

How to create your product catalogue

This guide explains how to create and manage your product catalogue for Unite. Whether you're new to digital catalogues or already have experience, we have the solution that suits your needs.

You can upload your catalogue in either CSV format (created with Excel) or XML format (based on the BMEcat 1.2 standard). Once your catalogue is ready, send it to Unite via secure SFTP (Secure File Transfer Protocol).

If you're unable to provide your catalogue in one of the supported formats, our **catalogue transformation service (Catalogue Transform)** can help you prepare and convert your data.

Choose the right format

For beginners: Create your catalogue in Excel (CSV format)

This option is ideal for smaller product ranges and suppliers who are new to digital catalogue creation. Using our simple Excel templates, you can structure your data and export it as a CSV file.

[Read more](#)

For advanced users: Create your catalogue in XML format

If you manage larger datasets or have an existing product database, we recommend using the XML format. It is based on the BMEcat 1.2 standard and allows for highly efficient catalogue management.

[Read more](#)

Our catalogue support service: Catalogue Transform

If your data is incomplete or not available in CSV or XML format, our catalogue transformation service ([Catalogue Transform](#)) can help. We'll convert and enrich your data and integrate the resulting catalogue into the Unite platform.

[Read more](#)

Add conditions via separate CSV files

You can add or update details such as pricing, quantity scales, delivery times, customer-specific attributes, or customs tariff numbers to your existing catalogue using a CSV conditions file.

Learn more about [using CSV conditions files here](#).

Create a catalogue in CSV format (using Excel)

With Excel and our templates, you can build your product catalogue without any programming skills. Follow these four steps:

Step 1: Download the templates

Download the two Excel templates:

 [products_catalogueid_eng.xlsx](#)
xlsx - 26.65 KB 2025-09-23

 [categories_catalogueid_eng.xlsx](#)
xlsx - 21.12 KB 2025-09-23

Step 2: Fill in category and product data

In unite-csv_products.xls, list your products row by row. Include all relevant details like packaging units and pricing.

| | A | B | C | D | E | F | G |
|---|----------------|----------------|--------------------------|----------------------|-----------------------------|-------------------|--------------------------|
| 1 | SUPPLIER_AID | EAN | DESCRIPTION_SHORT | DESCRIPTION_LONG | MANUFACTURER_AID | MANUFACTURER_NAME | ARTICLE_PRICE price_type |
| 2 | Product number | EAN/ GTIN code | Product name | Product description | Manufacturer product number | Manufacturer | Price type |
| 3 | 987654321 | 4046719419418 | Bohrunite hand drill w | <p>Hand drill 1,9 | 123456789 | Bohrunite | net_list |
| 4 | 987654322 | 4001895914201 | Bohrunite cordless hai | <p>A cordless hai | 123456790 | Bohrunite | net_list |
| 5 | 987654323 | 4007228704914 | Bohrunite angle drill, 1 | <p>Compact angl | 123456791 | Bohrunite | net_list |
| 6 | 987654324 | 4003586031921 | Drill bit set for hand d | <p>8-piece wood | 123456792 | Bohrunite | net_list |
| 7 | 987654325 | 4008033504294 | Special metal cleaner, | <p>All-purpose fl | 123456793 | 123SqueakyClean | net_list |

In unite-csv_categories.xls, define your product categories and link each product to the correct category.

| | A | B | C | D | E | F |
|----|------------------|-------------------------------|-----------------------------------|---------------------|--------------|------------------------|
| 1 | GROUP_ID | GROUP_NAME | GROUP_DESCRIPTION | MIME_SOURCE | MIME_PURPOSE | CATALOG_STRUCTURE type |
| 2 | Product group ID | Product group name | Product group description | Product group image | Image type | contains elements |
| 3 | 1 | Catalogue | | | | root |
| 4 | 2 | Power tools | Superior category 1 - Description | 2.jpg | normal | node |
| 5 | 20 | Drilling machine | Superior category 2 - Description | 20.jpg | normal | node |
| 6 | 201 | Rotary hammer drill | Product category 1 - Description | 201.jpg | normal | leaf |
| 7 | 202 | Hand drilling machine | Product category 2 - Description | 202.jpg | normal | leaf |
| 8 | 203 | Angle drill | Product category 3 - Description | 203.jpg | normal | leaf |
| 9 | 204 | Drill bit set | Product category 4 - Description | 204.jpg | normal | leaf |
| 10 | 3 | Cleaning equipment & machines | Superior category 3 - Description | 3.jpg | normal | node |
| 11 | 31 | Cleaning chemicals | Product category 5 - Description | 31.jpg | normal | leaf |

For detailed field descriptions and specifications, please refer to the [BMEcat elements and requirements here](#).

Step 3: Save your files

Save both Excel files either as CSV (.csv) or Unicode text (.txt). Please use the same format consistently for all files in a catalogue submission (either CSV or TXT).

When naming your files, [follow our naming convention guideline](#).

Step 4: Upload via SFTP

Once saved, upload your catalogue files to Unite via SFTP. [Learn more about the SFTP upload process here](#).

Create a catalogue in XML format (BMEcat)

XML is a structured format based on the BMEcat 1.2 standard. It's ideal for integrating catalogue data into your digital systems and minimising manual work. We are here to support you in structuring your XML file correctly and ensuring it works with Unite.

Download sample XML file

Use this sample file to see the basic structure of a Unite XML catalogue:



XML catalogue structure

An XML catalogue follows a hierarchical structure, similar to a tree, starting with general catalogue data and leading to individual products.

- **Header:** General information like supplier name, currency and language
- **Catalogue structure:** Categories and product groupings
- **Product groups:** Main product categories, marked with XML 'node' elements
- **Items and variants:** Individual products, models and versions

Required XML fields

To ensure proper structure and successful integration into Unite, specific XML fields are required, including language, basic catalogue information, and the precise mapping of your product categories. A complete overview of all required and optional fields – including descriptions and technical specifications – can be found [on this page](#). The page also includes a screenshot of the product detail page, allowing you to see how your catalogue data is displayed on Unite.

Detailed product information, including precise product names, detailed descriptions, model numbers, and information on delivery times and stock levels, helps your products get found and purchased more easily by Unite customers.

Catalogue Transform

If you can't provide your catalogue in BMEcat 1.2, XML or CSV format, our catalogue transformation service ([Catalogue Transform](#)) can support you. You can either send us your data directly or provide a URL from which we can download it.

Required data

To process and integrate your catalogue, we need the following:

- Product number
- Product name (short description)
- Detailed/technical product description (long description)
- Manufacturer name
- Manufacturer part number
- Product price
- Delivery time
- Order unit
- Category assignment
- At least one image per product (file name or URL)

If you provide image file names, the actual images must also be submitted via SFTP or made accessible via URL.

Need help or want to get started?

You can find more helpful information here: [We optimise your catalogue for B2B procurement](#).

To use the catalogue transformation service (Catalogue Transform) or find out if it suits your business needs, please contact your Unite representative or send us an email.

Technical support

For technical questions, contact our team at: support@unite.eu.