ZAGENO

SUPPLIER GUIDE · CATALOG DATA

Catalog data & product page guide

What we need in your catalog submission, and how it appears to buyers on ZAGENO.

GENERAL GUIDANCE

With the data you provide, would you have enough information to represent your product accurately on your own webstore, to a reasonable standard?

Preferred catalog delivery

IDEAL SET-UP

Hosted catalog + live-price API

Shows each customer their own price.

PREFERRED

Catalog files via SFTP

Best for full catalogs and updates.

ALSO ACCEPTED

Email catalogs@zageno.com

Large files can cause issues.

The essentials

REQUIRED FOR LISTING

Identifiers

Your catalog ID and the manufacturer's part number.

Brand & manufacturer

No whitelabelling: the original brand and maker, without © or ™.

Name & category

A clear product name and the category used on your site.

Size, as its own fields

Packaging quantity (6) plus base unit and size (100 ml).

Pricing

Contract price, list price if available, and validity dates.

Shipping & link

Ship-from country (2-letter code) and your product URL.

Where data falls short

COMMON ISSUES

These six issues hold back more listings than anything else. Each shows what to avoid and what to provide instead.

Size & quantity

#1 ISSUE

Needs its own fields, not just the name.

AVOID	"1 Each", or size only in the name
PROVIDE	Pack qty **6** · Unit & size **100 ml**

Product images

Listings without images get passed over.

AVOID	No image, or a logo placeholder
PROVIDE	Image URLs of the actual product

Quality product names

No truncated names or ALL CAPS.

AVOID	FLAT BTM CC PLT 96W TC
PROVIDE	Flat Bottom Cell Culture Plate

English only

Names and descriptions must be in English.

AVOID	Zellkulturplatte, 96 Well
PROVIDE	Cell Culture Plate, 96-Well

Real descriptions

Full sentences, not a copy of the name.

AVOID	Plate, 96-well, PS, TC, sterile
PROVIDE	Treated for superior cell attachment.

Rich attributes

They power filters and at-a-glance specs.

AVOID	Specs only in the description
PROVIDE	Clonality: Polyclonal · 1 mg/ml

Full field list, attribute examples and accepted units

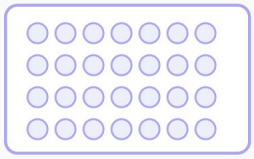
See the Catalog Data Requirements template, or contact catalogs@zageno.com.

Your product detail page (PDP)

This is how the information in your catalog template appears on the ZAGENO website. Each numbered marker matches a field in the template map on page 4, so you can see exactly where your entries will be displayed.

ZAGENO Search products, part numbers, CAS...

1



3

2 **Tissue Cell Culture Plates**

4 Brand **CELLTREAT Scientific Products**

5 Mfr Part # **229187**

6 Manufacturer **CELLTREAT Scientific Products**

Packaging

7 **5 Unit(s)** 1 × 5 Unit(s) | **100 Unit(s)** 1 × 100 Unit(s)

Supplier: **CELLTREAT Scientific Products**

Packaging: **100 Unit(s)**

Qty: 1 **$300.00**

Add to List | Add to Cart

12 **$300.00**

13 CELLTREAT Scientific Products

14 Supplier Part #229187

15 **Ships in 1–3 days**

8 Specifications

Shipping condition	Room temperature	Dimensions (L × W × H)	127.6 × 85.3 × 14.3 mm
Selling UoM	CS	Number of wells	96
Total quantity	100 Unit(s)	Sterility	Sterile
Applications	Cell culture	Material	Polystyrene

9 Description

Tissue culture treated surface improves cell adhesion. Plates are labeled with alphanumeric markings for easy identification of individual wells, and each well's raised rim nests into the lid to reduce evaporation and limit cross-contamination.

10 See manufacturer's website ↗

11 **Resources** Data Sheet | SDS

Catalog template field map

Fill in each column as described below so your entries upload accurately and display consistently. Fields marked URL must be a link, not an attached file.

#	ON THE PRODUCT PAGE	WHAT TO ENTER
1	**Product image**	Primary image for the product. URL
2	**Product name / title**	Product display name. **Heavily weighted in search results.**
3	**Additional product images**	Optional additional images. URL
4	**Brand name**	The product's brand. May be the same as the supplier name, or different.
5	**Manufacturer part number / SKU**	Part number of the company that makes the product. May differ from your supplier part number.
6	**Manufacturer name**	Name of the company that makes the product.
7	**Quantity × sample size**	Quantity multiplied by sample size equals the total amount shipped.
8	**Product details**	Product attributes and specifications, one attribute per column.
9	**Product description**	The description of the product, in full sentences.
10	**Manufacturer website**	The product page on the manufacturer's website.
11	**Resources**	SDS, COAs, white papers and similar documents. URL
12	**MSRP / list price**	MSRP or list price in local currency.
13	**Supplier name**	The supplier offering the product.
14	**Supplier part number / SKU**	The part number / SKU for the product in your own system.
15	**Lead time**	Average number of days until shipment.

Questions about the template? Our catalog team is happy to help. catalogs@zageno.com