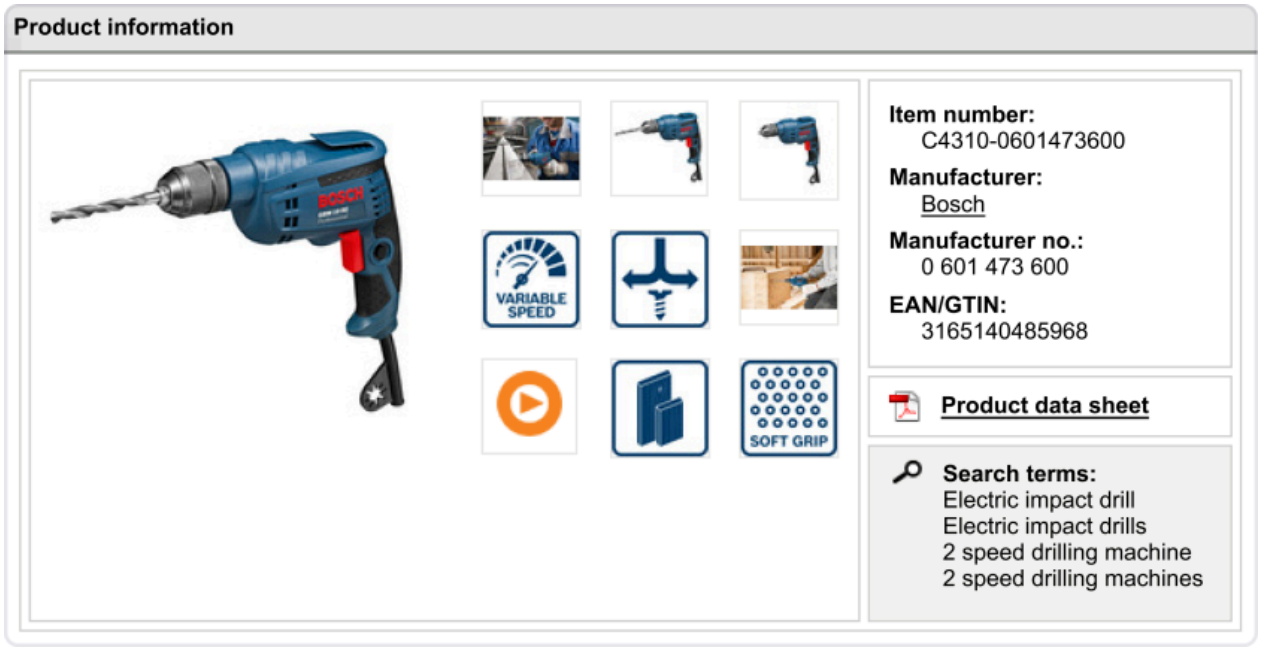
Value added. Value shared.

Product images and visuals

Including images for a product can help increase sales. For this reason, we recommend adding at least one image per product in your catalogue. Unite supports the file formats JPG, GIF and PNG.

Below you can see how product images and visuals are displayed:



General information

Naming instructions

- File names may only contain lowercase letters, numbers, hyphens, or underscores.
- Do not use spaces or special characters (such as umlauts, <, >, etc.).
- Please avoid image names that start with tn_ or gr_.
- File names must match the image names in your catalogue.
- **Example of a valid filename:** printer-xyz-page-view.jpg
- **Example of an invalid filename:** printer xyz & view.jpg

Technical requirements

- Formats: JPG, GIF and PNG
- Colour scheme: RGB
- Minimum size: 200 x 200 px
- Maximum size: 8 MB or 3000 x 3000 px
- Optimum size: 1200 x 1200 px; larger files will be automatically resized by the system.
- If the content of an image changes, a new file name must be assigned.

Content requirements

- The first image must be a representative product image.

- There must be at least one unique product image in JPG, GIF or PNG format.
- The image must show the product as accurately as possible, i.e. without additional extras.
- The image description should include the product name and, if applicable, a note on the view (e.g. “side view printer XYZ”).
- Please do not use company logos as the main image. Manufacturer logos may be used as a secondary image.
- Please do not use alternative images or placeholders (e.g. “No image available”, “No image”).

Data transfer

The data is transferred via SFTP. Also, the file names must be specified in the catalogue to enable correct assignment in our system.

Once Unite connects you as a supplier with your first catalogue, we’ll set up an SFTP account for you to transfer data. To use SFTP for data transfer to Unite, you’ll need an FTP client, the server address and your personal login details.

You can find your SFTP access details in the catalogue management section under ‘SFTP settings’, where you can generate a new password at any time if required.

For all relevant information and standards on data transfer, please refer to our support article on how to upload your catalogue via SFTP.

Implementation in the catalogue (CSV format)

Referenced image files can be specified from column X (MIME_SOURCE1):

X	Y	Z	AA	AB
MIME_SOURCE1	**MIME_PURPOSE1**	**MIME_DESCR1**	MIME_SOURCE2	MIME_PURPOSE2
Image name 1	**Image type 1**	**Image description 1**	Image name 2	Image type 2
image_1.jpg	normal	article detail page	image_2.jpg	normal

We recommend using columns X to AO for images. Columns AP to AR are reserved for specifying the product data sheet details, and columns for AS to AU for the safety data sheet, if available.

Image download via URLs

It is possible to download images via URLs during catalogue processing. Please contact our Technical Support (support@unite.eu), who will be happy to assist you.

Please also refer to the important information stated below.

Example for implementation in CSV format:

MIME_SOURCE1	MIME_PURPOSE1	MIME_DESCR1
Image name 1	**Image type 1**	**Image description 1**
http://www.supplierwebsite.co.uk/images/copypaper.jpg	normal	Copypaper white

Important information:

- The URL is specified as MIME_SOURCE. In the ‘products-file’, this starts at column X (MIME_SOURCE1).
- The URL must link directly to an image. Downloading from overview pages is not supported.
- The image file name must be at the end of the URL, e.g.: http://www.supplierwebsite.co.uk/images/copypaper.jpg
- The image file name must be unique. If file names are identical, the images will overwrite each other (regardless of the path).
- MIME_PURPOSE must be set to ‘normal’.

Transferring the file to Unite

Please transfer the catalogue file with the updated data to the corresponding directory via SFTP as usual.

Implementation in the catalogue (XML format)

Images are created in the MIME_INFO section. Unite supports the following MIME_TYPE values:

JPG files:	<MIME_TYPE>image/jpeg</MIME_TYPE>
GIF files:	<MIME_TYPE>image/gif</MIME_TYPE>
PNG files:	<MIME_TYPE>image/png</MIME_TYPE>

For images, please use 'normal' as the MIME_PURPOSE:

```
<MIME_PURPOSE>normal</MIME_PURPOSE>
```

Excerpt from catalogue in XML format:

```
<MIME_INFO>
<MIME>
<MIME_TYPE>image/jpeg</MIME_TYPE>
<MIME_SOURCE>copypaper.jpg</MIME_SOURCE>
<MIME_DESCR>Copypaper white</MIME_DESCR>
<MIME_PURPOSE>normal</MIME_PURPOSE>
<MIME_ORDER>1</MIME_ORDER>
</MIME>
<MIME>
<MIME_TYPE>image/jpeg</MIME_TYPE>
<MIME_SOURCE>copypaper_detail.jpg</MIME_SOURCE>
<MIME_DESCR>Product details</MIME_DESCR>
<MIME_PURPOSE>normal</MIME_PURPOSE>
<MIME_ORDER>2</MIME_ORDER>
</MIME>
</MIME_INFO>
```

Image download via URLs

It is possible to download images via URLs during catalogue processing. Please contact our Technical Support (support@unite.eu), who will be happy to assist you.

Please also refer to our guidance on updating media files via URL.

Example for implementation in XML format:

```
<MIME_INFO>
<MIME>
<MIME_TYPE>image/jpeg</MIME_TYPE>
<MIME_SOURCE>http://www.supplierwebsite.co.uk/images/copypaper.jpg</MIME_SOURCE>
<MIME_DESCR>Copypaper white</MIME_DESCR>
<MIME_PURPOSE>normal</MIME_PURPOSE>
<MIME_ORDER>1</MIME_ORDER>
```

```
</MIME>
</MIME_INFO>
```

Notes:

- The URL is specified as MIME_SOURCE.
- The URL must link directly to an image. Downloading from overview pages is not supported.
- The image file name must be at the end of the URL, e.g.: http://www.supplierwebsite.co.uk/images/copypaper.jpg
- The image file name must be unique. If file names are identical, the images will overwrite each other (regardless of the path).
- MIME_PURPOSE must be set to 'normal'.
- MIME_TYPE must also be specified. Possible values: image/jpeg, image/gif or image/png.

Transferring the file to Unite

Please transfer the catalogue file with the updated data to the corresponding directory via SFTP as usual.

Using a separate CSV file (conditions file)

Information on images can also be submitted via CSV file (conditions file). A conditions file allows you to update or add product information in the catalogue at a later stage. This method is especially recommended if it is not possible to add the images to the catalogue as described above.

CSV structure in Excel:

SUPPLIER_AID	MIME_SOURCE10	MIME_TYPE10	MIME_PURPOSE10
123456	at_01002.jpg	image/jpeg	normal

A sample CSV file is available on the support page Conditions file (CSV).

Explanations:

- SUPPLIER_AID: the product number in the catalogue the image belongs to
- MIME_SOURCE10: the name of the referenced image file including file extension
- MIME_TYPE10: the file type (for images use image/jpeg, image/gif or image/png)
- MIME_PURPOSE10: the purpose (for images use 'normal')

A suffix must be added to the headings MIME_SOURCE, MIME_TYPE, and MIME_PURPOSE. For images, for example, use the number 10, i.e. MIME_SOURCE10, MIME_TYPE10, and MIME_PURPOSE10. Check your catalogue for the highest existing number and use the next available one.

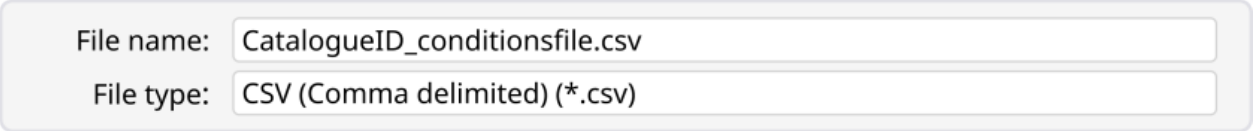
Example with multiple MIME_TYPEs:



Supplier_AID	MIME_SOURCE10	MIME_TYPE10	MIME_PURPOSE10	MIME_SOURCE11
12345	at 01002.jpg	image/ipeg	normal	datasheet 01002.pdf

After editing, save the Excel file and export the data as a CSV file:

File > Save as > File type: CSV (Comma delimited) (.csv)*



Naming convention for CSV files

To ensure your file is automatically recognised and processed by our systems, please use the following naming conventions:

- If the CSV file contains various types of information:
  - Catalogue-ID_conditionsfile.csv
  - Example: P1234_conditionsfile.csv
- If the CSV file contains only images and data sheets:
  - Catalogue-ID_mimes.csv
  - Example: P1234_mimes.csv

Transferring the CSV file to Unite

Transfer the separate CSV file to the SFTP directory associated with the catalogue. If you use an additional CSV file, adhere to the naming convention described above. After the initial transfer, there may be a delay as the file needs to be activated in the system.

Once this process is complete, we'll automatically send an email to the address specified in the catalogue management tool.