

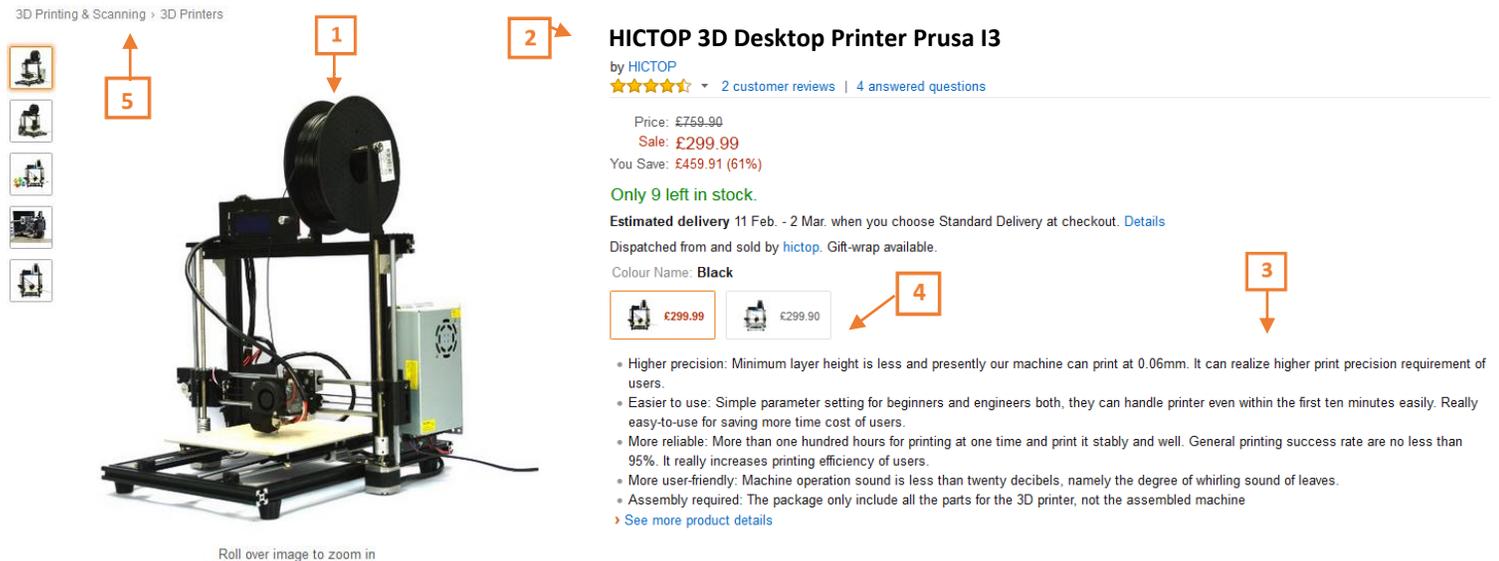
# SUMMARY CATEGORY STYLEGUIDE

## BISS - BUSINESS, INDUSTRIAL & SCIENTIFIC SUPPLIES

### 2016

By improving data quality you can significantly increase your sales potential on the Amazon Marketplace. Products, provided in a consistent format with precise and detailed information, will easier be discovered by customers and also influence the buying decision in a positive manner. Please consider: Products that do not comply with Amazon guidelines might get excluded from Amazon's product search and thus will not be visible to customers. For further information, please refer to the provided information in this Styleguide.

3D Printing & Scanning > 3D Printers



**HICTOP 3D Desktop Printer Prusa I3**  
by HICTOP  
★★★★★ 2 customer reviews | 4 answered questions

Price: £759.90  
Sale: **£299.99**  
You Save: £459.91 (61%)

Only 9 left in stock.

Estimated delivery 11 Feb. - 2 Mar. when you choose Standard Delivery at checkout. [Details](#)

Dispatched from and sold by [hictop](#). Gift-wrap available.

Colour Name: **Black**

€299.99 €299.90

- Higher precision: Minimum layer height is less and presently our machine can print at 0.06mm. It can realize higher print precision requirement of users.
- Easier to use: Simple parameter setting for beginners and engineers both, they can handle printer even within the first ten minutes easily. Really easy-to-use for saving more time cost of users.
- More reliable: More than one hundred hours for printing at one time and print it stably and well. General printing success rate are no less than 95%. It really increases printing efficiency of users.
- More user-friendly: Machine operation sound is less than twenty decibels, namely the degree of whirling sound of leaves.
- Assembly required: The package only include all the parts for the 3D printer, not the assembled machine

[See more product details](#)

Roll over image to zoom in

The previous image shows an ideal product presentation on [www.amazon.de](#). By considering the following five main requirements, you can easily improve your product page quality:

- 1 Product images** have minimum size of 1.000 pixels (at least 72 dpi) along the longer side, have a clear, white background and only illustrate the offered product. They are shot from the front, cover at least 85% of the whole image and show a real version of the product (no sketches etc.). Every single variation requires an individual image. Images need to be provided in .jpg, .png or .gif. For further information please consider pp. 5-6 in this Styleguide.
- 2 Appealing product titles** increase the customer's trust in a specific product. The formula for parent ASIN titles goes like: [brand] + [department/target group] + [product type] + [product name]. You can see this formula in the example above: „HICTOP 3D Desktop Printer Prusa I3“. For further information please consider p. 6 in this Styleguide.
- 3 Detailed product descriptions** help customers to get a feeling about the item's main qualities, its look and feel. **Bulletpoints** (see above) are the first piece of information that the customer sees browsing through the Amazon catalogue. Please make sure that any relevant information is included in this section. Product descriptions (not shown in the example above) are located at the bottom of the product detail page. If possible, try to integrate information about the feel, fit and possible use scenarios. For further information please consider p. 7 in this Styleguide.
- 4 Product variations** always need to be linked to a specific parent ASIN, so that customers can easily browse through any available color or size without leaving the product detail page. Since any page visit will be counted towards the main parent item, your sales potential increases by listing the items correctly (the number of glance views is an important criterion for the search algorithm). For further information please consider p. 9 in this Styleguide.
- 5 Browse Nodes** will help you categorize your products and describe which filters or attributes can be used in order to find your products. With correct browse nodes, customers will easier be able to find your offers in Amazon's constantly growing product catalogue. For further information please consider p. 9 in this Styleguide.

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**This Styleguide will help you creating an effective product offer and thus improve your sales.**

For a perfect customer experience on [www.amazon.de](http://www.amazon.de) for both, buyers and sellers, we are very serious about the image and data quality of any listing. We kindly ask you to carefully read the following guidelines in order to understand what our customers expect from sellers on Amazon. Neglecting the guidelines can result in removal of product listings or even selling privileges.

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# SUMMARY CATEGORY STYLEGUIDE

## BISS - BUSINESS, INDUSTRIAL & SCIENTIFIC SUPPLIES

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## What is BISS and what is different from other categories?

### BISS Definition

The term BISS stands for “Business, Industrial and Scientific Supplies” and is Amazon’s first step towards approaching professional clients. Other than focusing on product groups, the [BISS Store](#) targets small and medium-sized businesses that are already covering their basic needs via Amazon today. BISS will even further improve our clients’ shopping experience by providing a one-stop shopping experience with a highly sophisticated selection of products, great prices and an overall product comparability. Products and equipment listed in BISS typically focus on professional duties and belong to the following categories:

- **3D printing** - 3D printers, 3D scanners, 3D printer parts & accessories, 3D printing materials
- **Janitorial & Sanitation Supplies** - cleaning tools, floor care, industrial cleaning chemicals, paper products, restroom fixtures, waste receptacles & liners
- **Lab & Scientific Products** – ampules, condensers, cuvettes, lab bottles & jars, flasks, funnels, tubes, lab chemicals, filters, lab furniture, laboratory equipment
- **Occupational Health & Safety Products** – work safety equipment and gear, safety signs, hazardous material handling, facility safety products, emergency response equipment
- **Power & Hand Tools** – drills, grinders, rotary hammers, sanders, saws, screw guns, soldering and welding equipment, cutters, screwdrivers, chisels
- **Professional Medical Supplies** – apparel, gloves, fluid administration, surgical tools & instruments, examination supplies, respiratory & anesthesia equipment, sterilization, infection prevention, wound care and dressings
- **Tapes, Adhesives & Sealers** – adhesive sprays, hot glue sticks, sealers, epoxies, caulk, silicone, tape, tape dispensers, wood fill
- **Test & Measurement** – calibrators, gauges, air flow meters, anemometers, barometers, manometers, scales, chromatographs, dosimeters, ph testing, refractometers, spectrometers, pressure transmitters

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## BISS - BUSINESS, INDUSTRIAL & SCIENTIFIC SUPPLIES

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#### Janitorial & Sanitation

Floor Care  
Cleaning Tools  
Paper Products  
[See more >](#)



#### 3D Printing

3D Printers  
3D Printing Materials  
3D Scanners  
[See more >](#)



#### Lab & Scientific Products

Glassware & Labware  
Supplies & Consumables  
Instruments & Equipment  
[See more >](#)



#### Facility Safety Products

Fire Safety  
Safety Barriers  
Smoke Alarms  
[See more >](#)



#### Safety Equipment & Gear

Clothing  
Masks & Respirators  
Head Protection  
[See more >](#)



#### Tapes

Fabric Tape  
Magnetic Adhesive Tape  
Sealing Tape  
[See more >](#)



#### Test & Measurement

Temperature & Humidity  
Dimensional Measurement  
Electrical Testing  
[See more >](#)



#### Power & Hand Tools

Hand Tools  
Power Tools  
Power Tools Accessories  
[See more >](#)



#### Medical Supplies

Diagnostics & Screening  
Apparel & Gloves  
Wound Care & Dressings  
[See more >](#)



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## A) Listing Products on Amazon Seller Central

Depending on your IT capabilities and know-how, there are different possibilities to transfer product information to Seller Central. The quality of the product detail page directly influences internal search results as well as external search queries (e.g. Google, Bing or Yahoo!). In this regard, content and a meaningful categorization are essential for a good findability of your products.

**The Amazon product catalogue is based on EAN-Codes (European Article Number; also possible: UPC-Code). The EAN is a 13-digit number that is provided by product manufacturers in order to clearly identify any specific product. Listing products in the BISS category is possible without EAN/UPC Codes. However, using these codes helps you to match your offer with existing products.**

If you are a brand owner and offer products without EAN (= manufacturer, also personalized or hand-crafted items, white label products), you can register your own brand on Amazon. Registered Brands get a GCID (Global Catalogue Identifier), a unique code from Amazon that is valid for all global Amazon markets.

There are three possible ways to list your products. Also, combinations are valid:

### 1. Manual listing via Seller Central

The manual listing is the so-called „quick and dirty“ solution to enter your products into Seller Central without providing any specific data feeds. It is good for listing small amounts of products via the web interface. In Seller Central, simply click on Inventory -> Add product and add as many products as you like.

### 2. Listing via flatfiles

The flatfile is a specific data format (Excel file) that allows you to quickly list large amounts of products with one single file upload. Depending on the products you want to list, you can choose between four different flatfiles for BISS: Lab & Scientific, Professional Healthcare, Industrial, Janitorial and Sanitation.

Category	Flat File	Product Description
Industrial Tools & Instruments	Flat.File.Industrial.uk/de/fr/it/es	Abrasives, Adhesives and Sealants, Cutting Tools, Electronic Components, Gears, Grommets, Industrial Hose, Industrial Wheels, Material Handling, Mechanical Components, Orings, Precision Measuring
Lab Equipment & Instruments	Flat.File.LabSupplies.uk/de/fr/it/es	Lab Supply
Professional Medical	Flat.File.ProfessionalHealthCare.uk/de/fr/it/es	Professional HealthCare
Occupational Health & Safety	Flat.File.LabSupplies.uk/de/fr/it/es	Safety Supply
Additive Manufacturing	Flat.File.Industrial.uk/de/fr/it/es	Mechanical Components
Janitorial & Sanitation	Flat.File.FoodServiceAndJanSan.uk/de/fr/it/es	Janitorial Supply
Tapes, Adhesives, Lubricants & Chemicals	Flat.File.Industrial.uk/de/fr/it/es	Adhesives and Sealants
Material Handling	Flat.File.Industrial.uk/de/fr/it/es	Material Handling
Food Service	Flat.File.FoodServiceAndJanSan.uk/de/fr/it/es	FoodServiceSupply
Metalworking	Flat.File.Industrial.uk/de/fr/it/es	Abrasives, Cutting Tools, Mechanical Components
Industrial electrical supplies	Flat.File.Industrial.uk/de/fr/it/es	Electronic Components

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Simply follow this [Link](#) and download the category-specific flatfile for BISS (or others if necessary) and fill the relevant columns with your product information. The flatfile also contains detailed instructions and data definitions.

### **3. Listing via automated interfaces**

Various shop systems already have modules/plugins that are able to connect your internal data management system with the amazon interface and upload products, inventory and prices automatically. Please refer to your shop operator and discuss, if there is an existing module for your shop or ask for possible extensions.

Furthermore Amazon can provide the Amazon Merchant Transport Utility (AMTU) which is a freeware application that can easily exchange data feeds and thus synchronize product data. AMTU runs in the background and automatically exchanges data from specific folders. AMTU can also download order reports from Amazon. For further Information please consult [AMTU User's manual](#).

# SUMMARY CATEGORY STYLEGUIDE

## BISS - BUSINESS, INDUSTRIAL & SCIENTIFIC SUPPLIES

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## B) Product images

**Professional Images, that clearly show your product, are essential for your success on Amazon**

Product Images are one of the most important marketing instruments in e-commerce. Good image quality and different perspectives play an essential role in the customer's buying decision. Low-quality images or missing image variations usually have lower conversion rates which will also result in a bad findability.

In order to create an ideal shopping experience, it is very important that product detail pages are visually appealing. For this, Amazon has created specific guidelines.

**Important: Product offers, that do not comply with our guidelines, will be deactivated.**

Deactivated Product offers can be accessed and changed via „Manage Inventory -> Suppressed“. There you can simply identify non-compliant offers and upload suitable images or product information.

### 1. Image types

You can upload multiple images to the Amazon product catalogue. Main images for all parent ASINs (main product that contains all colors and sizes) and child ASINs are the minimum requirement that need to be provided. We highly recommend providing further high-resolution images in order to achieve the best-possible customer experience and giving the customer all the relevant information he / she needs. Images need to be provided in .jpg, .png or .gif. You can upload four different types of images:

**Parent main image:** Minimum requirement. This is the main image that is seen by the customer first.

**Child main image:** Any child ASIN needs to have an image that shows the specific variation. Example: Every color needs to have an individual image.

**Alternative Images:** These images show the product from different angles/perspective or in different scenarios. You can upload up to eight different images per ASIN.

**Swatch image:** These images focus on specific fabric or color presentations. You can upload one swatch image per child ASIN. If you do not upload a swatch image, the child main image will be displayed.

Williamson Dickie  
Dickies New REDHAWK PRO Mens Multi Pocket Workwear Trousers With Knee Pad Pockets Hammer Loop Rule Pocket WD801 BLACK Waist 30"-48" Short, Regular & Tall Leg Lengths  
★★★★★ 11 customer reviews

RRP: £58.60  
Price: £29.27 & FREE Delivery in the UK. Details  
You Save: £29.33 (50%)

Size:  
30 S Size Chart | Fit: As expected (77%)

Colour: Black

Only 1 left in stock (more on the way).  
Want it tomorrow, 4 Feb.? Order it within 2 hrs 55 mins and choose One-Day Delivery at checkout. Details  
Dispatched from and sold by Amazon. Gift-wrap available.

- Multipockets including top pocket on flap
- Kneepad bottom loading velcro fastening
- 65% Polyester 35% Cotton, 260gsm
- WD801
- Stud fastening on left side
- Reinforced back pockets
- 65% Polyester 35% Cotton, 260gsm

WORK & SAFETY FOOTWEAR STORE  
Work & Safety Footwear Store  
Discover our wide selection of work and safety footwear from top brands including CAT, DeWalt, Dickies, Scruffs and more.  
Plus, let our handy guide help you find the right shoe for the job. Visit the store | View our guide.

# SUMMARY CATEGORY STYLEGUIDE

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## 2. Image Requirements

Required	<ul style="list-style-type: none"> <li>• Main image for the parent and child ASIN (if variations are available).</li> <li>• 100% white background for each main image (RGB-Code: 255-255-255).</li> <li>• The main image only shows the offered product.</li> <li>• The main image shows the product from the front.</li> <li>• Image ratio needs to be 3:4 (width : height) and product needs to cover at least 85% of the image space.</li> <li>• Image shows full product.</li> <li>• Color needs to be authentic.</li> <li>• Images have the size 1.000 x 1.300 px. This enables the customer to use the zoom function.</li> </ul>
Recommended	<ul style="list-style-type: none"> <li>• Sports apparel should be shot on a foto model.</li> <li>• The image should be cropped under the model's eyes.</li> <li>• Images for child (sports) apparel should be shot on the floor (no foto model).</li> </ul>
Not allowed	<ul style="list-style-type: none"> <li>• No offer without a product image.</li> <li>• Main images does not contain sketches or illustrations.</li> <li>• None of the images contains text elements, vignettes, logos, price tags or watermarks.</li> <li>• Multiple Products cannot be shown on one image (exception: offered bundle).</li> <li>• The main image does not contain multiple products from different perspectives.</li> <li>• Main image does not show packaging or price tags.</li> <li>• No erotic or nude images.</li> </ul>

## C) Titles

**Good images contribute to customer trust and thus increase your conversion.**

The title is the first piece of information that is presented to the customer. It is a big opportunity demonstrate your experience and professionalism as a seller. Try to keep your titles precise and informative and always name your products according to the following guidelines.

Please keep in mind that each product has only one single product detail page - even if more sellers offer the same product. Therefore their titles must not contain seller specific information. Neglecting this fact can lead to product deactivation or removal of selling privileges.

### 1. Title requirements

#### ✓ Correct

- ✓ Correct Capitals (Each word starts with a capital letter)
- ✓ Write numbers as digits („2“ instead of „two“).
- ✓ If you are offering a product bundle, always describe the amount (e.g. 2-pack).
- ✓ Keep title short and precise but add all necessary information (80 letters max.).
- ✓ Include the color/size in the child ASIN title.
- ✓ Titles need to be German (except for specific names).

#### ✗ Wrong

- ✗ Prices in the product title.
- ✗ Colors/sizes in Parent ASIN titles.
- ✗ CAPSLOCK.
- ✗ Capitals in connection words like „and“ or „or“.
- ✗ Prepositions with less than five characters („in“, „on“, „over“).
- ✗ Symbols in titles („!“ , „?“ , „\*“ , „€“). Avoid HTML-Tags.
- ✗ Search terms or descriptive adjectives („sexy“, „nostalgic“, „trendy“, „hot“, „super“, „free shipping“).

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## D) Product description and attributes

### 1. Product description

The Product description (free text form, max. 2.000 characters) contains general manufacturer or brand data as well as style or handling information and thus gives any customer deeper insight into the offered product.

#### ✓ Do's

- ✓ Make use of this field to differentiate your offer from others and to give the customer in-depth insight into product attributes.
- ✓ Please describe the USPs, including brand, material, fit, make or model.
- ✓ Please make sentences and do not confine yourself to summarized bullet points.

#### ✗ Dont's

- ✗ Do not leave this field blank – you will miss a great chance to convince your customer.
- ✗ Do not quote any seller-specific data or do not highlight any special promotions. The description has to describe the product only.
- ✗ Do not use the description field for any price or shipment conditions.

### 2. Product attributes (Bullet points)

Product attributes are being displayed on the product detail page next to the image and above the description text. Bullets are small pieces of information outlining the main functions and features of the product. A customer should be able to understand the product's main purpose from these short sentences in order to make his decision. The internal search on Amazon.de as well as external search engines refer to the information in the bullets. However, there's no positive effect if you use synonyms (such as a bicycle, mountain bike, BMX). On the contrary, this may create a negative impression to the customer and lead to purchase termination. Instead, you should use this product-specific keywords in the "key words".

### 3. Key words

Key words give you the opportunity to include all facets of your product and thus to increase their findability. As the title goes into search results, it is not necessary to repeat the title information in the query. Instead, you should outline specific product shapes, materials, details or events in the query. Please note that it is not allowed to use keywords in the title!

#### ✓ Do's

- ✓ Make use of every free field.
- ✓ Separate different terms with commas.
- ✓ Use words that describe your product and are not yet shown in the title.
- ✓ Outline detailed information about used materials or patterns (lambwool, dots, floral prints etc.).
- ✓ Name product details (Nennen Sie Produktdetails (spangles, rivets, frays etc.).
- ✓ Name fashion trends (50s, Rock, Safari, Disco).
- ✓ Name special occasions (wedding, Oktoberfest, prom-night etc.).
- ✓ Make use of synonyms (bike, bicycle etc.).

#### ✗ Dont's

- ✗ Do not repeat brands or elements from the title – they're automatically included in the search query.
- ✗ You don't need to use plurals – our search engine automatically finds these.
- ✗ Do not use subjective attributes like nice, beautiful etc.
- ✗ Do not use general terms (e.g. Pullover).
- ✗ Never use your seller name.
- ✗ Do not use wrong or confusing product data – this may lead to removed selling privileges.

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## E) Product variations for an ideal product presentation

Different colors and sizes of a specific product are called „variations“.

To list a variation, you need to virtually create a parent product (parent ASIN) without color or size, to which all subordinate products (child ASINs) are related to. All variations of a specific product need to be added to the same product detail page.

The column „Variantenbestandteil“ defines whether the product is a parent or child. Child ASINs in addition need to contain values in the column „Variantentyp“ in order to clarify whether it is a size/color variation or a pure size variation. If you offer a product that has different colors and / or sizes, you must create a variation (child\_sku), even if you only sell one color or size. Please also consider different title layouts, as described in chapter C.

- Customers can easily overview all available sizes and colors without leaving the page. A simple navigation positively influences the shopping experience and the conversion.
- Every click on a child offer is attributed to the parent product. Those bundled clicks positively influence your product’s findability and makes it appear more often in search queries.

#### Parent Item

- ✓ Is a virtual item that is not physically being sold.
- ✓ Does only contain generic product data.
- ✓ Does not have EAN, size or color.
- ✓ Please leave column BV „parent SKU“ blank.

#### Child Item

- ✓ Physical items that are being offered.
- ✓ Vary in size and/or color.
- ✓ Please also fill in column BV (parent SKU) so that every child ASIN is attributed to a parent.
- ✓ Every variation has an individual EAN.

#### Do’s:

- ✓ Each Product (parent & child) has an individual SKU.
- ✓ Sports Apparel always needs to be listed with size and color variations.
- ✓ Hardware only needs variations if all child ASINs have the same recommended retail price.

#### Dont’s:

- ✗ Use the same EAN for all child items – this will be blocked by the system

Example: Creating a Size Variation via Flatfile (Required fields)

Verkäufer-SKU	Produktname	Preis	Anzahl	Variantentyp	Produktbeziehungs-Typ	SKU des übergeordneten Produkts	Variantenbestandteil	Größe
item_sku	item_name	standard_price	quantity	variation_theme	relationship_type	parent_sku	parent_child	size_name
8885948-P	Stihl ADVANCE Funktionshose lang			SizeName			Parent	
8885948	Stihl ADVANCE Funktionshose lang S	60.48	50	SizeName	Variation	8885948-P	Child	S
8885952	Stihl ADVANCE Funktionshose lang M	60.48	50	SizeName	Variation	8885948-P	Child	M
8885956	Stihl ADVANCE Funktionshose lang L	60.48	50	SizeName	Variation	8885948-P	Child	L
8885960	Stihl ADVANCE Funktionshose lang XL	60.48	50	SizeName	Variation	8885948-P	Child	XL
8885964	Stihl ADVANCE Funktionshose lang XXL	60.48	50	SizeName	Variation	8885948-P	Child	XXL

## **F) Product categorization (browse nodes)**

Browse Nodes refer to a unique categorization system and specify which department your products will be found in. With its detailed browse structure, the sports & outdoors store offers you a great chance to perfectly position your products.

- The Browse-structure is comparable with an overview of the departments at a department store. Its purpose is to structure the vast product range on Amazon.
- Each department corresponds to a browse node. Please refer to the Browse Tree Guide ([BTG](#)) in order to find the appropriate browse node.
- Products are found easier and therefore sell better if they are assigned to the correct and most detailed browse node in the respective category (black number in BTG).
- If you are unsure about the classification, you can simply use the [Classification Assistant](#) in Seller Central or look for a similar existing product on Amazon.de

Important: Uploading a product without browse nodes will result in a bad shopping experience. Customers will not be able to find your product by browsing through categories.

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## **G) Improve product findability and customer experience**

**Products that have been listed appropriately, detailed and understandable can be found more easily by the customer and will therefore sell more frequently.**

Besides good product titles and images, the quality of the provided product information has an essential role in your sales success on Amazon.de. This is particularly true for apparel products, as customers often filter for specific attributes to narrow their search results (e.g. size, color or season). For detailed descriptions, please refer to the BISS flatfiles.

Most important elements of an ideal findability:

- Appropriate and detailed **browse nodes**.
- Detailed and appropriate **product descriptions and attributes**.
- **Keywords** improve your findability in the regular product search.

### **Product compliance for hazardous substances**

In order to comply with EU regulations on sale of hazardous substances and mixtures, you can use the Amazon product compliance template and add specific product information to existing product detail pages. Please use [this](#) template to add product specific legal disclaimers or any safety warnings.

**H) Appendix: Ideal product images in BISS**

