

The diagram features a central white-outlined rectangle divided into three horizontal sections. The top section contains five checkboxes with the following states: checked, unchecked, checked, checked, unchecked. The middle section contains five checkboxes with the following states: unchecked, checked, unchecked, unchecked, checked. The bottom section contains two lines of binary code: 010011101010011101001011010010010100111010100110100101101 and 010010110100100101001110101001101001110101001110100101101. This central box is connected to a network of white lines that extend to the left and right edges of the page.

Configure Your Products

Setting up your product catalog using the Shipwire Platform

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Introduction

The Shipwire Platform provides you with world-class logistics technology that includes best practices for setting up your product catalog. Furthermore, understanding how a product is configured tells our Operations team how the product can be picked for fulfillment.

Why proper product setup is important

The Shipwire Platform guides you in defining products an way that lets you manage both B2C and B2B sales within the same product structure. This also allows you to take advantage of automated lot breaks and bulk optimization.

Who is this for?

-  **Business Owners / General Managers**
-  **Customer Support Managers / Personnels**
-  **Operations Managers**

Automated lot breaks

This feature keeps your inventory whole and automatically decides when to “break bulk” to ship an individual product.

The benefits of automated lot breaks include decreasing manual work, lower handling rates and lower storage spend.

Bulk optimization

The Platform optimizes bulk order fulfillment by reducing handling costs. For example, if an order of 8 bottles is received and you have bottles in cases of 5, one 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 and/or cases containing multiple instances of a product. Think of a SKU as an ID label that contains the information needed about a product, from its dimensions to the country where it was manufactured.

There are three types of SKUs: base products, inner packs and master cases. A master case contains multiple inner packs and each inner pack contains several base products. We suggest following these best practices for defining the relationship between SKU types:



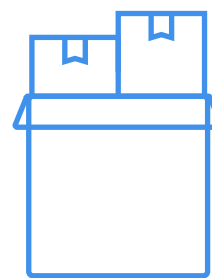
Base Products

Base products are individual units of a particular product.



Inner Packs

Inner packs are cases containing a certain number of base products. All the products inside inner packs must be of the same type. If there is more than one SKU inside an inner pack, it should be defined as a kit.



Master Cases

Master cases are larger cases containing a certain number of inner packs.

Matching SKU numbers to the physical product label

The SKU names in your account must match the SKUs on the physical label of your product. For example, if the SKU on a box of products is 123-**ABC**, when setting up your product catalog, the SKU for that product should also be 123-**ABC**. This helps maintain a unified SKU structure and prevents errors when passing orders to our fulfillment centers.

 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 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). Kits should not be defined as a case when adding them to your product catalog. They can be defined as Packaged Ready-to-Pick: YES or NO, and should have their own unique SKU. Kits that are intended to remain kits must be clearly marked KEEP AS KIT on the case label.

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

You may have a product (e.g., SKU **A**) that is already used in a given SKU hierarchy. In some cases, you may need to ship a separate case of SKU **A** that does not fit into this hierarchy. Consider the following relationship set up:

- Base Product: **A**
- Inner Pack: 6 x **A**
- Master Case: 24 x **A**

You may need to ship a case that contains five units of **A** and which does not fit into the above relationship. If you don't want this case of 5 x **A** to be broken down into single units, you must define it like a Pre-Packaged and Ready-to-Ship kit (not an inner pack) with a new SKU (e.g., **A-5PACK**), and clearly mark KEEP AS KIT on the label. This will ensure that when an order for a single unit of SKU **A** comes in, it will not be taken out of a kit that is only sold as a pack of five.

Using kits: When a kit contains several different SKUs

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:

- Product 1: 1 x **A**
- Product 2: 3 x **B**
- Product 3: 5 x **C**

and you don't want it to be broken down when an order for a single unit of **A**, **B** or **C** comes in, give the kit its own SKU (e.g., KIT-**ABC**), 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 unit comes in.

Shipping internationally with HTS Codes

We recommended that you define country of origin and Harmonized Tariff System (HTS) codes during product setup, especially if you are shipping products internationally. This helps the destination country understand your product better and process it faster. You will see where to input country of origin and HTS codes in the next section.

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.

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

Case SKUs include master cases or inner packs and are used to describe the bulk packaging that your products come in.

Adding a Base Product

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

1. From the **Dashboard**, click **Inventory** in the navigation menu.
2. Clicking **Inventory** will automatically take you the Inventory Status page, where you can view current inventory statuses for 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 on **Add a product** to launch the Guided Product Creation interface.
4. Indicate whether this product is a combination of multiple products or an individual product by choosing from the options available.
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 help.
6. Confirm that all information entered is correct, and click **Save**.

The screenshot shows the Shipwire web application interface. At the top, there's a navigation bar with 'Acme, Inc', 'Home', 'Orders', 'Inventory', and 'Activity'. Below this is a sidebar with 'Inventory status', 'Product catalog', 'Send inventory', and 'Request a work order'. The main content area is titled 'Product catalog' and 'Add base product'. It features a '1 Identify' section with a text input field for 'Name this product (SKU name)', a character count '18 characters left', and an 'Add alternative name' checkbox. Below this are 'Next' and 'Cancel' buttons. Further down, there are sections for '2 Describe', '3 Configure', and '4 Assign attributes'. The bottom of the page shows the Shipwire logo and copyright information.

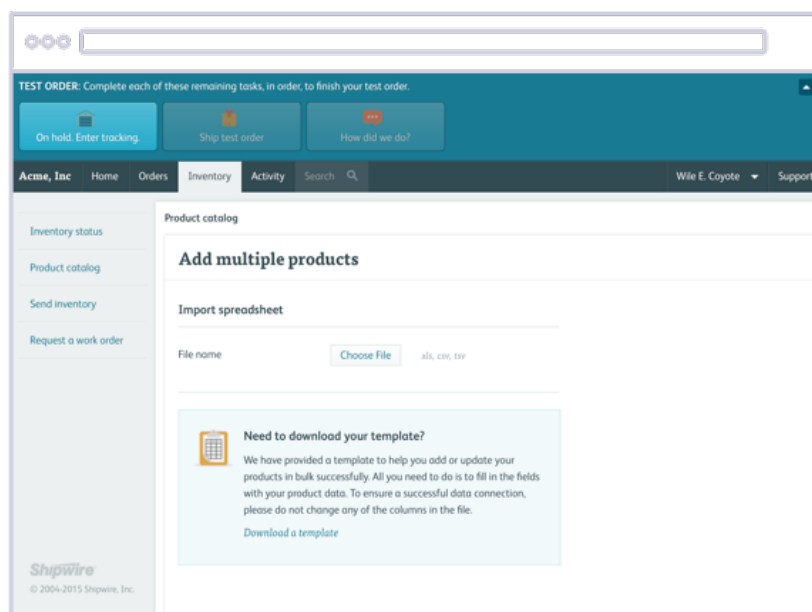
Adding a Base Product by Spreadsheet

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 on **Add multiple products**.
2. Click on one of the download options to download the spreadsheet template in your preferred format (XLS, TSV or CSV).
3. Read the instructions carefully and fill out the appropriate fields.
4. Click on **Choose file** to select your saved spreadsheet, and then click **Upload**.

Tip: Auto-populated spreadsheets

If you already have products defined and you download a spreadsheet template, it will automatically be populated with the relevant information to save you time.



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 on **Add Product** (see the next page for uploading via Spreadsheet).
2. Using the Guided Product Creation Tool, select the type of product you want to create from the on-screen options.
3. Under the Configuration step of the Guided Product Creation Tool, select the type of bulk packaging that is relevant for that a product, then follow the instructions and use the tool tips to fill out the necessary information.
4. Confirm that all information entered is correct, then click Next.

A completely populated example of the bulk packaging options and how they are configured.

3 Configure

Read our best practices to see how you can save your costs by packaging how your product is packaged.

Length: 3, Width: 5, Height: 4, Weight: 3

☐ Packaged ready to ship

Cost: 12, Wholesale (optional): 22, Retail: 39

Define packaging levels (optional)

	Inner pack	Master case	Pallet
Your packaging methods	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Base products per case	2	10	100
Define SKU name	2T-IC	2T-MC	2T-PA
Description	Second Inner Pack	Second Master Case	Second Pallet
Length	6	6	60
Width	5	25	25
Height	4	4	4
Weight	6	30	300
Packaged ready to ship	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost	24	120	1200
Wholesale (optional)	44	220	2200
Retail	78	390	3900

Inner pack contains:
 2 base products
 Master case contains:
 10 base products
 5 inner packs
 Pallet contains:
 100 base products
 50 inner packs
 10 master cases

Next Cancel

Naming inner pack SKUs

Inner pack should be entered and physically labeled with a different SKU than the unit SKU it contains. If your inner pack is already marked with a SKU, for example "6BTLS1 BOTTLE-CASE", then enter "6BTLS1 BOTTLE-CASE" as your inner pack SKU.

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").

Bulk product uploading

The product upload process depends on the size of your upload and may take several minutes.

1. From **Inventory > Product Catalog**, click on **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.
4. Click on **Choose file** to select your saved spreadsheet, then click **Upload**.