Order and content units

Correct order units and packaging details help you avoid incorrect orders and returns. Here you'll find all the permitted unit combinations at a glance – with concrete examples and a unit generator that gives you the right XML output straight away.

> **Important:** Only enter order units in the designated catalogue fields and not in the item name or product description.

Unit generator

The unit generator helps you quickly find the right combination of order unit and content unit. Enter your values and get the matching XML output straight away for your catalogue.

Usage examples

Order unit and price

Order unit and price go together:

- Order unit **piece** → price per piece
- Order unit **package** → price for the entire package

Order unit and content unit

The order unit and content unit must not be identical.

- '1 piece contains 1,000 pieces' is not permitted.
- '1 package contains 1,000 pieces' is correct.
- Thousands separators are not allowed.

Order unit, content unit and packaging quantity

Example: 1 carton contains 10 empty bottles

Catalogue field	Value	Explanation
ORDER_UNIT	CG	CG (carton): the item is sold by the carton
CONTENT_UNIT	C62	C62 (piece): the carton contains individual pieces (in this example: empty bottles)
NO_CU_PER_OU	10	One carton contains 10 pieces

Background: why isn't the unit 'roll' or 'bottle' allowed as the content unit?

'Roll' and 'bottle' often just describe the packaging or dispensing form of a product – not its actual quantity. For example, with cable on a roll or liquid in a bottle, it's not clear how many metres of cable a roll contains or what volume is in a bottle. Even with offers such as '6 bottles' or '4 rolls', the delivered quantity isn't clear.

If these terms are used as a content unit (CONTENT_UNIT), offers with different quantities can appear equivalent when they're not. This makes it harder to compare prices and value within a duplicate set and can affect basket optimisation.

The content unit must therefore clearly express the relevant product quantity – for example metres, litres, kilograms or pieces. The order unit (ORDER_UNIT) then indicates the packaging form, i.e. bottle or roll.

If the bottle or roll is itself the product being sold – without needing to compare a contained quantity – 'piece' is used as the order unit.

Example: A package with 6 bottles of wine at 1 litre each.

- Order unit = BO
- Content unit = LTR
- No_CU_per_OU = 1
- MinQuantity = 6
- StepQuantity = 6

Minimum order quantity and order quantity increments

The minimum order quantity states how many units of the order unit a customer must order as a minimum.

Example

ORDER_UNIT	QUANTITY_MIN	Meaning
C62	10	C62 (piece): the customer must order at least 10 pieces.
PK	10	PK (packs): the customer must order at least 10 packs.

> **Default values:** If no minimum order quantity is given, the system automatically applies a value of 1.
>
> **Recommendation:** Align the minimum order quantity with the first price tier. If that starts at 5 pieces, set QUANTITY_MIN to 5 as well.
>
> **Note:** If there's a mismatch, the system automatically adjusts the minimum order quantity to match the first price tier.

Price quantity

The price quantity is needed to calculate the final price per order unit correctly.

Example: If your system only has the price per 100 pieces, but you sell the item per piece, you can enter the price per 100 in the catalogue, set the order unit to C62 (piece) and additionally specify PRICE_QUANTITY = 100.

Valid order units

The table below shows the order units (ORDER_UNIT) supported at Unite and the content units (CONTENT_UNIT) permitted for each.

> **Note:** If the order unit (ORDER_UNIT) is missing or incorrect, the item won't be displayed.

Unless stated otherwise, the content unit is a mandatory field.

Order unit (ORDER_UNIT)	Permitted content units (CONTENT_UNIT)
BLI (blister)	C62 (piece) EA (piece)
BO (bottle)	4G (microlitre) CLT (centilitre) GRM (gram) KGM (kilogram) LBR (pound) LTR (litre) MC (microgram) MGM (milligram) MLT (millilitre) NMO (nanomole)
BX (box)	4G (microlitre) C62 (piece) CLT (centilitre) CMT (centimetre) EA (piece) GRM (gram) KGM (kilogram) KMT (kilometre) LBR (pound) LTR (litre) MC (microgram) MGM (milligram) MLT (millilitre) MMT (millimetre) MTR (metre) NMO (nanomole) PR (pair) ST (sheet) TNE (metric tonne)
C62 (piece) or EA (piece) **For the order unit 'piece', a content unit is NOT a mandatory requirement**	4G (microlitre) CLT (centilitre) CMK (square centimetre) CMQ (cubic centimetre) CMT (centimetre) FOT (foot) GRM (gram) KGM (kilogram) KMT (kilometre) LBR (pound) LTR (litre) MC (microgram) MGM (milligram) MLT (millilitre) MMT (millimetre) MTR (metre)

	MTK (square metre) MTQ (cubic metre) NMO (nanomole) TNE (metric tonne) WP (Watt/peak)
CG (carton)	4G (microlitre) C62 (piece) CLT (centilitre) CMT (centimetre) EA (piece) GRM (gram) KGM (kilogram) KMT (kilometre) LBR (pound) LTR (litre) MC (microgram) MGM (milligram) MLT (millilitre) MMT (millimetre) MTR (metre) NMO (nanomole) PR (pair) ST (sheet) TNE (metric tonne)
CQ (cartridge)	4G (microlitre) CLT (centilitre) GRM (gram) KGM (kilogram) LBR (pound) LTR (litre) MC (microgram) MGM (milligram) MLT (millilitre) NMO (nanomole)
CS (case)	C62 (piece) EA (piece) PR (pair) ST (sheet)
D64 (block) or PD (block)	C62 (piece) EA (piece) ST (sheet)
D97 (pallet) or PF (pallet)	4G (microlitre) C62 (piece) CLT (centilitre) EA (piece) GRM (gram) KGM (kilogram) LTR (litre) MC (microgram)

	MGM (milligram) MLT (millilitre) PR (pair) ST (sheet) TNE (metric tonne)
DI (dispenser)	4G (microlitre) C62 (piece) CLT (centilitre) EA (piece) GRM (gram) KGM (kilogram) LBR (pound) LTR (litre) MC (microgram) MGM (milligram) MLT (millilitre) NMO (nanomole) TNE (metric tonne)
KIS (crate)	4G (microlitre) C62 (piece) CLT (centilitre) CMT (centimetre) EA (piece) GRM (gram) KGM (kilogram) KMT (kilometre) LBR (pound) LTR (litre) MC (microgram) MGM (milligram) MLT (millilitre) MMT (millimetre) MTR (metre) NMO (nanomole) PR (pair) ST (sheet) TNE (metric tonne)
KST (jerrycan)	4G (microlitre) CLT (centilitre) GRM (gram) KGM (kilogram) LBR (pound) LTR (litre) MC (microgram) MGM (milligram) MLT (millilitre) NMO (nanomole) TNE (metric tonne)

PA (packet)	4G (microlitre) C62 (piece) CLT (centilitre) CMT (centimetre) EA (piece) GRM (gram) KGM (kilogram) KMT (kilometre) LBR (pound) LTR (litre) MC (microgram) MGM (milligram) MLT (millilitre) MMT (millimetre) MTR (metre) NMO (nanomole) PR (pair) ST (sheet) TNE (metric tonne)
PK (pack)	4G (microlitre) C62 (piece) CLT (centilitre) CMT (centimetre) EA (piece) GRM (gram) KGM (kilogram) KMT (kilometre) LBR (pound) LTR (litre) MC (microgram) MGM (milligram) MLT (millilitre) MMT (millimetre) MTR (metre) NMO (nanomole) PR (pair) ST (sheet) TNE (metric tonne)
PR (pair)	No content unit permitted
QR (quire)	C62 (piece) EA (piece) ST (sheet)
RM (ream)	ST (sheet)
RO (roll)	C62 (piece) CMT (centimetre) EA (piece) FOT (foot) GRM (gram)

	KGM (kilogram) KMT (kilometre) LBR (pound) MC (microgram) MGM (milligram) MMT (millimetre) MTR (metre) ST (sheet) TNE (metric tonne)
SA (sack)	C62 (piece) EA (piece) GRM (gram) KGM (kilogram) LBR (pound) MC (microgram) MGM (milligram)
SCH (box)	4G (microlitre) C62 (piece) CLT (centilitre) CMT (centimetre) EA (piece) GRM (gram) KGM (kilogram) KMT (kilometre) LBR (pound) LTR (litre) MC (microgram) MGM (milligram) MLT (millilitre) MMT (millimetre) MTR (metre) NMO (nanomole) PR (pair) TNE (metric tonne)
SET (set)	No content unit permitted
Z3 (cask)	4G (microlitre) CLT (centilitre) GRM (gram) KGM (kilogram) LBR (pound) LTR (litre) MC (microgram) MGM (milligram) MLT (millilitre) TNE (metric tonne)

Physical units as order units

Under certain conditions, physical units are permitted as order units.

Requirements:

- No content unit (CONTENT_UNIT) may be given.
- QUANTITY_MIN and QUANTITY_INTERVAL are mandatory fields – only positive whole numbers are allowed.

Permitted physical units:

- 4G
- CLT
- CMK
- CMQ
- CMT
- DAY
- FOT
- GRM
- HUR
- KGM
- KMT
- LBR
- LTR
- MC
- MGM
- MLT
- MMT
- MTR
- MTK
- MTQ
- NMO
- TNE
- WEE

Frequently asked questions

Why does this standard exist?

The standard makes sure that product offers on the platform only use defined order units and content units in combinations that make technical sense. This keeps offers within a duplicate set consistent, transparent and comparable.

Customers can see at a glance exactly what quantity they'll receive – for example, how many pieces or kilograms are included in one order unit. Clearly matching both units prevents misunderstandings and makes it clear what's actually being offered and delivered.

Consistently recorded offers can be compared correctly and included in basket optimisation – no offer gets excluded because of inconsistent units. At the same time, the standard reduces input errors and improves data quality, which makes checking and processing offer data easier.

Why is a thousands separator no longer allowed?

Thousands separators aren't allowed to ensure numbers are displayed consistently and can be processed unambiguously by systems.

Depending on the country and system, full stops, commas or spaces are interpreted differently. For example, '1.000' could be read as one thousand or as a decimal number. Without a thousands separator, the numeric value is unambiguous and can be reliably processed, compared, sorted and imported across systems.

This requirement also reduces input errors, prevents misunderstandings in how prices and quantities are shown, and so improves data quality.

Why isn't a content unit allowed for the order unit 'pair'?

The order unit 'pair' already clearly describes the quantity delivered: the customer receives two matching individual items. An additional content unit is therefore not needed.

If a content unit were added, it could suggest that another quantity matters besides the number of individual items. But with a pair – such as shoes, gloves or similar products – the complete order unit is what counts.

A 'pair' is therefore already the complete quantity statement: offers stay clearly comparable and can be correctly factored into basket optimisation.

Why can't the order unit 'set' have a content unit?

A 'set' is an order unit made up of several matching individual items, offered together as one unit. The components can be the same or different – for example several products, or one product with matching accessories – and together they serve a particular purpose.

'Set' describes how the products are put together, not a specific count or quantity. A content unit therefore can't be used. Instead, the components and, where relevant, the number of individual items must be listed in the long description, for example in a 'scope of delivery' section.

What happens to items whose unit combinations don't meet the standard?

Items whose order units, content units or combinations don't meet the defined standard are currently flagged with a warning in catalogue management. These items can still be processed for now, but should be corrected as soon as possible.

From a set date, these deviations will be treated as errors. The affected items can then no longer be processed, won't be shown on the platform, and will no longer be visible or orderable for customers. To avoid any interruption in visibility, the units for the affected items need to be checked and brought in line with the standard in good time.

Examples with XML snippets

Examples with ORDER_UNIT and QUANTITY_MIN

Example 1: single order (minimum order quantity = 1)

Requirement	Value
Order unit	Piece
Price per piece	£3.94
Minimum order quantity	1

```
<ARTICLE_ORDER_DETAILS>
  <ORDER_UNIT>C62</ORDER_UNIT>
  <PRICE_QUANTITY>1</PRICE_QUANTITY>
  <QUANTITY_MIN>1</QUANTITY_MIN>
  <QUANTITY_INTERVAL>1</QUANTITY_INTERVAL>
</ARTICLE_ORDER_DETAILS>

<ARTICLE_PRICE_DETAILS>
  <ARTICLE_PRICE price_type="net_customer">
    <PRICE_AMOUNT>3.94</PRICE_AMOUNT>
    <PRICE_CURRENCY>EUR</PRICE_CURRENCY>
    <TAX>0.19</TAX>
    <LOWER_BOUND>1</LOWER_BOUND>
  </ARTICLE_PRICE>
</ARTICLE_PRICE_DETAILS>
```

Example 2: single order with minimum quantity and quantity increment

Requirement	Value
Order unit	Piece
Price per piece	£3.94
Minimum order quantity	25 pieces
Order increments	In increments of 25 (25, 50, 75, ...)

```
<ARTICLE_ORDER_DETAILS>
  <ORDER_UNIT>C62</ORDER_UNIT>
  <PRICE_QUANTITY>1</PRICE_QUANTITY>
  <QUANTITY_MIN>25</QUANTITY_MIN>
  <QUANTITY_INTERVAL>25</QUANTITY_INTERVAL>
</ARTICLE_ORDER_DETAILS>

<ARTICLE_PRICE_DETAILS>
  <ARTICLE_PRICE price_type="net_customer">
    <PRICE_AMOUNT>3.94</PRICE_AMOUNT>
    <PRICE_CURRENCY>EUR</PRICE_CURRENCY>
    <TAX>0.19</TAX>
    <LOWER_BOUND>25</LOWER_BOUND>
  </ARTICLE_PRICE>
</ARTICLE_PRICE_DETAILS>
```

Examples with CONTENT_UNIT and NO_CU_PER_OU

Example 1: order per pack without a minimum quantity

Requirement	Value
Order unit	Package
Content per package	25 pieces
Price per package	£98.50
Minimum order quantity	1 package

```
<ARTICLE_ORDER_DETAILS>
  <ORDER_UNIT>PA</ORDER_UNIT>
  <CONTENT_UNIT>C62</CONTENT_UNIT>
  <NO_CU_PER_OU>25</NO_CU_PER_OU>
  <PRICE_QUANTITY>1</PRICE_QUANTITY>
  <QUANTITY_MIN>1</QUANTITY_MIN>
  <QUANTITY_INTERVAL>1</QUANTITY_INTERVAL>
</ARTICLE_ORDER_DETAILS>

<ARTICLE_PRICE_DETAILS>
  <ARTICLE_PRICE price_type="net_customer">
    <PRICE_AMOUNT>98.50</PRICE_AMOUNT>
    <PRICE_CURRENCY>GBP</PRICE_CURRENCY>
    <TAX>0.19</TAX>
    <LOWER_BOUND>1</LOWER_BOUND>
  </ARTICLE_PRICE>
</ARTICLE_PRICE_DETAILS>
```

Example 2 – order per package with quantity increment

Requirement	Value
Order unit	Package
Content per package	25 pieces
Price per package	£98.50
Minimum order quantity	10 packages
Order increments	In increments of 10

Note: The customer must order at least 250 pieces (10 packages of 25 pieces each) and can only order in increments of a further 250 pieces at a time. The total price for 250 pieces is £985.00.

```
<ARTICLE_ORDER_DETAILS>
  <ORDER_UNIT>PA</ORDER_UNIT>
  <CONTENT_UNIT>C62</CONTENT_UNIT>
  <NO_CU_PER_OU>25</NO_CU_PER_OU>
  <PRICE_QUANTITY>1</PRICE_QUANTITY>
  <QUANTITY_MIN>10</QUANTITY_MIN>
  <QUANTITY_INTERVAL>10</QUANTITY_INTERVAL>
</ARTICLE_ORDER_DETAILS>
```

```
<ARTICLE_PRICE_DETAILS>
  <ARTICLE_PRICE price_type="net_customer">
    <PRICE_AMOUNT>98.50</PRICE_AMOUNT>
    <PRICE_CURRENCY>GBP</PRICE_CURRENCY>
    <TAX>0.19</TAX>
    <LOWER_BOUND>10</LOWER_BOUND>
  </ARTICLE_PRICE>
</ARTICLE_PRICE_DETAILS>
```

Examples with PRICE_QUANTITY

Example 1: single order with automatic price conversion

Requirement	Value
Order unit	Piece
Price in the system	£394.00 (per 100 pieces)
Minimum order quantity	1 piece

Note: By specifying PRICE_QUANTITY = 100, the price of £394.00 per 100 pieces submitted in the catalogue is automatically converted to a unit price of £3.94 in the Unite system.

```
<ARTICLE_ORDER_DETAILS>
  <ORDER_UNIT>C62</ORDER_UNIT>
  <PRICE_QUANTITY>100</PRICE_QUANTITY>
  <QUANTITY_MIN>1</QUANTITY_MIN>
  <QUANTITY_INTERVAL>1</QUANTITY_INTERVAL>
</ARTICLE_ORDER_DETAILS>

<ARTICLE_PRICE_DETAILS>
  <ARTICLE_PRICE price_type="net_customer">
    <PRICE_AMOUNT>394.00</PRICE_AMOUNT>
    <PRICE_CURRENCY>GBP</PRICE_CURRENCY>
    <TAX>0.19</TAX>
    <LOWER_BOUND>1</LOWER_BOUND>
  </ARTICLE_PRICE>
</ARTICLE_PRICE_DETAILS>
```

Example 2: order in quantity intervals with a price per 100 pieces

Requirement	Value
Order unit	Piece
Price in the system	£394.00 (per 100 pieces)
Minimum order quantity	25 pieces
Order increments	In increments of 25

Note: With PRICE_QUANTITY = 100, the price of £394.00 per 100 pieces submitted in the catalogue is automatically converted to a unit price of £3.94. If the customer orders 25 pieces, the line item comes to a total price of £98.50.

```
<ARTICLE_ORDER_DETAILS>
  <ORDER_UNIT>C62</ORDER_UNIT>
  <PRICE_QUANTITY>100</PRICE_QUANTITY>
  <QUANTITY_MIN>25</QUANTITY_MIN>
  <QUANTITY_INTERVAL>25</QUANTITY_INTERVAL>
</ARTICLE_ORDER_DETAILS>

<ARTICLE_PRICE_DETAILS>
  <ARTICLE_PRICE price_type="net_customer">
    <PRICE_AMOUNT>394.00</PRICE_AMOUNT>
    <PRICE_CURRENCY>GBP</PRICE_CURRENCY>
    <TAX>0.19</TAX>
    <LOWER_BOUND>25</LOWER_BOUND>
  </ARTICLE_PRICE>
</ARTICLE_PRICE_DETAILS>
```

Troubleshooting

Note: if the order unit (ORDER_UNIT) is missing or incorrect, the item won't be displayed. A corresponding error message will appear in the catalogue management tool.

Error output	Cause of error
ORDER_UNIT missing	ORDER_UNIT field is missing
ORDER_UNIT missing	No value entered
ORDER_UNIT invalid: [Value] (Example: ORDER_UNIT invalid: small piece)	Invalid value (not UN/CEFACT-compliant, see sections 2 and 3)