

August 5, 2015

# Walmart Spec Supplier Guide

The WalmartSpec has been designed to group attributes together in a way to make it easier for Suppliers and data providers to provide product data. It is important to remember that the categories in the WalmartSpec have been chosen based on merchandising standards, commission rates, and the degree to which they contain similar attributes. The categories and attributes do NOT necessarily reflect how an item might be represented online.

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## 1.0 FIVE STEP OVERVIEW

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### 1.1 Pick a Category

Choose the L0 Category for your product. Refer to the list of categories, with includes/excludes text. The includes and excludes contain product types that define the category structure. They are not exhaustive, but they should give a good idea of where your product belongs. Each L0 Category has a separate spreadsheet.

### 1.2 Pick a Subcategory

Choose the L1 Subcategory for your product, if applicable. **Not every product belongs to an L1 Subcategory.** If your product belongs to a subcategory, then it belongs to only one. Each L1 Subcategory is on a separate tab in the spreadsheet.

### Example: Choose a Category & Subcategory



## 1.3 Fill out your Generic Attributes.

Under the applicable subcategory tab, Fill out the “Generic” attributes for your product. **If your product does not belong to an L1 Subcategory, use the "other" tab in the spreadsheet.** Use one row for each product.

The first section of attributes for each Subcategory tab represent the Generic product attributes, that apply to all products.

#### PLEASE NOTE:

- \* Columns in light green are mandatory.
- \* Attributes that are a closed list contain valid values in a drop down in the cell
- \* Do not modify the columns in the sheet.
- \* Pay attention to the following attributes:
  - 1) Product Name: A full descriptive title with Brand, Category, and other applicable descriptive words.
  - 2) Main Image URL: Every product needs at least one image.

## 1.4 Fill in the Category-specific Attributes

Fill in the Category - specific attributes for your product. These include the variant information, compliance attributes, and any recommended marketing attributes that apply to all products in the L0 Category. These columns are the same on all Subcategory tabs. Those in light green are mandatory.

## 1.5 Fill in the Subcategory Attributes.

If your product belongs to an L1 Subcategory, then fill in the attributes that apply to that Subcategory. A product only belongs to one Subcategory. The subcategory attribute columns are unique to each Subcategory tab. Those in light green are mandatory.

Note: If your product does not belong to an L1 Subcategory, use the "Other" tab in the spreadsheet and only fill in the Generic and Category Level attributes. For example: if you are selling a piece of furniture that does not fit with a subcategory, then the general furniture attributes are adequate to describe your item.

## 2.0 CATEGORY GUIDANCE

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Please see the list of Walmart Universal Categories with Includes/Excludes text to determine which category your products belong to. Walmart Universal Categories are based on general merchandising categories; however there are certain choices that were made based on Walmart's specific needs that differ from other retail structures. Below are some of the special considerations for the Walmart Universal Categories.

### 2.1 Baby

Almost all products that relate to babies are in the "Baby" category: baby food, baby toys, diapers, feeding accessories, etc. This means that baby items are EXCLUDED from other categories. Baby food is EXCLUDED from food; baby toys are EXCLUDED from toys; etc.

## 2.2 Clothing

For the Clothing category, choose *either* Clothing Size, which is a general size for a garment (i.e., S,M,L,2,4,6, etc.) *or* a size in the subcategory section, which is a special size that may apply to that garment (i.e., Dress Shirt Size, Bra Size, etc.). For example: If a shirt is size Small, then choose Clothing Size. If the shirt is sized by neck and sleeve length, choose Dress Shirt Size and enter neck size and sleeve length in the appropriate fields.

## 2.3 Furniture vs. Home Vs. Garden & Patio

Furniture and Garden & Patio items have been separated into their own categories and are not part of Home. The Home category only includes appliances, decor, home accessories, kitchen and dining. Cleaning supplies are in Other.

## 2.4 Tools vs. Garden & Patio

In general, all tools for any category are in Tools. One exception is garden and patio tools, which belong in Garden & Patio, due to a commission restriction.

# 3.0 Requirement Levels

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## 3.1 Mandatory Attributes

Mandatory attributes are required to onboard data. If mandatory fields are blank, the attempt to ingest the data will fail.

## 3.2 Recommended Attributes

While we can publish a product online without Recommended attributes, these are strongly correlated with discoverability better user experience, and sales.

## 3.3 Optional Attributes

Optional Attributes are not required, but may be useful if you choose to use them

## 4.0 ATTRIBUTE GUIDANCE

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The following section was written to assist in filling out specific attributes that may need more information, or attributes that we have marked for improvement in the next version of the Walmart Spec.

The image shows a screenshot of a product page for a LEGO DUPLO Giant Tower set. On the left, there are two labels with blue arrows pointing to the right: 'Short Description' and 'List of Features'. The 'About this item' section contains a paragraph of text describing the product. Below it, the 'LEGO DUPLO Giant Tower:' section contains a bulleted list of features.

**Short Description** →

**List of Features** →

**About this item**

Nurture your child's creativity and imagination at an early age with this LEGO DUPLO Giant Tower set. This product allows your little one to build a fantasy land complete with towers, dragons and cute animals. The LEGO DUPLO set comes with a storage box of 200 multicolored elements that are large enough for small hands to play with and safe enough for younger children. The package also includes a sorting tray. Inspire your young builder to create according to the set's specifications or build new items and characters. This kids' building set has decorated faces and eyes, rounded DUPLO bricks, windows and flowers to create and re-create different scenarios. The sturdy, reusable box makes it easy to store after play, or to bring along when traveling. This toy is appropriate for kids aged two to five years old.

**LEGO DUPLO Giant Tower:**

- LEGO DUPLO set with storage box has 200 pieces or elements, including decorated faces and eyes, rounded DUPLO bricks, windows, flowers and plenty of basic DUPLO bricks
- Set includes a sturdy, reusable box for storage or travel with a lid that doubles as a sorting tray
- DUPLO products are fun and safe for younger hands
- Kids' building set is suitable for users aged 2 to 5 years old
- Build a LEGO DUPLO fantasyland of towers, dragons and cute animals

### 4.1 Short Description

Short Description is the paragraph of text that appears below the "About This Item" headline. Format this text with a paragraph tag:

```
<p>Release your inner super hero with our Acme Company Short-Sleeve Wonder Woman Tee. Available in several colors, you will find the inner strength to tackle everything from a rowdy children's party to an in-law visit. (Lasso of Truth not included.) </p>
```

### 4.2 Long Description

Text in the Long Description shows up as a list of bulleted features on the item page. In the future, we will have a separate field for each feature; currently, we need HTML in order to render the list. Use the HTML template below:

```
<b>This is a heading in bold, with a line break.</b><br/>
<ul>
  <li>This is the first bullet in an unordered list.</li>
  <li>This is the second bullet point.</li>
  <li>This is the third bullet point.</li>
</ul>
```

So your list of features may look like this:

```
<b>Acme Company Short-Sleeve Wonder Woman Tee.</b><br/>
<ul>
  <li>Made of pre-shrunk cotton.</li>
  <li>No-fade retro graphic.</li>
  <li>Available in multiple colors.</li>
</ul>
```

### 4.3 Price Per Unit Quantity

If Price Per Unit does not apply to your item, enter the weight or volume of your item.

The fact that this attribute was made globally required is a known issue and is slated to be corrected in the next version of the Spec.

## 5.0 IMAGE GUIDANCE

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Every item requires at least one image. Item images should be clean, fresh, and easy to understand. Clear, consistent images build engaging and informed shopping experiences. Images must accurately represent the item.

**PLEASE NOTE:**

If you have images that have been formatted to the GS1 Standard, they may need to be adjusted to comply with restricted file types and Walmart naming conventions. Please see sections 4.4 and 4.5 below.

## 5.1 Main Image

The "Main Image" is the iconic first image that appears, which should communicate what the product is in an impactful, informative way. Follow the following guidelines for the main image:

- Front view of the item
- Seamless white background (255/255/255 RGB)
- Image should fill edge to edge either height or width of image canvas with no or minimal white space
- Lighting is soft & even; no shadows
- Key light is from camera-top-left with a fill card on the right side
- For white items, add additional contrast so that the image stands out from the white background
- No packaging in the main image

## 5.2 Alternative Views

Provide alternative views of the item using the "Additional Assets" attribute. Additional views may include the back view, alternative angles, details such as embroidery, accessories, or the item in use. At least one alternative view is recommended.

## 5.3 Image Resolution

The higher the resolution, the better the customer experience. We recommend 3000 x 3000 pixels at 300 ppi. The minimum resolution for zoom and pan functionality is 2000 x 2000 pixels at 300 ppi. This size enables the zoom functionality on the item page, allowing the customer to examine the product closer and gain more detail. Lowest resolution we accept is 500 x 500 pixels at 72 ppi. This allows for hover zoom only.

## 5.4 Image Format

We accept JPEG and PNG files. We recommend JPEG for the highest-quality

images. We do not accept EPS, PSD or TIFF files. 360 imagery must be JPEG.

## 5.5 Image & Asset File Naming

Please name the files using a product identifier, such as GTIN, or SKU, followed by the type of asset. Use the following asset type names in the file names:

- Main Image = MAIN (Example: 00000123456789\_MAIN.jpg)
- Alternative Views = AV (Examples: 00000123456789AV.jpg, 00000123456789AV1.jpg, 00000123456789\_AV2.jpg)
- Swatch = SWATCH (Example: 00000123456789SWATCH.jpg)\* Video = VIDEO (Example: 00000123456789VIDEO.jpg)
- Rebate Form = REBATE (Example: 00000123456789\_REBATE.jpg)
- Instruction Manual = MANUAL (Example: 00000123456789\_MANUAL.jpg)

## 5.6 Alt Text

Alt Text is the "Alternative Text" that will appear in place of an image in case of an error. It also appears when one hovers over an image, and is used by screen readers for those who are visually impaired in order to help them navigate a web page. Additionally, it is indexed by search engines and will help improve your Search Engine Optimization.

## 6.0 FAQ

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### **Q: What if my item fits into more than one category?**

**A:** Your item may only belong to one category in the Walmart Spec. (This does not mean that it will only appear in one place online.)

First, review the list of Categories and read the "Includes" and "Excludes" text for each category. If you still are in doubt, choose a category that best represents the *main* purpose of your item. For example, if you have a walker that doubles as a stool, ask whether it is primarily a walker which can be used as a stool, or is it

primarily a stool that can be used as a walker?

If you are still in doubt, email [contentacq@walmart.com](mailto:contentacq@walmart.com).

**Q: My item doesn't have a "height." How am I supposed to enter measurements?**

**A:** Please follow the [GDSN Package Measurement Standards](#).

**Q: Do I fill in a separate line for each item?**

**A:** Yes.

## **7.0 APPENDIX**

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### **7.1 Table of Valid Values**

WalmartSpec\_ValidValues.xlsx

### **7.2 Walmart Universal Categories with Includes/Excludes Text**

150803**ibcategoriesv4.2alignedWSpec.xlsx**

## **8.0 Feedback**

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If you have any questions or feedback on the Walmart Spec, please email our Content Acquisition group at [contentacq@walmart.com](mailto:contentacq@walmart.com).