL PAR PINK FLOYD

## Figures, Figurines and Statues Name Template:

PRODUCT + NAME OF THE COLLECTION + MATERIAL – NAME OF THE CHARACTER PAR NAME OF THE ARTIST (QUANTITY IN THE PACKAGE)

## Example:

FIGURINE EN PVC MARVEL GALLERY – CAMOIN À TACOS DE DEADPOOL

FIGURINE DC DESIGNER SERIES – METAL BATMAN PAR GREG CAPULLO

FIGURINES ARTICULÉES DC DESIGNER SERIES BOMBSHELLS – INFIRMIÈRE HARLEY ET LE JOKER  
(2 FIGURINES)

## Description

### General Remarks:

- avoid using Anglicisms;
- use traditional French grammar;
- provide a localized French Canadian translation.
- use a large lexical field to include as many synonyms as possible for SEO;
- at the end of the description, please use the mention: “**Une exclusivité d’Indigo**” (exclusive to Indigo), where appropriate/required.

### Metrics:

- convert all imperial measures to the metric system and put both in the description, with the imperial measure in parentheses;
- use a comma for the decimal;
- see above for how to round the cm:
  - Example: 11 cm x 38 cm x 21 cm (4,25 po x 15 po x 8,5 po)
  - Example: 150 ml (5 oz liq.)