

**MY MEER**

**ALL ABOUT PEP!**  
Supplier Training

**MY STORE**

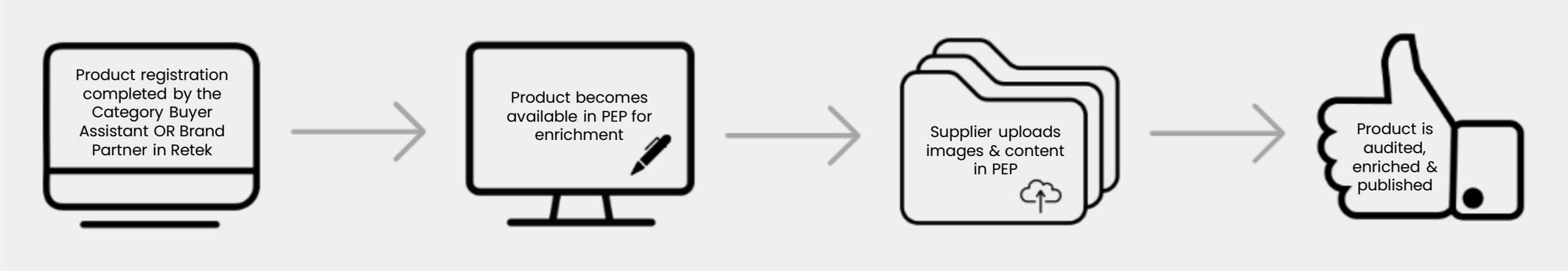
PEP (Product Enrichment Portal) is an online enrichment tool where Suppliers submit images, copy and attributes for their products in order for them to be available on Myer.com.au

It is mandatory that all Suppliers submit their copy and images only via PEP

PEP provides Suppliers with several methods of enrichment which we will cover as part of this training

This pack is intended to give Suppliers a high-level view of enrichment methods and navigation of PEP screens and features

# OVERVIEW OF ENRICHMENT WORKFLOW

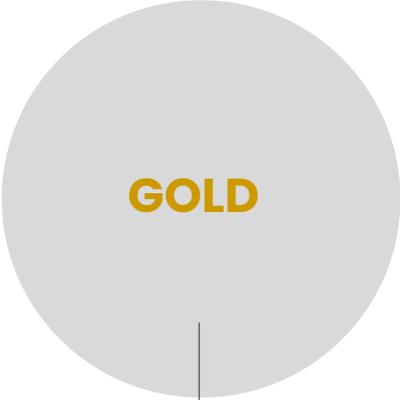


## SUPPLIER TIER IN PEP

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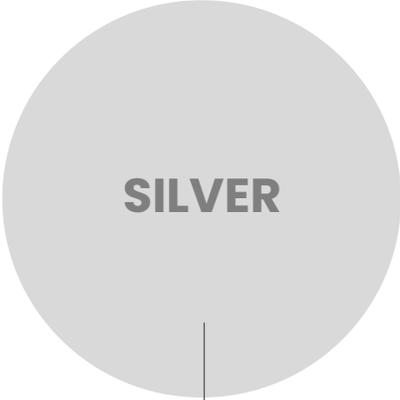
Suppliers are assigned a TIER within PEP when onboarded, based on the quality and technical specification of the Images submitted

The lead time for submission of copy & images depends on the tier assigned to the Supplier. Tiering is reviewed every season



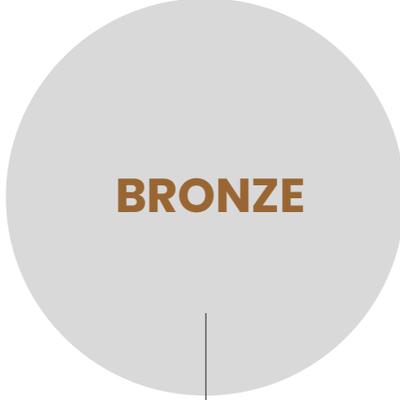
**GOLD**

Must provide website ready images  
**1 week** prior to in-store delivery



**SILVER**

Must provide images  
**2 weeks** prior to in-store delivery

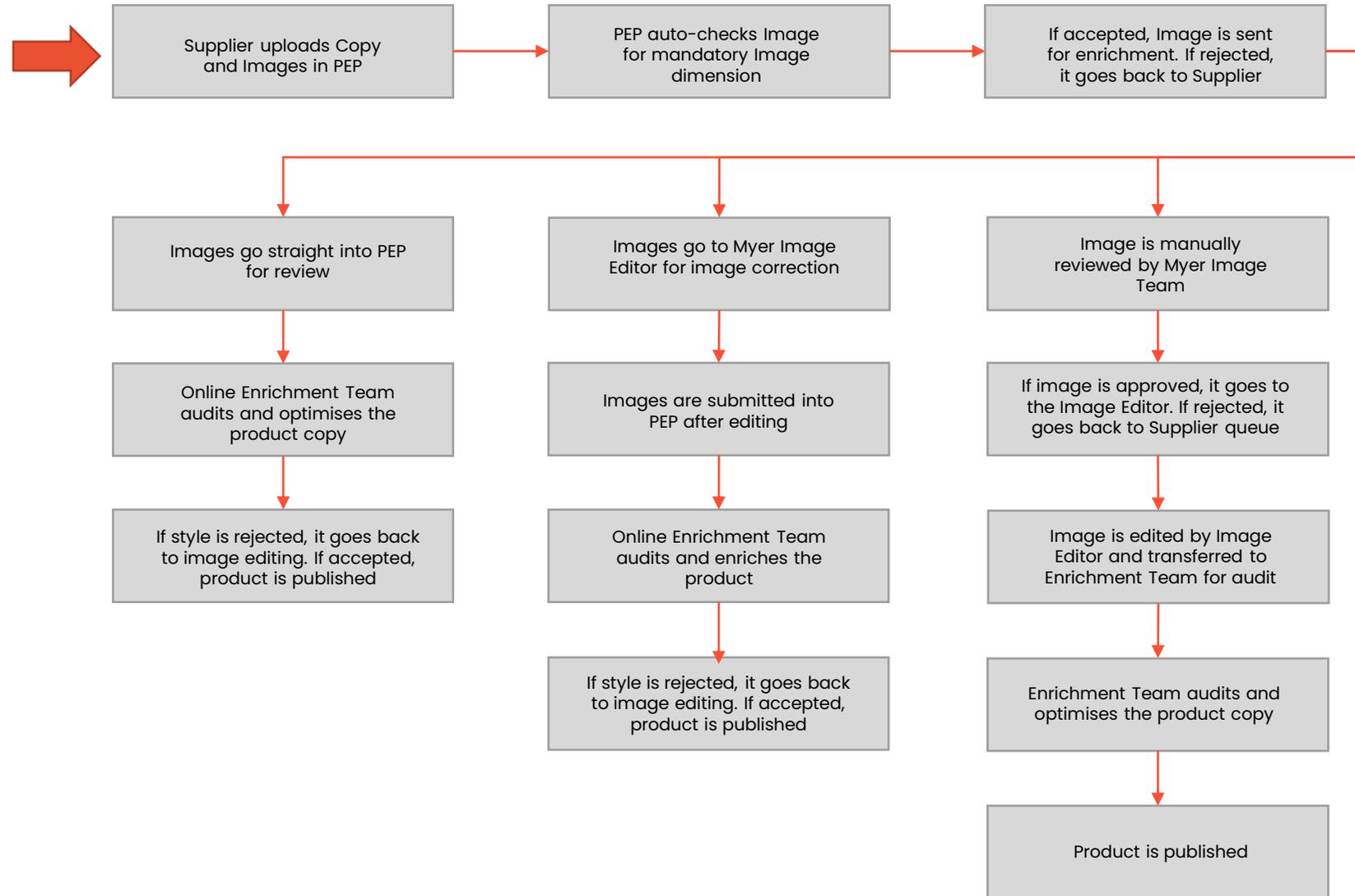


**BRONZE**

Must provide images  
**4 weeks** prior to in-store delivery

**This is the minimum lead time to complete enrichment. However, you can enrich as far in advance as you want!**

# PEP TIER WORKFLOW



# TECHNICAL REQUIREMENTS – IMAGES

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## TECHNICAL REQUIREMENTS

- Images to be in JPG format
- Minimum image size of 1551 px (wide) x 2000 px (high)
- Images match exact aspect ratio of 45:58 (required for GOLD Suppliers)
- Maximum file size of 50MB per image

## CREATIVE REQUIREMENTS

- Product to fill minimum 70% of the frame
- Image background to be white or light grey (if it falls within acceptable range as described in the guidelines)
- Minimum 4 angles where product permits
- Even lighting with no strong shadows or reflections
- Image quality to be sharp and in focus
- Images to be cropped to guideline specification
- Images on correct baseline to maintain consistent height in the frame

For detailed image requirements, refer to our 'Style Guide' found in the Supplier Toolbox in the Online Photography & Copy Guidelines section - [https://doc.pep.myer.com.au/style\\_guide.html](https://doc.pep.myer.com.au/style_guide.html)

# MYER GUIDELINES FOR ONLINE NAME

## PRODUCT TYPE: BEAUTY

Convention [Product Name/Fashion Story] + [Product Type] + [Pack]

Example 1 [Repairwear Anti-Gravity] + [Eye Cream]  
**Clinique** Repairwear Anti-Gravity Eye Cream

Example 2 [Code Colonia] + [EDT]  
**Giorgio Armani** Code Colonia EDT

Example 3 [Little luxuries heart-warming hand cream] + [trio]  
**Mor** Little Luxuries Heart-Warming Hand Cream Trio

## PRODUCT TYPE: ACCESSORIES

Convention [Product Name/Fashion Story] + [Material] + [Style & Product Type] + [Pack] + [in Colour]

Example 1 [Charter 40mm] + [Rose Gold] + [Watch] + [in Colour]  
**Guess** Charter 40mm W0637 Watch in Rose Gold

Example 2 [On My Corner Saffiano] + [Leather] + [Satchel Bag]  
**Calvin Klein** On My Corner Saffiano Leather Satchel Bag in Red

Example 3 [Round Evolve] + [Gold] + [RB3447N/Model Number] + [Sunglasses]  
**Ray-Ban** Round Evolve RB3447N Sunglasses in Gold

## PRODUCT TYPE: ELECTRICAL & APPLIANCES

Convention [Product Name] + [Size] + [Style & Product Type] + [Manufacturer Product Code] + [Pack]

Example 1 [E8 Series] + [55 inch] + [4K Ultra HD OLED TV] + [OLED65E8PUA]  
**LG** E8 Series 55 inch 4K Ultra HD OLED TV OLED65E8PUA

Example 2 [Cyclone V10 Animal] + [Vacuum Cleaner] + [226419-01]  
**Dyson** Cyclone V10 Animal Vacuum Cleaner 226419-01

Example 3 [Elegance] + [Hair Dryer] + [VSD5336A]  
**VS SASSOON** Elegance Hair Dryer VSD5336A

## PRODUCT TYPE: CLOTHING

Convention [Product Name/Collection Name] + [Style/Type] + [Product Type] + [Pack] + [in Colour]

Example 1 [Bare Essentials] + [Full Brief] + [Black]  
**Ambra** Bare Essentials Full Brief in Black

Example 2 [Maestra] + [Underwire] + [Bra] [White]  
**Dita Von Teese** Maestra Underwire Bra in White

Example 3 [Splice Geo Sport] + [Invisible] + [Socks] + [Red]  
**New Balance** Splice Geo Sport Invisible Socks in Red

## PRODUCT TYPE: FOOTWEAR

Convention [Product Name/Fashion Story] + [Material] + [Style & Product Type] + [Pack] + [in Colour]

Example 1 [Mascot] + [Cognac] + [Glove Boot]  
**Wide Steps** Mascot Glove Boot in Cognac

Example 2 [Renzo3] + [Dark Blue] + [Croc Heeled Shoe]  
**D.F. Supersoft** Renzo3 Croc Heeled Shoe in Dark Blue

Example 3 [Glove] + [Echo White Leather] + [Sneaker]  
**Clarks** Glove Echo Leather Sneaker in White

## PRODUCT TYPE: LUGGAGE

Convention [Product Name/Fashion Story] + [Size Feature] + [Style & Product Type] + [Pack] + [in Colour]

Example 1 [Eco Spark] + [Large 79cm] + [Soft side Spinner Suitcase] + [Black]  
**Samsonite** Eco Spark Large 79cm Soft Side Spinner Suitcase in Black

Example 2 [AT8 Convertible] + [56cm] + [Carry On Backpack] + [Black/Zest]  
**High Sierra** AT8 Convertible 56cm Carry On Backpack in Black/Zest

Example 3 [19091] + [Leather Shoulder Satchel] + [Black]  
**Monsac** 19091 Leather Shoulder Satchel in Black

## PRODUCT TYPE: SOFT HOME

Convention [Product Name/Fashion Story] + [Product Type & Range/Set] + [Pack] + [in Colour]

Example 1 [Louisiana] + [Quilt Cover Set] + [pink]  
**Linon House** Louisiana Quilt Cover Set in Pink

Example 2 [Honolulu Jacquard] + [Cotton Towel Range] + [Blue]  
**Vue Honolulu** Jacquard Cotton Towel Range in Blue

Example 3 [Sandy Cape] + [Sheet Set] + [Mineral Grey]  
**Australian House & Garden** Sandy Cape Sheet Set in Mineral Grey

## PRODUCT TYPE: TOYS

Convention [Product Name] + [Assortment] + [Pack]

Example 1 [Creative Bricks] + [Manufacturer Product Code/Model Number]  
**Lego** Creative Bricks 80123

Example 2 [Supermarket] + [Assorted]  
**Barbie** Supermarket Assorted

Example 3 [Imaginet DC Super Friends Batmobile]  
**Fisher-Price** Imaginet DC Super Friends Batmobile

### Additional Notes:

- Brand names in the above examples in **BOLD** are not to be put into the Online Name. This will be auto-populated by the system
- Sunglasses & Watches are the only Accessories that require a Model Number

# PRODUCT FAMILIES

A family is a group of product types that share common attributes. Each product type is sorted into a family to ensure that we are only requesting attributes that are relevant to the product. Each family will have a combination of mandatory and optional attributes.



## FAMILY: DRESSES

### Mandatory Attributes

Gender  
Fabrication  
Care Instructions

### Optional Attributes

Occasion  
Collection/Fashion Story  
Pattern  
Garment Length  
*+more*



## FAMILY: TV'S

### Mandatory Attributes

Energy Rating  
Energy Consumption  
Product Kilowatts  
Screen Size

### Optional Attributes

Dimensions  
Weight  
Screen Type  
Smart Features  
*+more*



## FAMILY: BABYWEAR

### Mandatory Attributes

Gender  
Fabrication  
Multipack  
Hazmat

### Optional Attributes

Occasion  
Collection/Fashion Story  
Pattern  
Care Instructions  
Garment Length  
*+more*



## FAMILY: DRESSES

### Mandatory Attributes

Gender  
Fabrication  
Heel Height

### Optional Attributes

Occasion  
Collection/Fashion Story  
Toe Shape  
Care Instructions  
*+more*



## FAMILY: DRESSES

### Mandatory Attributes

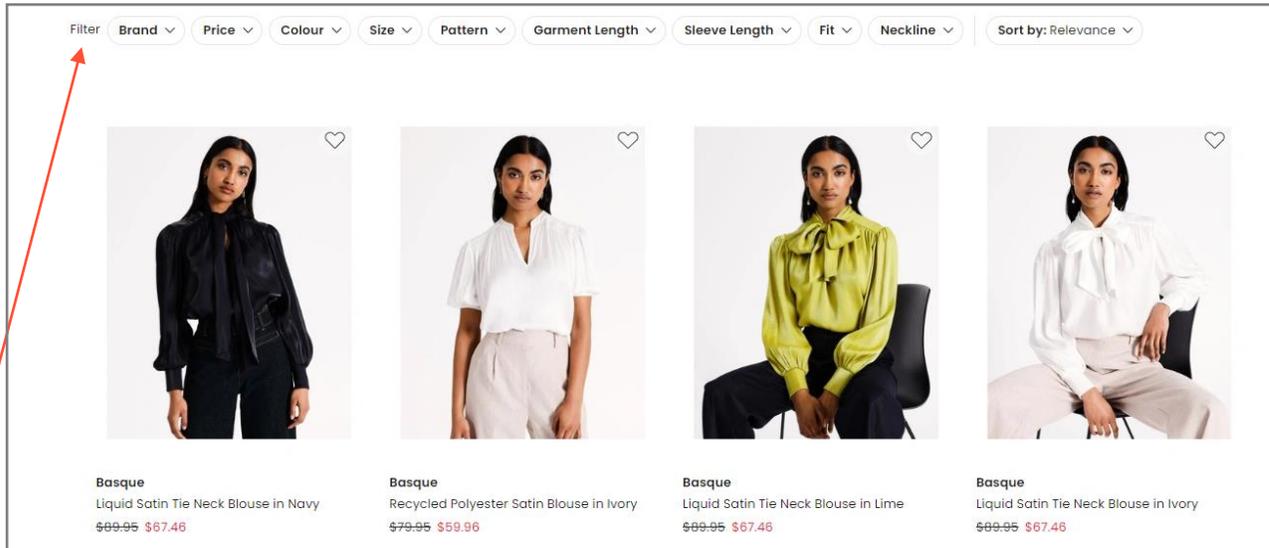
Supplier Colour  
Formulation  
Ingredients

### Optional Attributes

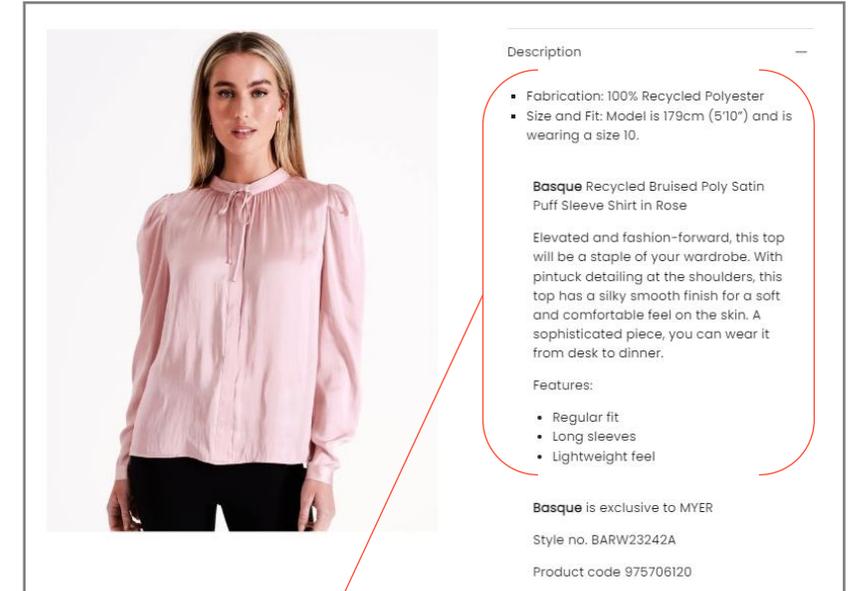
Collections/Fashion Story  
Gift Set  
Features  
Skin Concern  
Coverage  
How to use  
*+more*

# PRODUCT ATTRIBUTES

Key product attributes need to be provided in PEP to help make products more discoverable to Customers and help them to make an informed decision when purchasing on the site



Attributes can be used on the Product Landing Page (PLP) to help Customers filter to the exact product they're looking for



Attributes can be used on the Product Display Page (PDP) to provide key product details to Customers

# OVERVIEW OF PDP

## ONLINE NAME (PRODUCT TITLE)

- Below outlines the information that needs to be applied to Clothing products
- Brand will appear separately above the product description and is not required in Online Name
- Do not include abbreviations in the Product Title
- Ensure you are using Proper Case
- Please append the Online Name with Colour as per the guideline mentioned below
- Product Titles using excessive abbreviations and Caps Lock will be rejected

## ONLINE NAME REQUIREMENT EXAMPLES

[Product Name] + [Style/Type] + [Product Type] + [Pack] + [in Colour]

[High Waisted] + [Skinny] + [Jean] + [in Black]  
High Waisted Skinny Jean in Black

[Maestra] + [Underwire] + [Bra] [in White]  
Maestra Underwire Bra in White

[Splice Geo Sport] + [Invisible] + [Socks] + [2-Pack] [in Red]  
Splice Geo Sport Invisible Socks 2-Pack in Red

## ONLINE LONG DESCRIPTION – MINIMUM COPY

- A couple of sentences describing the product including its main purpose and effect. Use emotive adjectives that consider the customer's lifestyle. Be aspirational, but try to keep it to the point. Consider if the brand is worth mentioning.
- Minimum of 4 bullet points outlining key features of product
- Please ensure only Myer supported HTML tags are used in the Long Description
- Description should be minimum 300 characters. Max 5000 characters with bullet points for ease of reading

Important : Please avoid duplicating attribute details into the Long Description as this then causes a double up on product pages (For e.g. 100% Cotton being mentioned both in the Long Description and under Fabrication % attribute).

## ATTRIBUTES

### Mandatory

- Fabrication % : (Please provide full fabric composition %, such as 95% Cotton, 5% Elastane, etc)
- Care Instructions
- Size and Fit : (Model is 186cm and is wearing size M)
- Product Occasion

Please refer back to the Mandatory Attribute document provided by the Online Enrichment team on request. This will outline all mandatory attributes for each area, and must be filed in prior to product publication. Alternatively each product page will display missing mandatory attributes with an orange dot.

For more information please contact the [Online Enrichment Team](#)



**Blaq**  
Australian Merino V-Neck Knit  
In Steel  
**\$59.97** ~~600.00~~  
Save 40%  
Sale ends: 10/09/2023 11:59pm AEST  
+118 MYER one Credits. [Join Now](#) ★★★★★ 4.9 (1)

Colour:  
Steel

Fit: 186cm 10 size [What's My Size?](#)

Size: [Size Guide](#)

S M L XL  
XXL XXXL

[Add to Bag](#)

Online Name

Find in store +

Delivery +

Description -

- Fabrication: 100% Traceable Australian Merino Wool
- Care and Use Instructions: Warm hand wash separately inside out in wool detergent do not bleach or soak do not rub or wring reduced spin pull into shape dry flat do not tumble dry cool iron dry cleanable
- Size and Fit: Model is 180cm (6'2") and is wearing a size M.

Attributes

**Blaq Australian Merino V-Neck Knit**

Classic and sophisticated, you can wear this knit for any occasion. Crafted from 100% Australian merino wool, this knit has a soft and luxurious finish that will see you through the seasons. Pair with black trousers and shoes for a fashion-forward fit.

Features:

- V neck
- Regular fit
- Australian merino wool

Long Description & Features

Blaq is exclusive to MYER.  
Style No. MBW220001  
Product code 880380820  
[Show less](#) ^

# PDP POWER PAGE CHECKLIST

To achieve excellence with your product pages, the following information should be provided

Minimum 4-7 product images should be provided, utilising different angles and lifestyle images where available

All mandatory and optional attributes populated to inform customers of key product details of the product

Online name should meet all requirements including product type, colour and construct

Product description should inspire the customer, expand further on the key benefits and features, and provide customers with the detail that they cannot see from the product imagery



Maddox  
Hudson Short Sleeve Henley

Indigo

**\$26.21** ~~\$34.95~~

Save 25%

Sale ends: 03/09/2023 11:59pm AEST

+ \$2 MYER one Credits. [Join Now](#) ★★★★★ 4.8 (23)

Colour:

Indigo



FIT: TRUE TO SIZE [What's My Size?](#)

Size:



Find in store +

Delivery +

Description -

- Fabrication: 65% Polyester, 35% Cotton.
- Care and Use Instructions: Wash Separately Before Use, Colours Designed To Fade. Cold Gentle Machine Wash Inside Out With Like Colours. Do Not Bleach, Soak Or Rub. Do Not Tumble Dry, Warm Iron, Dry Cleanable.

**Maddox** Hudson Short Sleeve Henley  
Indigo

Features:

- Regular fit
- Henley style
- Short sleeves
- Comfortable feel
- Available in other colours

# UPLOAD COPY & IMAGES TO PEP

Suppliers can enrich Copy & Images via Drag & Drop, Bulk Upload (Excel/CSV) or via an API Connection

## DRAG AND DROP

Copy & Images are imported *one product at a time*. Copy is pasted into the correct attribute fields and images are dragged and dropped in from the Supplier's folders



## BULK UPLOAD

Copy & Images are imported in bulk. Copy is uploaded via an excel template & Images are uploaded via zip folder uploads

Import Profile Name	API Endpoint
Attribute Custom Import (List of Values) - ASLX	via_get_bulk_attr_import
Copy Import (Supplier) - CSV	via_product_model_import
Copy Import (Supplier) - ASLX	via_product_model_import
Family Variant Import Flow	via_family_variant_import
Image Import (Supplier)	via_product_model_import
Import Attributes by Family - CSV	via_family_import
Item Create Wizard	via_product_import
Supplier Image Import Based on 'CSV & ZIP'	via_product_model_import
Supplier Image Import Based on 'ZIP'	via_product_model_images_import
Supplier Image Import Based on 'Images & CSV'	via_product_model_images_import
Supplier Image Import Based on 'Supplier Style' (for non apparel products only)	via_product_model_images_import
Supplier Image Import Based on 'Supplier Style' Supplier Colour	via_product_model_images_import

## API CONNECTION

An API (Application Programming Interface) is an information gateway that allows auto communication and transfer of data from one system to another

### Product Enrichment Portal (PEP) API document

```
#get the authToken using auth endpoint/username/password
headers = { 'Content-Type': 'application/json', 'Authorization'
data = ''
search_filter = { "copy_status": [{"operator": "IN", "value": ["10
params = {'attributes': 'online_name,copy_status', 'limit': '100
response = requests.get("https://pep.myer.com.au/api/rest/v1/pr
```

## PEP TOPICS

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| **DASHBOARD** – Supplier Action Required

| **PRODUCTS**

How to search for a product

Filters

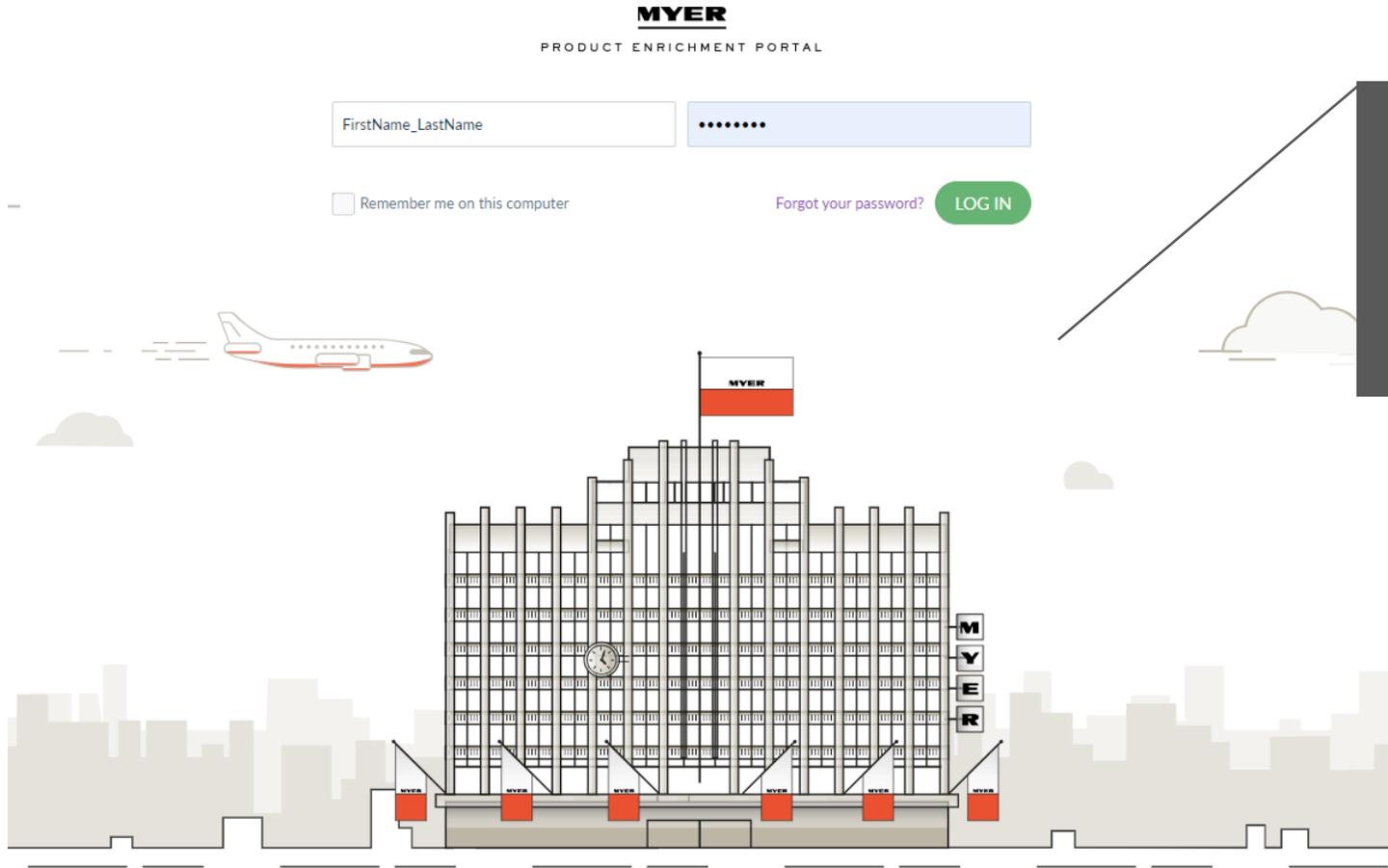
Columns

Attributes

| **VIEWS** – How to create & save a PEP view

| **IMPORT** – How to import data into PEP (including Bulk Actions)

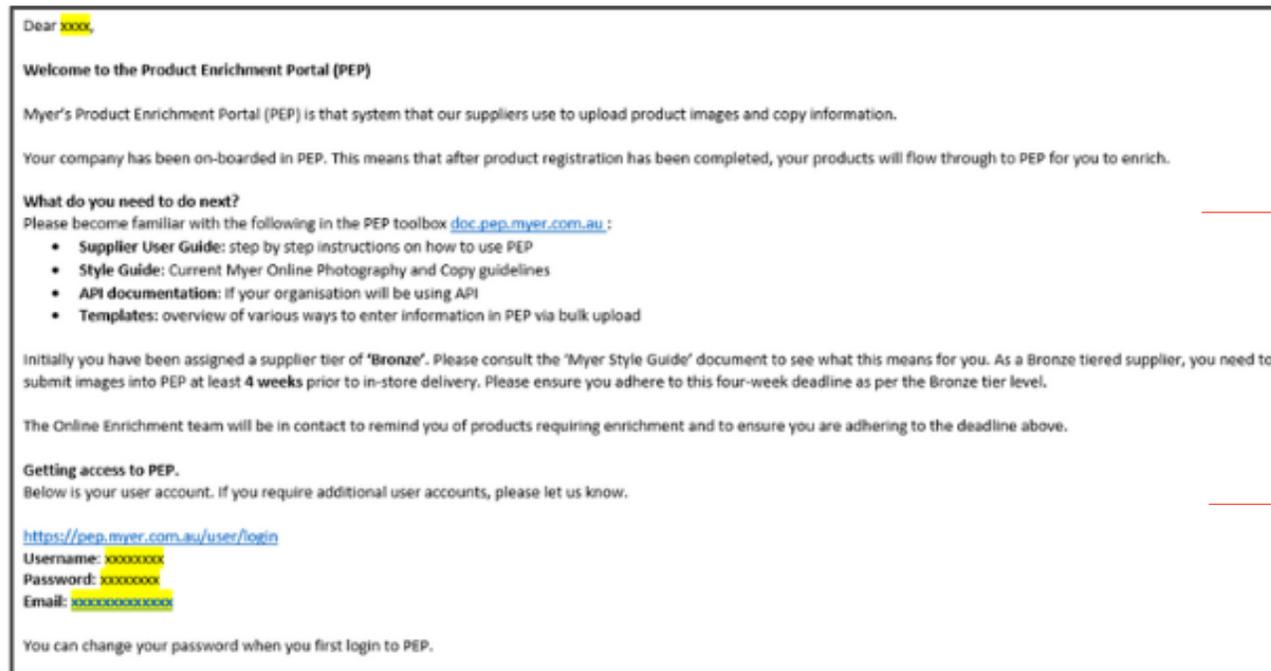
| **EXPORT** – How to export data out of PEP



A welcome email with the username, password and important links to resources will be sent out when onboarded on to PEP

# SUPPLIER ONBOARDING EMAIL

Each new PEP User or Supplier will receive the below welcome email containing important details and links



Link to Supplier Self Paced Training materials

PEP login details. In case you have forgotten your password, remember that you have 5 attempts. Please reach out to [onlineenrichment@myer.com.au](mailto:onlineenrichment@myer.com.au) for assistance

# PEP DASHBOARD



Product Photography Enrichment	178
Product Information Enrichment	148
Product Photography Rejection	0
Product Copy Rejection	0
<b>URGENT - Due In 4 Weeks</b>	<b>0</b>
<b>OVERDUE - Product In Stock</b>	<b>0</b>

← **URGENT & OVERDUE** products are the highest priority products to complete enrichment ⚠

↘ Concession Suppliers will not see any product in URGENT & OVERDUE sections as stock is controlled at the Supplier end

# SETTING UP A COPY VIEW

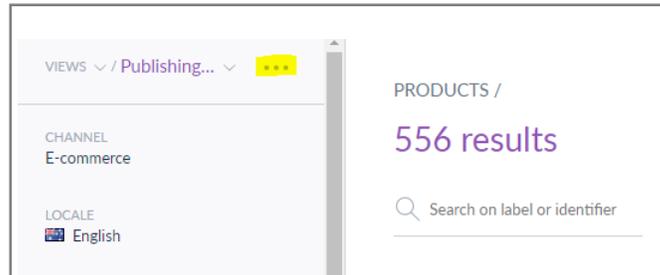
To update copy for a list of products, the easiest method is to set up a grid view with the list of attributes you want to enrich copy for, export the view into an excel format to update copy under each attribute and import the file back into PEP. Do not forget to update the 'copy status' to 20 when importing

For eg, for Clothing products, use the PEP view **Supplier Copy View - Clothing** for a list of attributes that copy is required for. To set up a 'Copy View', follow the below steps:

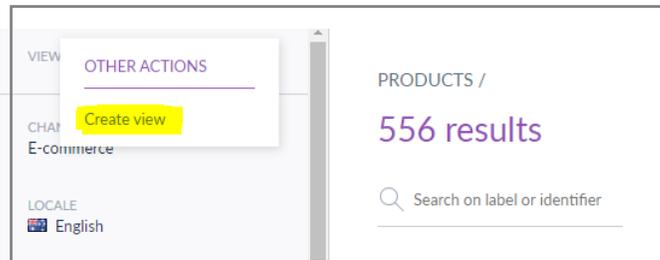
**1**  
Select the list of attributes you're enriching in the grid view



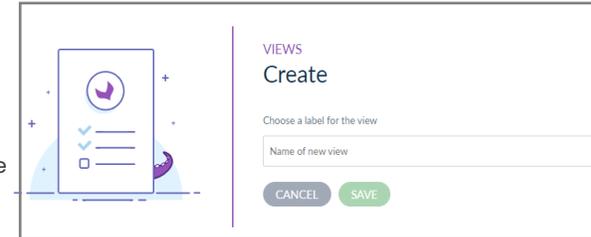
**2**  
Click the 3 dots next to 'Views' on the top left of the screen



**3**  
Select 'Create view'



**4**  
Give a name for the View. We recommend using your name or your Brand name in the beginning to easily search for your view in the 'Products' screen



# BULK UPLOAD COPY TO PEP

The Bulk Import feature is the most commonly used method to upload Copy & Images for products registered in PEP. Follow the below steps to enrich products in bulk and import into PEP

**1** Select desired products in view or select all products by clicking 1 product and selecting 'All' from the bottom left. In the grid, select the attributes you want to update copy for

PRODUCTS /  
2464 results

Search on label or identifier

ID Supplier Code Online Image1 Retek TPC Digital Brand Supplier Tier Retek

<input checked="" type="checkbox"/>	113045680 4106224		45 - WW Womenswear	Tokito	10 - Bronze	350 - M
<input checked="" type="checkbox"/>	691999390 4106197		45 - WW Womenswear	Tokito	10 - Bronze	350 - M
<input checked="" type="checkbox"/>	691999570 4106197		45 - WW Womenswear	Tokito	10 - Bronze	350 - M
<input checked="" type="checkbox"/>	691999660 4106197		45 - WW Womenswear	Tokito	10 - Bronze	350 - M
<input checked="" type="checkbox"/>	692000110 4106197		45 - WW Womenswear	Tokito	10 - Bronze	350 - M
<input checked="" type="checkbox"/>	692000830 4106197		45 - WW Womenswear	Tokito	10 - Bronze	350 - M

4 SELECTED RESULTS BULK ACTIONS SEQUENTIAL EDIT QUICK EXPORT

**2** Select 'Quick Export'

QUICK EXPORT

- Excel (Grid context)
- Excel (All attributes)
- CSV (Grid context)
- CSV (All attributes)

**3** Select 'Excel (Grid Context)' to export all visible columns to Excel

Supplier Action Required	Myer Digital Review	Pending Online Approval	Published
73824	765	3246	454604
Total	Total	Total	Total

Gold	25444	Gold	60	Gold	2637	Gold	13486
Silver	19521	Silver	500	Silver	424	Silver	197264
Bronze	28783	Bronze	158	Bronze	43	Bronze	122824
URGENT - Due In 4 Weeks	1195			Embargo	140		
OVERDUE - Product In Stock	1114			Video Link	2		
				Pending Copy Review	842		
				Online Review Required	85		

Date	Type	Profile name	Username	Status	Warnings	VIEW ALL
18/10/2023, 1:32 pm	Quick export	XLSX product quick export grid context	Robins_Charan	COMPLETED	-	DETAILS
18/10/2023, 1:15 pm	Quick export	XLSX product quick export grid context	Robins_Charan	COMPLETED	-	DETAILS

**4** Once completed, the Export will be available to download from the 'Last Operations' section on the Dashboard page. Click on 'Details' to view & download

Contd. →

# BULK UPLOAD COPY TO PEP

## 5

While key product information is to be provided at the time of registration, you can use the downloaded excel sheet to populate or update information in bulk. Ensure all data in the template is correct and in the right format. For eg - Date format to be entered in YYYY/MM/DD

	A	B	C	D	E
1	code	copy_comments_instructions	product_care_instructions	product_fabrication	fashion_story
2	887653450	Puff Sleeves -Tiered Skirt -Mini Length	Warm Gentle Machine Wash	98% Cotton, 2% Elastane Seersucker	ENGLISH MANOR
3					

Product Level 1

## 6

Once the excel sheet has been filled in correctly, the template can be loaded into PEP via the Imports tab

Select 'Copy Import (Supplier) - XSLX' from the list of Export profiles, locate your file and upload here



You will be able to see whether the file uploads successfully or fails once it completes importing

The screenshot shows the 'IMPORTS / Import profile - Copy Import (Supplier) - XSLX' interface. It features a sidebar with navigation options: Activity, Products, Entities, Imports (selected), Exports, Settings, and System. The main area has 'IMPORT NOW' and 'UPLOAD A FILE' buttons, and a large drop zone with the text 'Drop your undefined file here, or click to browse disk'. Below this is a 'LAST EXECUTIONS' table:

Started at	Status	Warnings
21/08/23 9:09 am	COMPLETED	0
18/08/23 3:21 pm	COMPLETED	0

# BULK ACTIONS IN PEP

You can also enrich/edit products in bulk using the 'Bulk Action' feature within PEP. Follow the below steps to use this feature

**1** You can select products individually by clicking the tick box against the product

**2** Once you have selected at least one product, you can use the multi-select option at the bottom of the screen to select multiple products on the page or all products in PEP

PRODUCTS /  
2465 results

Search on label or identifier

ID - Supplier Code - Online Image1 Retek TPC - Digital Brand - Supplier Tier - Retek C

<input checked="" type="checkbox"/>	113045680 4106224		45 - WW Womenswear	Tokito	10 - Bronze	350 - MEI
<input checked="" type="checkbox"/>	117701320 4101591		45 - WW Womenswear	Tokito	10 - Bronze	350 - MEI
<input checked="" type="checkbox"/>	691999390 4106197		45 - WW Womenswear	Tokito	10 - Bronze	350 - MEI
<input type="checkbox"/>	691999570 4106197		45 - WW Womenswear	Tokito	10 - Bronze	350 - MEI
<input type="checkbox"/>	691999660 4106197		45 - WW Womenswear	Tokito	10 - Bronze	350 - MEI
<input type="checkbox"/>	692000110 4106197		45 - WW Womenswear	Tokito	10 - Bronze	350 - MEI
<input type="checkbox"/>	692000830 4106197		45 - WW Womenswear	Tokito	10 - Bronze	350 - MEI

3 SELECTED RESULTS BULK ACTIONS SEQUENTIAL EDIT QUICK EXPORT

PRODUCTS BULK ACTIONS  
Select your action

Edit attributes values Add attributes values Change status Add to groups Add to categories

**3** Click 'Edit attribute values' in the window

PRODUCTS BULK ACTION  
Edit attributes values of 11 products  
Only the attributes belonging to the families of the selected products will be edited with the following data for the English (Australia) locale and the E-commerce channel.

SEARCH

Promotion Description Digital Copy  
Promotion Start Date 2 Digital Copy  
Promotion End Date 2 Digital Copy  
Promotional Price 2 Digital Copy

0 attribute(s) selected ADD

**4** Select/Search the attribute you want to edit or update

PRODUCTS BULK ACTION  
Edit attributes values of 11 products  
Only the attributes belonging to the families of the selected products will be edited with the following data for the English (Australia) locale and the E-commerce channel.

EMBARGO

Embargo Date

**5** Update the field with the new data and click 'Next'. This will populate the selected attribute with the new data

# BULK UPLOAD IMAGES TO PEP

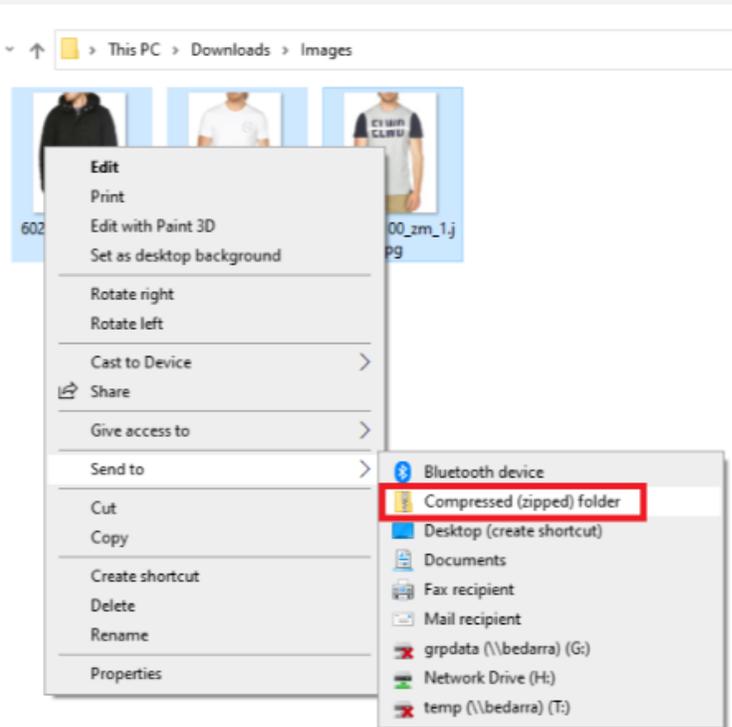
There are 5 ways to import Images into PEP



PEP IMPORT PROFILES	IMAGE FILE NAME STRUCTURE	IMAGE EXAMPLE
Supplier Image Import (based on "CSV & ZIP")	IMAGE FILE NAME DO NOT NEED TO CHANGE, BUT MUST USE CSV COMPENDIUM FILE.	
Supplier Image Import (based on "ID")	ID_IMAGE SEQUENCE EG: 807270320_1.jpg	
Supplier Image Import (based on "Primary GTIN")	GTIN_IMAGE SEQUENCE EG: 6352847563876_1.jpg	
Supplier Image Import (based on "Supplier Style" for non-apparel products only)	SUPPLIER STYLE CODE_IMAGE SEQUENCE EG: A06625_1.jpg	
Supplier Image Import (based on "Supplier Style"&"Supplier Colour")	DIGITAL SUPPLIER STYLE CODE&SUPPLIER COLOUR_IMAGE SEQUENCE EG:A06625&WHITE_1.jpg	

Follow the below process when importing Images using Myer ID or GTIN

Your images do not need to be in individual folders per product, they can all be in one folder and zipped together. If you zip the containing folder instead of the images, your import will not work.



### ADDITIONAL TIPS

- Images must be formatted consistently based on the import profile you are using
- Images must be .jpg or .jpeg format and must not exceed 10MB per image
- The recommended maximum file size for your image import is 50MB

### BULK RENAMING IMAGES

- If you do not wish to rename your images and want to use the compendium CSV, this needs to be formatted as follows

The screenshot shows a spreadsheet application with a CSV file open. The header row (A1) contains: code;new\_image1;new\_image2;new\_image3;new\_image4;new\_image5;new\_image6;new\_image7;image\_status. The data rows are:

	A
1	code;new_image1;new_image2;new_image3;new_image4;new_image5;new_image6;new_image7;image_status
2	637816240;MJ3600/MJ3600_1.jpg;MJ3600/MJ3600_2.jpg;,,,,;20
3	637816330;MJ3601/MJ3601_1.jpg;MJ3601/MJ3601_2.jpg;,,,,;20
4	
5	
6	
7	

- If you do not wish to rename your images and want to use the compendium CSV, this needs to be formatted as follows

# BULK UPLOAD IMAGES TO PEP

Based on the Import type (ID or GTIN), you can select the relevant Import Profile from the Import tab

The screenshot shows a sidebar with navigation icons for Activity, Products, Entities, Imports (highlighted), Exports, Settings, and System. The main content area is titled 'IMPORTS / 13 import profiles' and includes a search bar. Below is a table of import profiles:

Label	Job
<i>Attribute Import -XLSX</i>	xlsx_attribute_import
<i>Attribute Options Import (List of Values) -XLSX</i>	xlsx_attribute_option_import
<i>Copy Import (Supplier) - CSV</i>	csv_product_model_import
<i>Copy Import (Supplier) - XSLX</i>	xlsx_product_model_import
<i>Family Variant Import Excel</i>	xlsx_family_variant_import
<i>Image Import (Supplier)</i>	csv_product_model_import
<i>Import Attributes by Family - Excel</i>	xlsx_family_import
<i>Supplier Image Import (based on "CSV &amp; ZIP")</i>	csv_product_model_import
<i>Supplier Image Import (based on "ID")</i>	ewave_product_model_images_import
<i>Supplier Image Import (based on "Primary GTIN")</i>	ewave_product_model_images_import
<i>Supplier Image Import (based on "Supplier Style" for non-apparel products only)</i>	ewave_product_model_images_import
<i>Supplier Image Import (based on "Supplier Style"&amp;"Supplier Colour")</i>	ewave_product_model_images_import
<i>Variant Import - XSLX</i>	xlsx_product_import

# PRODUCT MAPPING

Product Mapping needs to be completed in PEP in order for the product to be correctly categorised on the website and discoverable to customers. Product Mapping is pre-populated based on family. However anything missing or incorrect will need to be completed

**1**  
Product Mapping can be completed directly in the product screen

### PRODUCT MAPPING

Online Department

women

⚠ This attribute can be updated by a rule:  
wcs\_category\_initialization\_for\_family\_Shoes\_Boots

Online Category

clothing

⚠ This attribute can be updated by a rule:  
wcs\_category\_initialization\_for\_family\_Shoes\_Boots

Online Product Type

tops

⚠ This attribute can be updated by a rule:  
wcs\_category\_initialization\_for\_family\_Shoes\_Boots

Online Style

× singlets

⚠ This attribute can be updated by a rule:  
wcs\_category\_initialization\_for\_family\_Men\_Cufflinks

ID	Online Product Name	Fabrication % (Fabric Composition)	Care and Use Instructions	Embargo Date
113045680	Recycled Blend Waistcoat in White			
117701320	Maya Mid Rise Cropped Organic Blend Cotton Sate			
691999390	Black Wrap Skirt Pencil Dress			

**2**  
To bulk upload Product Mapping, configure your view to the attributes you require and do a quick export

code	embargo_date	online_name-en_AU-ecommerce	product_care_insti	product_fabrication
113045680		Recycled Blend Waistcoat in White		Main: 50% Recycled Polyester, 50% Polyester. Lining: 100% Recycled Polyester.
117701320		Maya Mid Rise Cropped Organic Blend Cotton Sateen Pants in Blac		52% Organic Cotton, 45% Recycled Nylon, 3% Elastane
692000110		Shirting Stripe Frill Dress		98% Polyester 2% Elastane
692000830		Black Work Shirt		100% Viscose
692000920		Burgundy Stripe Work Shirt		100% Viscose

**3**  
Fill in the missing product mapping details and import file back into PEP

# ENRICHMENT STATUS CODES IN PEP

Product Mapping needs to be completed in PEP in order for the product to be correctly categorised on the website and discoverable to customers. Product Mapping is pre-populated based on family. However anything missing or incorrect will need to be completed

- The status of a product depends on what its Copy, Image and Publish status is
- Clicking into the product will allow you to take a closer look at its attributes including Copy, Image and PEP Publish status
- Alternatively, you can also add the relevant 'Status' fields into your grid view to view the status of each stage in one go
- Each 'Copy and Image Status' field has a drop-down with codes and a brief explanation of what the status refers to – e.g 10, 20, 30, 90, etc
- If Product has been published, the PEP Publish field will have a 'Publish' status. Else, it will be blank

PEP CODE	MEANING OF PEP STATUS
10	<b>AWAITING UPLOAD</b> Product is pending with Supplier/Studio to enrich
20	<b>SUBMITTED FOR REVIEW</b> Product is awaiting audit & publish by the Online Enrichment Team ⚠️ Important to change status to 20 when changes are made in PEP for the style to flow through to Online Enrichment
30	<b>MYER REJECTED IMAGES/COPY</b> Refers to images rejected as part of the audit process as images have not met Myer guidelines
40	<b>READY FOR IMAGE EDITING</b> Refers to a product state where images are with the Myer Image Editing team to edit
60	<b>WITH IMAGE EDITING</b> Product is currently being edited by the Image Editing Team
90	<b>IMAGE APPROVED</b> Images are ready for review and publishing by Enrichment Team

ID	Image 1	Label	Copy Status	Image Status	Myer Copy Status	Myer Image Status
691999390		Black Wrap Skirt Pencil Dress	20 - Submitted for Myer Review	20 - Submitted for Myer Review	90 - Copy Approved	90 - Images Approved

# ENRICHMENT STATUS CODES IN PEP

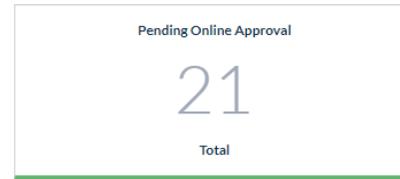
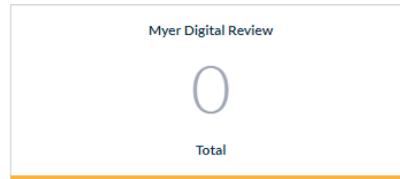
As part of the enrichment process and audit, a product listing may be rejected if the Image, Copy or both do not meet Myer guidelines. Products rejected will have a reject code of '30' in PEP

- Products that are rejected can be accessed via the dashboard under the 'Supplier Action Required' bucket
- Click into the 'Rejection' links to access the Products that need to be re-worked and re-submitted for Enrichment
- Remember to change the status back to '20' when re-submitting
- You will also receive an **email notification** when a product is rejected via PEP



ACTIVITY / DASHBOARD /

Dashboard



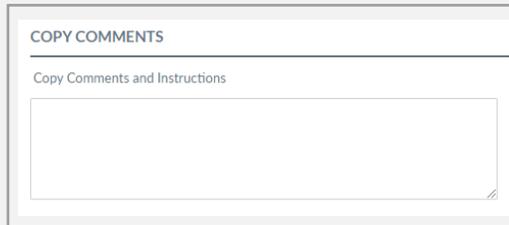
Product Photography Enrichment	55
Product Information Enrichment	26
Product Photography Rejection	0
Product Copy Rejection	0
URGENT - Due In 4 Weeks	0
OVERDUE - Product In Stock	0

# UPDATING COPY & IMAGES AFTER PUBLISHING

Changes to Copy, Attributes and Images can be made after a product has been published. Follow the below processes depending on the change you want to make

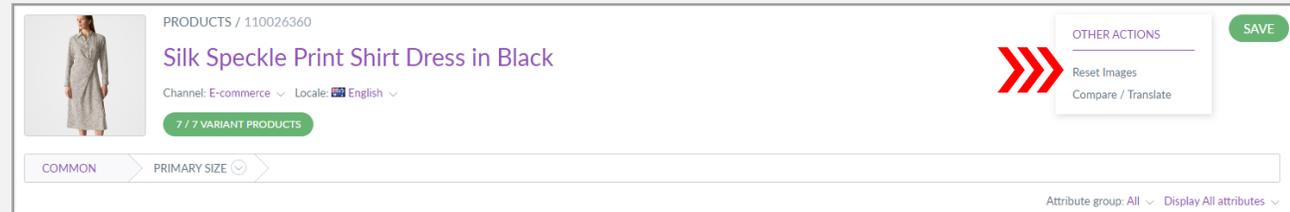
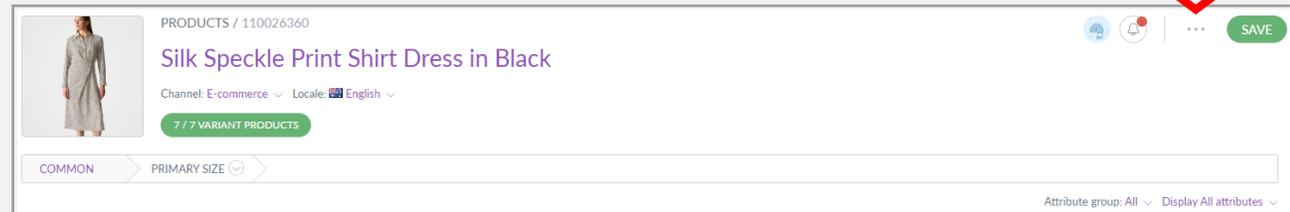
## PRODUCT COPY UPDATES

- For any changes that need to be made to the **Online Name** or **Online Long Description**, please request the change via the Copy Comments and Instructions attribute as shown below.
- The request will be picked up by the Enrichment Team and published on to the website



- Changes to any product attributes can be made by Suppliers directly in PEP. Remember to save your changes. All saved changes will flow through to the website overnight.
- The copy status does NOT need to be changed in this instance

## IMAGE UPDATES



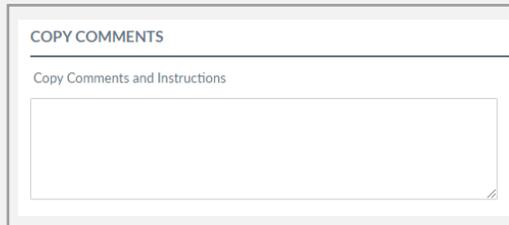
- Select the three dots on the top right of your screen for the 'Reset Images' button to appear
- Once 'Reset Images' is selected, the processed Online Images will clear out and the Image Status will revert to 10 – Awaiting Upload
- Upload the images via drag and drop or bulk import method
- Change Image Status to 20 – Submitted for Review, else it will not flow through to the Enrichment team for review
- Click **Save**

# UPDATING COPY & IMAGES AFTER PUBLISHING

Changes to Copy, Attributes and Images can be made after a product has been published. Follow the below processes depending on the change you want to make

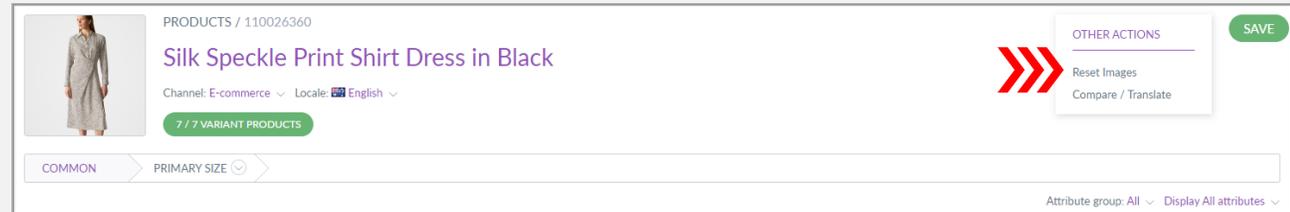
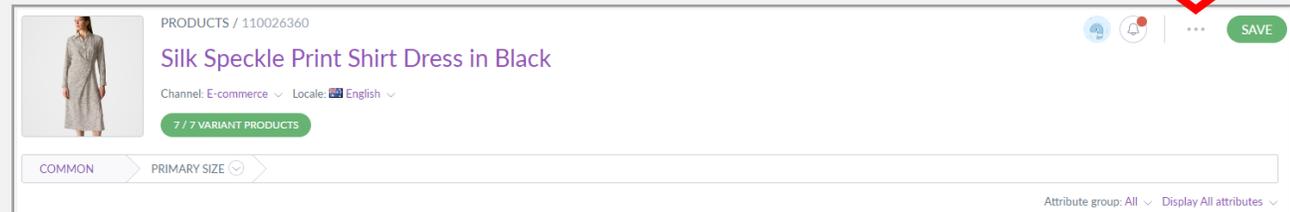
## PRODUCT COPY UPDATES

- For any changes that need to be made to the **Online Name** or **Online Long Description**, please request the change via the Copy Comments and Instructions attribute as shown below.
- The request will be picked up by the Enrichment Team and published on to the website



- Changes to any product attributes can be made by Suppliers directly in PEP. Remember to save your changes. All saved changes will flow through to the website overnight.
- The copy status does NOT need to be changed in this instance

## IMAGE UPDATES



- Select the three dots on the top right of your screen for the 'Reset Images' button to appear
- Once 'Reset Images' is selected, the processed Online Images will clear out and the Image Status will revert to 10 – Awaiting Upload
- Upload the images via drag and drop or bulk import method
- Change Image Status to 20 – Submitted for Review, else it will not flow through to the Enrichment team for review
- Click **Save**

# EMBARGO DATES

Embargo Date feature in PEP allows us to dictate a certain date a product should be allowed to go live on the website. The embargo date is required to be entered in PEP at the time of enrichment

For eg, if you enrich the product in PEP today but wish to make the product live 2 weeks later, this feature enables you to specify a future date, for PEP to publish the products online

**1**  
Complete the 'Embargo Date' field with the date you wish for the product to go live on the website

PRODUCTS / 691999660  
Tropical Floral Short Sleeve Wrap Dress  
Channel: E-commerce | Locale: English

0 / 0 VARIANT PRODUCT | 1 missing required attribute

COMMON | PRIMARY SIZE

MYER OPTIMISED DIGITAL COPY

PRODUCT COLOUR

Digital Supplier Colour: Yellow

Digital Myer Colour: Yellow

Facet Colour: Yellow

EMBARGO

Embargo Date:

DIGITAL ATTRIBUTES

Fabrication % (Fabric Composition):

**2**  
Select the date from the calendar and click **Save**

PRODUCT COLOUR

Digital Supplier Colour: Yellow

Digital Myer Colour:

Calendar: August 2023

Su	Mo	Tu	We	Th	Fr	Sa
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

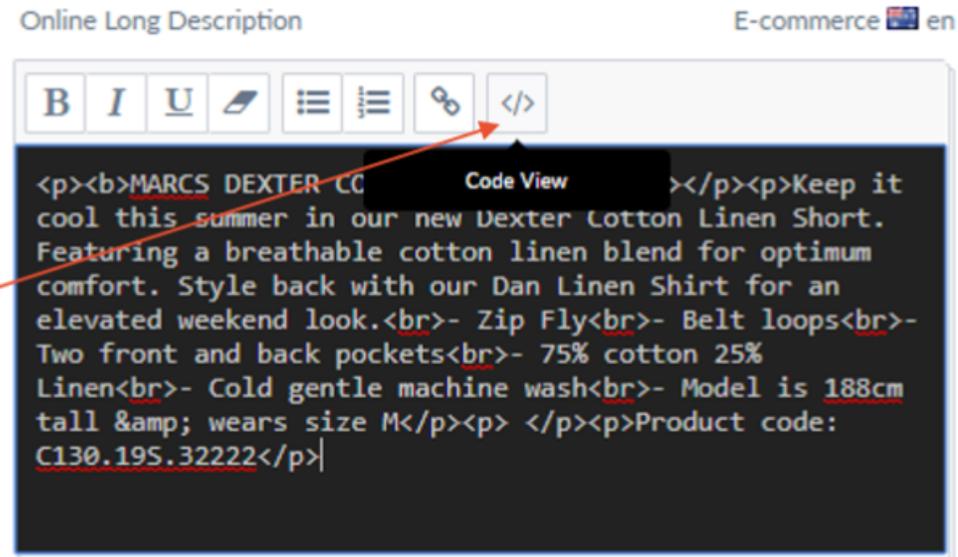
## LONG DESCRIPTION & SUPPORTED HTML TAGS

It is important that you only include supported HTML tags in your product Long Description. Any unsupported HTML tags or links will be automatically stripped from the Long Description

If you are copy/pasting your descriptions from another source we recommend you right click/paste as plain text to avoid unsupported HTML being pasted in

**SUPPORTED HTML tags in PEP: <p></p> <ul></ul> <li></li> <b></b> <i></i> <br></br> <div></div>**

To view the HTML contained in your Long Description, please press the **Code View** in the Long Description pane.



## SHOP THE COLLECTION

---

This feature will allow customers to view alternate products belonging to one collection on a PDP. For example, when a customer clicks into a suit jacket, the matching suit pant and suit vest will be visible on PDP, prompting customers to also shop for these products. As matching products can live on different category pages online, this will enhance the ease of the shopping experience for our customers on myer.com.au. (E.g matching dinner set, serving plate & separately sold bowls and plates)

To enable this feature, we require the attribute - '**Collection Name**' in PEP to be filled out during the enrichment process. If you enrich in bulk, the column heading will be '**collection\_fashion\_story**'

'Shop The Collection' feature is driven by a concatenation of 3 attributes - *Brand + Collection Name + Supplier Colour*. Hence it is important that the collection names are as unique as possible to avoid different products in the same series and colour appearing together in a collection

### DIGITAL ATTRIBUTES

Shop By Colour



Collection Name

Shop The Look

## SHOP BY COLOUR

This feature powers the functionality that allows for varying colourways of a product to be displayed on the same product page. The attribute that will drive this functionality on the Myer website is 'Shop By Colour'. This will give you the opportunity to tag varying colourways of a product together and display them on the same product page. For example, when a Customer clicks on a white t-shirt, the same product in other colourways will be visible on PDP, prompting customers to also view and shop these products.

To enable this feature, update the attribute - '**Shop By Colour**' with the same code across all the different colourways of a product. If you're updating in bulk, you can import this into PEP using the code 'shop\_by\_colour' as in the example below

### PEP Import Sample Template

	A	B	C
1	<b>code</b>	<b>online_name</b>	<b>shop_by_colour</b>
2	941628610	Pin Dot Trouser in Black	Blaq BSTB37ARNVB
3	941628700	Pin Dot Trouser in Brown	Blaq BSTB37ARNVB
4	941628790	Pin Dot Trouser in Charcoal	Blaq BSTB37ARNVB
5			



DIGITAL ATTRIBUTES

Shop By Colour



**TIP:** Shop By Colour attribute is a concatenation of Brand & Retek Supplier Style. So if your Retek Supplier is the same across all the similar styles, PEP will automatically update 'shop by colour' with the same data



Blaq  
Rome Marle Tee Blue  
**\$34.95**

+88 MYER one Credits. [Join Now](#) ★★★★★ 4.6 (16)

**2 for \$50**  
2 for \$50 on selected short sleeve tees by Blaq.\* [Find out more](#)

Colour:  
Blue

FIT: TRUE TO SIZE [What's My Size?](#) size guide

Size:  
AU XS AU S AU M AU L  
AU XL AU XXL AU XXXL

**Add to Bag**



### **NATIONAL BRANDS**

- The enrichment team can temporarily hide a product from the site in the case of an emergency where the product information/content is incorrect.
- This should only occur in instances where there is an issue with the product.
- Products with inventory that are published correctly should not be hidden from the site

### **CONCESSION BRANDS ONLY**

- Concession brands are able to hide products from the site if necessary.
- To do so, Suppliers can either send zero inventory or send a request to the Enrichment Team to hide the product.
- They must notify the Enrichment Team to unhide the product should they wish them to go back online

The SUPPLIER TOOLBOX is a great resource for a more in-depth explanation of PEP, its features and navigation of the platform. The 'Style Guide' section of the Toolbox provides further information of the Copy & Image guidelines for various product categories

Supplier Toolbox - <https://doc.pep.myer.com.au>

Please feel free to write to us as [onlineenrichment@myer.com.au](mailto:onlineenrichment@myer.com.au) for any assistance

**THANK YOU**