



## It's All About Your Product Data

Jennifer S - 2022-03-15 - ESP Updates

Every month, ESP handles more than 2.5 million searches by distributor users who access supplier product information to create presentations, sales flyers, and orders for their clients and prospects. Providing complete, accurate and clear product information will help make your products stand out and means that distributors do not have to make unnecessary edits when sharing your product with their customers.

Need assistance with your product data in ESP? The [ASI ESP Information Team](#) is here to help! Whether you would like a list of your products sent to you, have the ability to export lists yourself, or have questions about submitting product information updates, you can always contact the [ASI ESP Information Team](#).

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### Helpful Tips for Updating Product Information

#### Provide Us with Your Catalog

ASI's ESP® technology platform offers distributors instant access to supplier digital catalogs; allowing them to quickly and easily send a single page or an entire catalog to clients and prospects. Distributors can page through catalogs from any device or desktop, at any time, from anywhere for on-the-go selling. By uploading your catalog, distributors have full access to all your products and their detail - right at their fingertips!

You can [upload your current catalog pdf to our ftp site](#) or upload it directly into ESP Updates on the Catalog & Compliance tab.

#### Give Concise Information

A full review of existing product data can be a time consuming process. By telling us here at ASI what types of changes you have made to your existing products (i.e. added new colors or imprint methods; new options or changes to upcharges, etc.) we can narrow our focus. The more information you provide, the faster we can complete your update!

Make sure to include the following:

- Send us a list of new products you've added to your product line, along with their corresponding high-res images so we can prioritize them.
- Provide us with a list of your discontinued items, so we can target them for immediate removal.
- Provide us the price changes in excel format and we may be able to import them for you. You can also ask your ESP Data Coordinator for a price export so that you can

update the pricing easily.

### **Use High Resolution Images**

We recommend that existing high-res images be retained whenever possible as they are often tagged with their appropriate attributes and may also be processed so they are virtual sample ready. If you are adding new color or shape options, please be sure to provide the corresponding blank digital high-res images so that we can tag the image to the new attribute. This allows the distributor to see the appropriate image based on the search term. Be sure to check out the [image requirements](#) and upload images at <https://spaces.hightail.com/uplink/ESPupload>.

### **Specify if Submitting New products only**

Let us know if you are submitting new products only and be sure to include all required information:

- Product Name
- Product Color
- Imprint Method [or sold as Blank only]
- Price - indicate if it is List or Net and applicable discount codes
- Image(s) - [Click here](#) to view image requirements.

### **Clarify if Submitting Price Changes only**

Send us your pricing changes and we'll make those changes for you. Be sure to indicate if it is List or Net pricing and provide all applicable discount codes.

If possible, provide your new pricing in excel format and let us see if we can import them for you. Or ask your ESP Data Coordinator for a price export of your product data. Once your updated the export file, processing is quick and easy. Contact us at 215-953-4ESP [4377] or via email at [DataUpdates@asicentral.com](mailto:DataUpdates@asicentral.com) to request your export copy today.

If you have any questions, we're here for you - every step of the way! For assistance please contact us at (215) 953-4ESP (4377) or via email at [DataUpdates@asicentral.com](mailto:DataUpdates@asicentral.com), Monday through Friday 8:30am to 5:00pm ET.