

# ESP Updates

Get the most out of ESP.



Advertising  
Specialty  
Institute®

**EVERY STEP OF THE WAY™**



We've created this guide to help you get the most out of ESP®. Please reference these standards and guidelines to make sure distributors find your products quickly and include them in their end-buyer presentations. We don't want you to miss a single sales opportunity.

If you're ready to edit product details for existing products or add new products to ESP, visit [connect.asicentral.com](http://connect.asicentral.com), select Update Your Products and log in to your dashboard.

## STANDARDS

The following general rules apply to all data fields. ASI® monitors and corrects data that doesn't meet these guidelines. \*\*

### General Guidelines

A promotional product is a product that can be imprinted or personalized with a logo or other text. Unimprinted or blank products are considered promotional products as long as they CAN be imprinted. If a product can't be imprinted, it isn't considered a promotional product and ASI may delete it from ESP.

### Data Field Relevancy

Information entered must be relevant to the specific field and shouldn't include additional text pertaining to other data fields. Don't add any words/phrases unrelated to the product.

### Keyword Spamming

Repeating words and/or phrases or using words that aren't relevant to a data field is prohibited in ESP Updates. It will NOT increase the probability that a product will show up or rank higher in search results. Our product search feature ignores multiple uses of the same word.

### Product Entry Rules

Products with the following variations **MUST BE** represented as ONE single product (i.e. display one time on search results list):

- Color
- Size\*
- Material\*
- Shape\*
- Production Time
- Imprint Method – including Blank vs. Decorated
- Product characteristics (e.g. Flavors/Scents/SPF)
- Supplemental products or options (e.g. candies, food fills, clips for lanyards, etc.)
- Quantity Breaks/Corresponding Pricing

\*Products with Size, Material or Shape variations can be listed as separate product groups ONLY WHEN combining will result in more than 10 price grid variations.

### Duplication of Products

Products must be unique. A change in product number or product name does not make the product unique. Product information on ESP should be consistent with the information on your website.

### Text Field Rules

- All text fields must start with an alpha-numeric character, including \$ # & % / -
- No text field shall use any special symbols other than \$ # & % / -
- No text shall contain a URL
- No marketing text toward distributors
- No text field shall include any words or phrases from the "Restricted Words & Phrases" list
- Text should be written in sentence case (not all caps)
- Text should be written in paragraph format (not list format)

### Restricted Words/Phrases

Text fields must not include any copyrighted, registered or trademarked words/phrases. If you have licensing documentation to use a specific restricted word or phrase, please contact us at [DataUpdates@asicentral.com](mailto:DataUpdates@asicentral.com). For the most recent list of restricted words/phrases, visit [http://cdn.asicentral.com/knowledge-base/RestrictedWords\\_ESPUpdates.pdf](http://cdn.asicentral.com/knowledge-base/RestrictedWords_ESPUpdates.pdf).

### Repeating Keywords and Other Product Attributes

Repeated use of product names, product numbers, line names, contact information, colors, sizes, shapes, materials, imprint methods, origin (Made in the USA), prices or charges is prohibited and will not improve search results.

### Other Supplier Info

Use of other supplier company names, line names or other related information in any text field is strictly prohibited and will be removed by ASI.

### Prices & Charges

Do not include any base price or upcharge information in text fields. It will not improve search results or appear correctly in sales presentations or on purchase orders generated by ESP and ESP Orders®. It can also misrepresent the product to distributors and end-buyers. ESP is optimized to read the price and charges and present them clearly to distributors.

## Grammar

All text fields must contain proper grammar and spelling.

## Supplier Info

All product data fields should be end-user safe and not contain supplier contact information, including your ASI number. Distributors may exclude your products from presentations if they think the end-buyer will be able to contact you directly. If you have specific notes to distributors, please use the Distributor Only Comments field (under the Basic Details tab), which is specially highlighted for distributors in ESP. To make changes to your contact info, please reach out to us at [DataUpdates@asicentral.com](mailto:DataUpdates@asicentral.com) and we will be happy to assist you.

## Questionable Products

Any product that is legally sold in the USA will be included in ESP as represented by the supplier. ASI reserves the right to exclude any product that is morally or socially offensive to a broad audience, or that seeks to portray racism, sexism or a discriminatory activity against any group.

\*Failure to comply with rules may result in a suspension of your ESP Updates license.

## EXPLORING ESP UPDATES

Let's dive deeper into each section of ESP Updates. We take pride in having a lot of your product information in ESP because it easily connects your product to the right distributors. Please fill out as many fields as possible to get in front of distributors searching for specific product attributes. As we explore each section, note that character counts are in parentheses next to the fields below.

### Section 1: Product Scorecard

We're always looking for ways to help you improve your product listings and increase your sales. Your Product Scorecard will help you easily identify opportunities to enhance your product data so you have a stronger search presence in ESP. The scorecard identifies those products that need attention. With one click, you'll be taken to those products so you can easily add the missing information. You can also view unconfirmed and inactive products and check your supplier performance rating. Remember: High-quality data improves searchability and streamlines the ESP ordering process while increasing order accuracy. Once you review and add missing information, your score will be adjusted in real time and make it more likely that **users will select your products**.

### Section 2: Basic Details

#### Market Segment

Select the country or countries where your products can be shipped. Note: The drop-down options are limited to the market segments you have purchased.

#### Product Confirmed Through

In ESP, a check mark icon indicates that you have confirmed the product prices/data. The check mark is automatically added when you add a new product or modify existing data and will remain through one year from the date you enter/modify the data. You may select a different confirmed-through date by clicking on the calendar and selecting a new date at the top of either the Basic Detail tab or the Pricing tab.

#### Product URL

You can enter a URL that allows distributors to click to a product page of your website from within ESP Web®. The URL must go to a specific product and not the home page or general information page of your website. The Product URL does not appear on ESP Websites™.

#### Product Name (60)

Enter the name of the product. Must not include line names or product numbers. General text field rules apply.

#### Product Number (14)

This is the item number that uniquely identifies your product. It should be the number that can be found on your website or catalog and/or may be placed on an order form. It should not include line names, product name or contact information. General text field rules apply.

#### Full Description (800)

A well-formed product description helps you sell the product and makes it more likely to be selected by distributors.

- Enter the description in paragraph form.
- Must be more than one character and more than one word.
- Do not use all capital letters.
- No line names or product numbers are allowed in this field. Include benefits and features of the product.
- As mentioned earlier, keyword spamming in any field is prohibited, including the Full Description. Use only words/phrases that relate to the product and do not repeat words.
- Must not include any marketing towards distributors. A separate field called Distributor Only Comments can be used for this purpose. General text field rules apply.



### Summary Description (130)

Enter a brief elevator pitch about your product. Distributors will see this in the initial product search results, and it may be included in presentations to end-buyers. Repeating words within the summary field will not increase search results. General text field rules apply.

### Categories

The Product Category is used to group products that perform similar functions/usage/application. You must assign at least one category and up to a maximum of two categories for each item. Categories must be relevant. Use a general category only if no specific categories apply. For example, a ceramic mug would not be classified in the general category of Mugs, since Mugs-Ceramic is an available specific category. A more specific category will help with a more targeted search and is more likely to help sell a product. In general, 30% of searches in ESP are for specific categories, not general categories.

### Line Name(s)

A line name is another name a company is known by or markets under. A line name can apply to an entire product listing or a large group of products offered. Line names can't be the same as the product type or product name, nor should they be a brand or the supplier's company name or variation of the company name.

- A mug can't have the line name "mug."
- "Nike®" brand is not a line name.

### Brand Name(s)

A brand name is a name applied by a manufacturer to a particular product or service and is used to identify the authenticity of the item. A brand name may be used and protected by a trademark. This is not a keyword field and should not be used as such. Brand name cannot be the same as the line name, product type or product name.

### Prop 65

It is your duty and ASI relies on you to make sure your products comply with Prop 65. ASI cannot accept any obligation to do so. If you have determined that one or more of your products will include a Prop 65 warning, you must identify those products in ESP Updates and provide the information for the warning you conclude is appropriate.

Products that do not include any Prop 65 chemicals may be flagged as such as well.

### Product Keywords (30)

Provide additional keywords that will help distributors to find your product.

- Use words only related to the product and what distributors are most likely to search by.
- Do not repeat the same words used in the Product Name, Description or Summary fields.
- Do not practice keyword spamming.
- Keyword phrases should be brief – one or two words per phrase. Do not create sentences.
- Limit the number of characters to 30 for each keyword/phrase and up to 30 relevant keywords/phrases.
- Do not include other supplier company names or line names or product numbers.
- General text field rules apply.

### Product Theme

Assign a maximum of (5) themes. Themes must be relevant to a specific topic or event, not what the product is or what it is used for.

### Country Where Manufactured

Select the country where the product is manufactured, not assembled or decorated.

### Shipping Estimate

Enter the number of items per shipping container. When selecting "other" for the shipping container, do not include line names, product names/number, contact information, color, size, shape, material, imprint method or charges. Try to select from the existing containers. List as much as possible because anything entered in "other" will not be searched.

### Shipping Dimensions

Enter the dimensions of the shipping container (not the product).

### Shipping Weight

Enter the combined weight of the product and shipping material.

### Free Shipping Flag

Check the free shipping flag if your product is always available with free shipping. If you offer free shipping for a limited-time only, do not check the free shipping flag – enter a special instead.



### **Item Packaging**

Select from the options provided to depict the type of packaging that will hold the product in the shipping container. A sleeve or gift box may be considered a feature of the product, not a shipping container.

### **Additional Packaging Type (150)**

If your packaging type is not on the list, select "Add an additional packaging type" and enter your own.

### **Additional Shipping Information (1,500)**

This field should only contain additional information regarding shipping. Example: You may want to include statements like "Must be shipped by Ground only," "Contains fragile materials," "Contains perishable food products," etc. General text field rules apply.

### **Carrier Information**

Select the appropriate carrier from the drop-down menu.

### **Link to Product Data Sheet**

Only valid URLs can be supplied. Provide a link to your website where the distributor can find additional information about the product, including certifications, safety and compliance guidelines, specifications, user's manuals, etc.

### **Disclaimer (1,500)**

Enter any disclaimers or legal information relevant to the product. Minimum two words. Do not use all capital letters or include any marketing. General text field rules apply.

### **Additional Product Information (3,000)**

Include additional relevant information regarding the product. General text field rules apply.

### **Distributor Only Comments (1,500)**

Information specifically for distributors. Can include marketing content.

## **Options (Add a Custom Shipping Option)**

### **Option Name (1,500)**

Brief description of the actual product option (not the product). Adding non-relevant words and phrases will not improve search results and will only confuse distributors. General text field rules apply.

### **Option Values (1,500)**

Should only contain single orderable values or phrases. It must be brief (no sentences) and must not contain charges. Values should not be identical to the Option Name and should not include any contact information, including your ASI number. This information is used for ordering purposes only and has no bearing on search. Not specifying correct value in this field will result in incorrect orders and can potentially delay processing.

### **Options Additional Information (100)**

Use only to enter additional information or comments pertaining to the option. General text field rules apply.

## **Section 3: Attributes**

### **Select Color Group Rename (60)**

Each product must have at least one color value associated with it (the product, not the container). Select desired colors from the list provided. After you click the plus sign next to a color to add it, you may rename it by clicking "Rename" (general text field rules apply). Do not include line name, product number, product name, product shape, product type, size, material or charges. You may also create combination colors. Options for Hue and RGB/HEX codes are available.

### **Product Size**

Click the drop-down and select a Size Type. You may need to choose various sizes or values within a type (common in apparel). Make sure you enter the size of the product, not the shipping container. Enter the size type based on how the distributor would search for the product. Example: USB drive size should be the capacity, not the dimensions of the item.

### **Material Type (100)**

Select a material from the list provided. You may rename your material (general text field rules apply). Do not include line name, product number, product name, product shape, size or charges. You may also create combination materials and material blends.

### **Shape**

Enter a shape. Do not add a shape that's the same as the product itself. A magnet shaped like a mug would have a "mug" shape; however, a ceramic mug would not have a "mug" shape.



## Section 4: Imprinting

### Select Method (60)

Choose an imprint method from the list provided. Only select an imprint method for the specific product you are editing (not for other products you offer). You may rename your imprint method if you choose. When an imprint method is selected, an imprint color must be selected. Add any other imprint information that applies to the product to Additional Imprint Information. General text field rules apply.

### Personalization (60)

Indicate personalization only if the item can be printed with individual names or other personalized text, often in addition to an imprinted logo or company name. After checking the Personalization box, you may indicate a specific method from the list provided. You may rename your personalization method if you like. General text field rules apply.

### Imprint Colors (1,500)

If your product is available with an imprint, you must select an imprint color to activate the product. Enter the imprint colors available for the product (not for other products you offer). If you use the PMS system or PMS matching, you may list your PMS codes instead of specifying color names. You can list imprint color names or PMS codes, but not both. Note: Listing "Standard Colors," "Any Colors" or "Custom" is acceptable. This field is required for all products with an Imprint Method other than "Sold Unimprinted." General text field rules apply.

### Production Time (500)

Enter the production in workdays for the product. You may also enter specific comments about the production time in the Details field. Do not include line names, product names, numbers, colors, sizes, shapes and materials or charges. General text field rules apply.

### Rush Service Offered/Same Day Service Offered (500)

Indicate the Rush or Same Day Service you offer for the product by checking the appropriate box. Enter comments about the service in the Details field. Do not include line names, product names, numbers, colors, sizes, shapes and materials or charges. General text field rules apply.

### Imprint Size (750)

Enter the size of the imprint area, not the product size. General text field rules apply.

### Imprint Location (100)

Enter the area where the imprint will be placed on the product. If there's more than one location, click "Add Another Location." General text field rules apply.

### Additional Colors Information (1,500)

Enter information regarding additional imprint colors that may require an additional charge beyond what's included in the base price. Keep this information short and relevant to additional imprint colors only. If an upcharge is assigned to this field, it will show up in ESP and ESP Orders. Unnecessary text or irrelevant information will make it harder for the distributor to understand the upcharge. General text field rules apply.

### Additional Location Information (1,500)

Only enter information regarding additional imprint locations that may require an additional charge beyond what's included in the base price. Keep it short and relevant to additional imprint locations. If an upcharge is assigned to this field, it will show up in ESP and ESP Orders. Unnecessary text or irrelevant information will make it harder for the distributor to understand the upcharge. General text field rules apply.

### Artwork Information (500)

Check the appropriate box for the artwork or proof services you provide and enter information related to that service. Do not enter product names, numbers, colors, sizes, shapes, materials or charges. General text field rules apply.

### Samples (500)

Check the appropriate box for what types of samples you provide and enter information related to those samples. Do not include line names, product names, numbers, colors, sizes, shapes and materials or charges. General text field rules apply.

## Section 5: Pricing

### Pricing Subtab

#### Base Price (100)

Associate a name with a specific price grid (very useful when a product has multiple base prices). Example: Your mug is sold in three sizes and the three base prices are different according to size. You could name the first price grid “Small,” the second “Medium” and the third “Large.” General text field rules apply.

#### Price Codes

Should not contain any “Z” discount codes (“zero” discount to the distributor).

#### Price Includes Statement (100)

Indicate to the distributor what’s included in the base price. Do not include line name, product name or product numbers. General text field rules apply.

#### Currency Type

This field allows you to select the type of currency you wish your product prices to display.

- Multiple currencies can be added per price grid.
- Once an additional currency is selected in the pricing tab, the new currency is added to ALL base prices and upcharges associated with the product in the order it was selected from the drop-down list.
- Any new price grid added will have the new currency grid as well.
- A price grid with multiple currencies MUST share the same Quantity Break, Sold Per information, Criteria and Price Includes information.
- The Quantity and Price Includes fields will be disabled if all currencies within the price grid are set to QUR.

### Upcharges Subtab

#### Upcharge Name (100)

The Upcharge Name will initially be prepopulated with the text from the data field that you are assigning the upcharge to. Example: If Additional Location field says “Additional locations for imprint are sleeve and collar,” then it prepopulates in the Upcharge Name field. This field should be descriptive but short and relevant to the upcharge.

#### Upcharge Details (100)

Enter a short comment or additional information specific to the upcharge. General text field rules apply.

## Section 6: Media (Images)

### Choose/Upload

At least one image must be associated with each product or it won’t be active and won’t be available to distributors searching in ESP. We recommend that front and back shots be included for all color options.

#### All images must meet the image requirements below:

- Size (pixels): Recommended = 2400x2400; Maximum = 10MB; Minimum = 600x600.
- Resolution: Recommended = 300 DPI; Maximum = 600 DPI; Minimum = 72 DPI (better-quality images help drive customers to your products).
- File Types: JPG, PNG accepted.
- Images MUST NOT contain any marketing verbiage, product numbers, watermarks or contact information.
- Images MUST NOT contain any reference to the Pantone/PMS numbering system. Example: “PMS-123” is not permitted. Use “Yellow-123” instead.
- Images MUST NOT contain a colored border.
- No images should contain unauthorized trademarks and/or logos without proper authorization. See link for most recent list of logos and trademarks that require authorization: [asicentral.com/unauthorized-logos](http://asicentral.com/unauthorized-logos)
- File Size: Maximum 10 MB (any file over 5MB should be compressed).
- Image aspect ratio (relationship of height to width) must be maintained when resizing images.
- Please put multiple images in a Zip folder when sending to ASI for processing.
- Make sure the file name for your main image matches the product number. Example: DS154.jpg.
- Name additional images by product number and color/shape. Example: DS154-red.jpg.
- Upload both decorated and blank versions of the images. This allows distributors to see examples of the item imprinted and/or create a virtual sample for their client.



### **Attach Criteria & Media Tags to a Product Image**

When using multiple images, tag the images with attributes like color, shape, front or back to ensure the appropriate image displays in search results, increasing the likelihood that a distributor will view it.

### **Product Videos**

Upload product videos to enhance your product listing.

- We can accept YouTube, Vimeo or Facebook video URLs. The URLs should be no more than 100 characters.

Note: If you are providing a video via Vimeo and have a Vimeo Plus account, we recommend that the end screen of your video be customized so it does not display suggested videos from Vimeo staff or other Vimeo subscribers. Please refer to the Vimeo Help Center for more information on their end screen offerings.

- There are no limitations to the number of videos you can upload. However, only one video per product may be added.
- There is no time limit for the length of the video. However, we do suggest keeping your videos to about 30 seconds.
- If you make changes to the video, a new video file must be created, and products need to be added to the new video.

We hope you found all of this information useful.  
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in search results, appearing in presentations AND being ordered!

**Ready to update?**

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**For more tips and “How to” information,  
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**If you have any questions, don’t hesitate to contact us  
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