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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 - 30.90 KB 2026-09-18

categories_catalogueid_eng.xlsx
xlsx - 21.73 KB 2026-09-18

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><b>Hand drill 1,9l	123456789	Bohrunite	net_list
4	987654322	4001895914201	Bohrunite cordless ha	<p><b>A cordless ha	123456790	Bohrunite	net_list
5	987654323	4007228704914	Bohrunite angle drill, 1	<p><b>Compact angl	123456791	Bohrunite	net_list
6	987654324	4003586031921	Drill bit set for hand d	<p><b>8-piece wood	123456792	Bohrunite	net_list
7	987654325	4008033504294	Special metal cleaner,	<p><b>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 categoy 1 - Description	2.jpg	normal	node
5	20	Drilling machine	Superior categoy 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 categoy 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 and ensuring it works with Unite.

Download sample XML file

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

unite-xml.zip
zip - 3.22 KB 2025-06-26

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.