

# Supplier's Guide to uploading your product information to IndiePet Open Catalog via spreadsheet\*



\* For IndiePet manufacturer-members who are not current Salsify customers. If you are already a Salsify customer, please reach out to your Salsify rep to help you share your products with IndiePet Open Catalog.

Powered by



SALSIFY

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SALSIFY

# Salsify's Supplier Portal

One of the benefits of sharing your products with IndiePet Open Catalog through Salsify's supplier portal is that you share your product information with ALL IndiePet retail members at once, including those who may not **yet** be your customers!

This *free sharing vs requested sharing* (having retailers ask you for product information in various formats) is what makes IndiePet Open Catalog powered by Salsify so great!

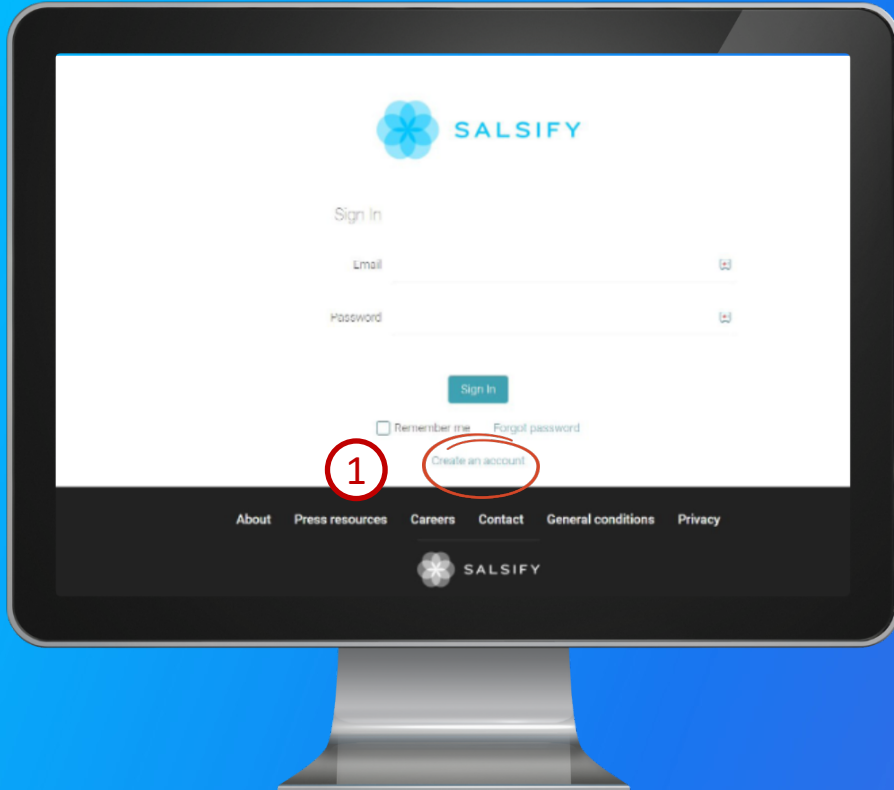


**Create and configure your account**

# Create your account

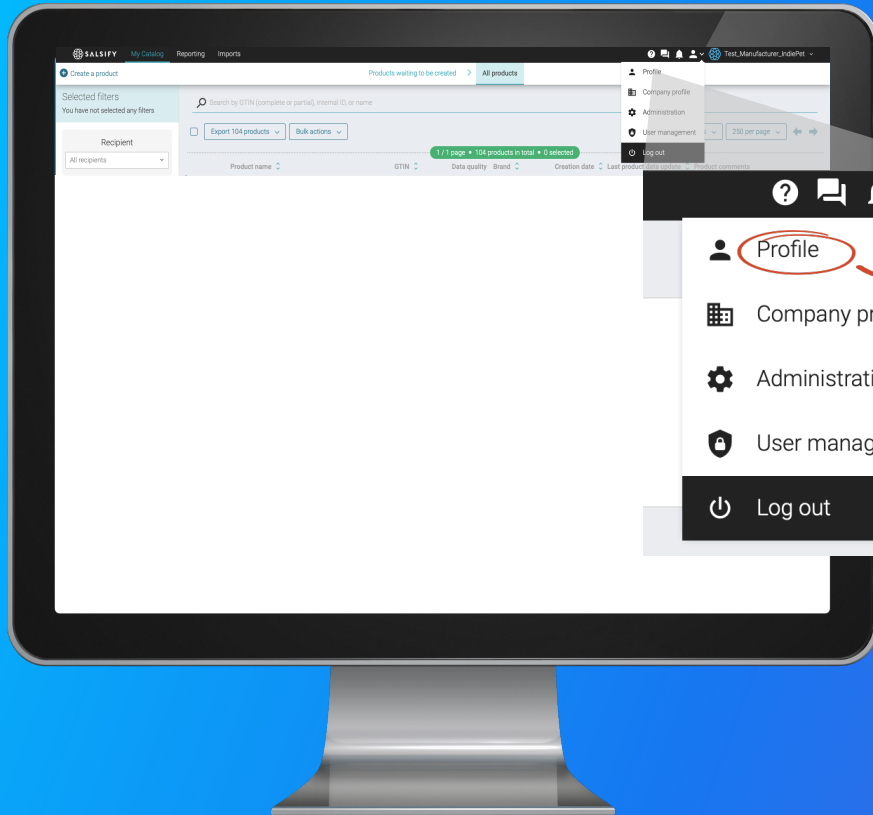


SET UP YOUR SUPPLIER PORTAL ACCOUNT



- 1 Click on “Create an account.”
- 2 Fill in the form and confirm the creation of your account.
- 3 Watch for an email from Salsify and confirm your registration by clicking on the link contained in the email.

# Complete your profile, configure notifications and enter API credentials (if using)



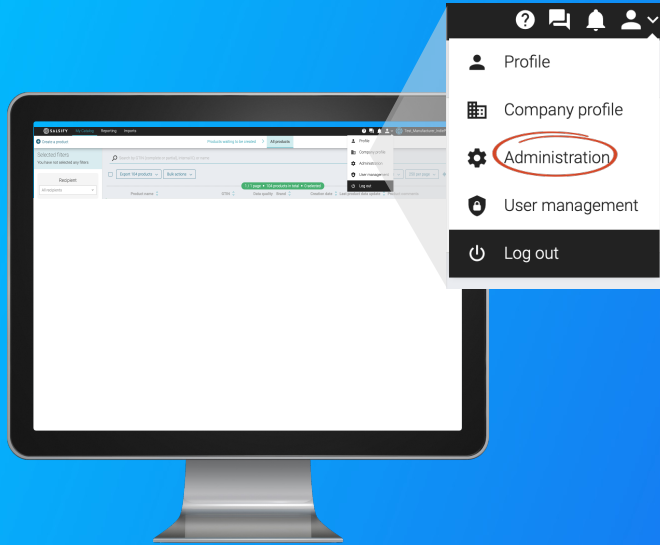
The image shows the 'Profile' configuration page. It includes fields for First name, Last name, Job title, Email, and Telephone. There is a 'Select a language' dropdown menu set to 'English (United States)'. The 'Password' section has fields for Old password, New password, and Confirm new password, with a 'Save changes' button. The 'Notifications' section has a toggle for 'Receive product update emails' and a list of information types with checkboxes: General information, Packaging, Logistics, Marketing, Product catalog services, Shipping information, Contacts, Product team, RSS/FEED information, News, Media, Internal tools, Distributor/distributor data, Sub-product information, and Resupply. At the bottom, there is an 'API credentials' section with a table of credentials and a 'Create new API credentials' button.

Name	Client ID	Creation date	Last used

[Create new API credentials](#)



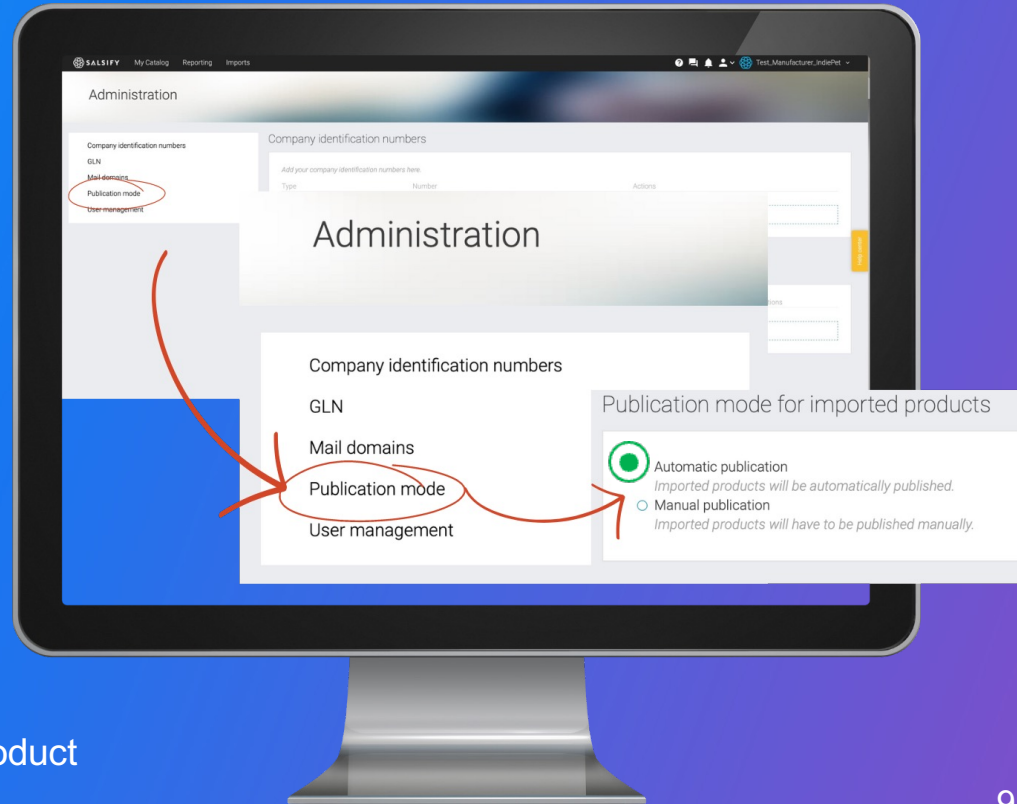
# Select Publication Mode



**Automatic Publication (Recommended):**  
Once imported, your products will be published automatically to selected recipients.\*

\*You will select IndiePet as your recipient in a later step

**Manual Publication:**  
Your products will need to be published on their product pages, individually or in groups.



The background is a gradient of blue, transitioning from a lighter shade on the left to a darker shade on the right. A white hexagonal grid pattern is overlaid on the background, with some cells filled with white dots. A white rounded rectangle is centered horizontally, containing the text.

**Prepare your product data to import via Excel**



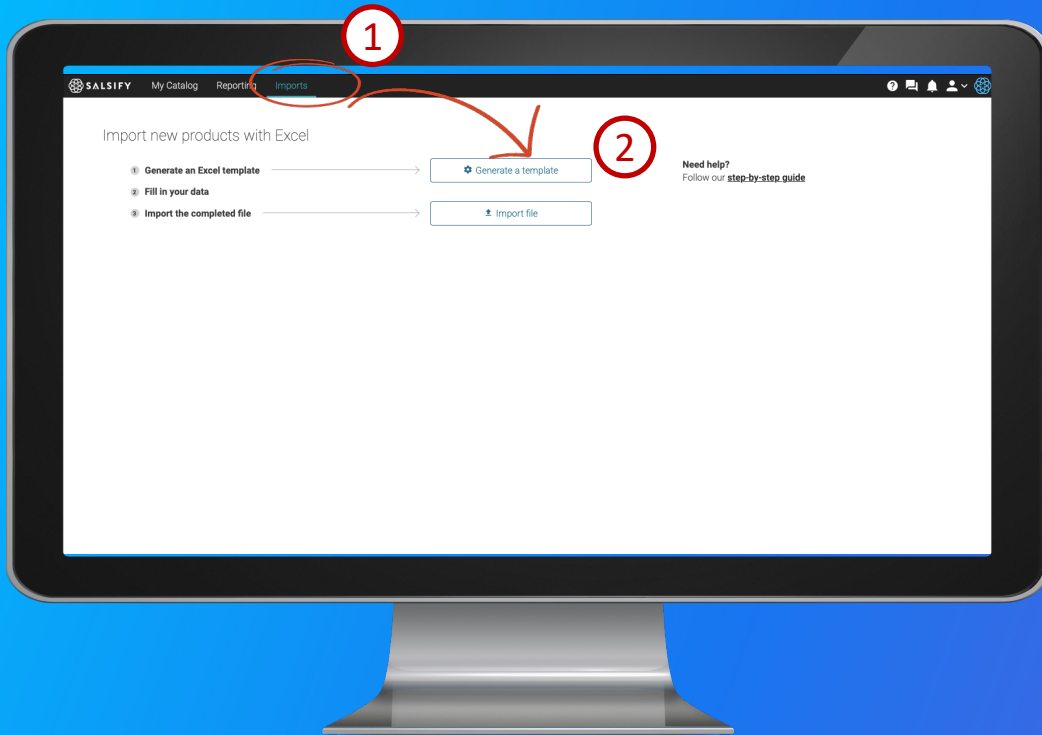
# Download the Excel Template

(recommended for importing multiple products)

DOWNLOAD INDIEPET TEMPLATE

We recommend using this template Salsify created that contains only the columns you will need to complete for sharing your product information with IndiePet Open Catalog. Click the link above or find it at the bottom of the [Get Started](#) page.

# Alternatively, you can generate a template within your portal



- ① Click on the “Imports” tab.
- ② Click 'Generate a template'

# Select recipients

SupplierXM Excel template

1 Select recipients    2 Select categories    3 Select fields

Please select the retailer(s) that you'll share the imported products with.  
Only the fields required by these retailers will be included in the Excel file. If you want to include only blocking fields, activate the corresponding toggle below.  
If you skip this step, the generated template will include fields from all categories.

Target market  
United States

Select recipient  
IndiePet

Include only blocking fields

Selected recipients  
IndiePet

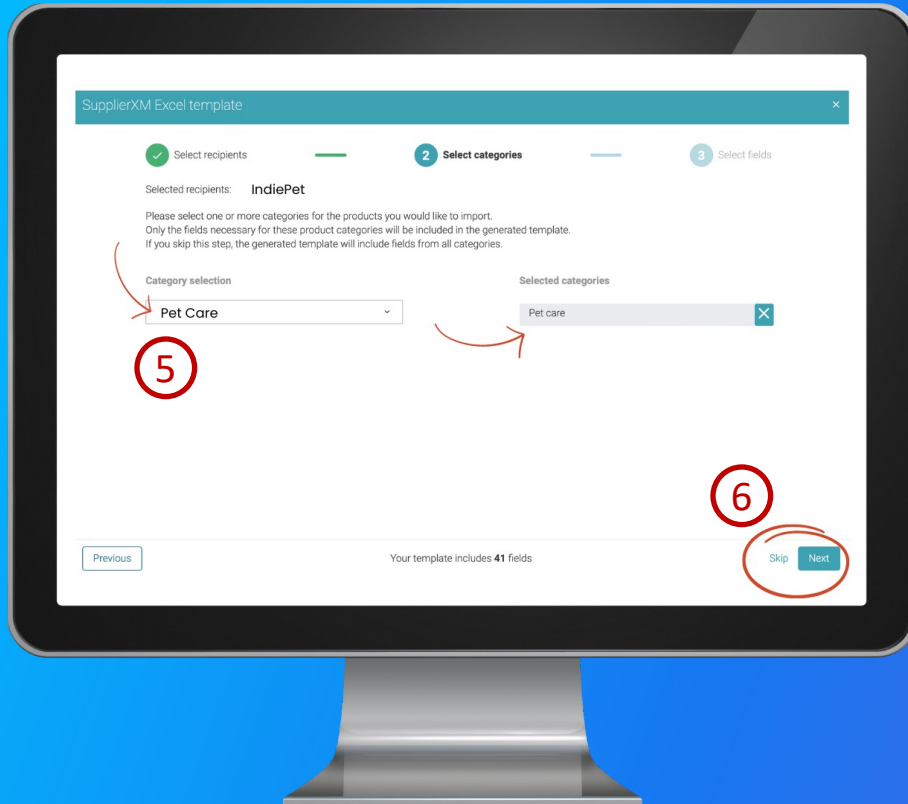
Your template includes 55 fields

Skip Next

3 Select IndiePet as your recipient

4 Click 'Next'

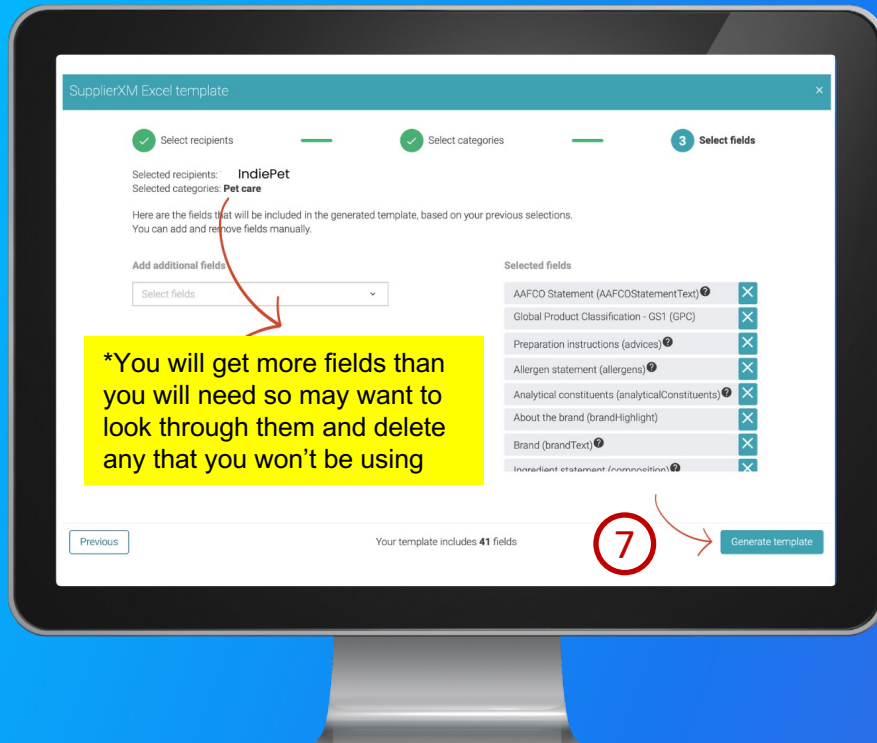
# Select product category



⑤ Select Pet Care

⑥ Click 'Next'

# Pet Care data fields will be selected automatically\*



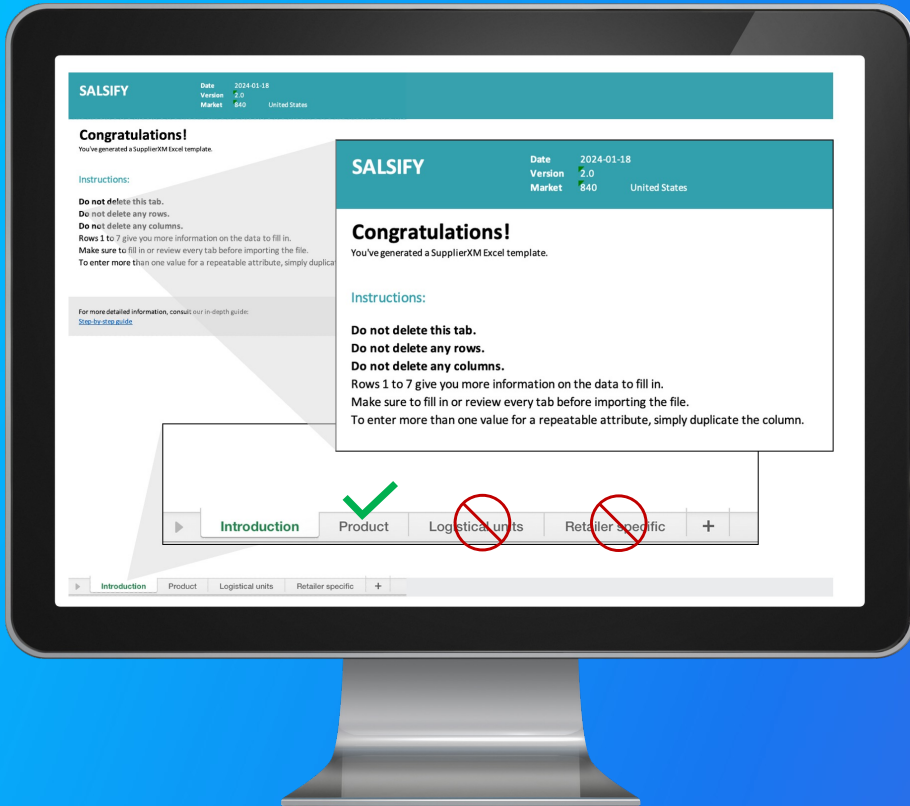
## 7 Generate your template

Template will be generated and automatically downloaded to your computer

\*If you will need access to detailed categories, do not delete the Global Product Classification – GSI (CPC) field in as it will allow you access to classification codes that are not in the required



# Open and complete your template



The **Introduction tab** contains instructions on how to fill in the template correctly. To learn more read the [dedicated article](#).

Complete the **Product** tab.

Fill in all columns – 1 GTIN (UPC\*) per line

Save in XLSX format

\*GTIN and UPC are the same thing. Leading zeros will be automatically added for UPCs if required.

# Template fields – required plus

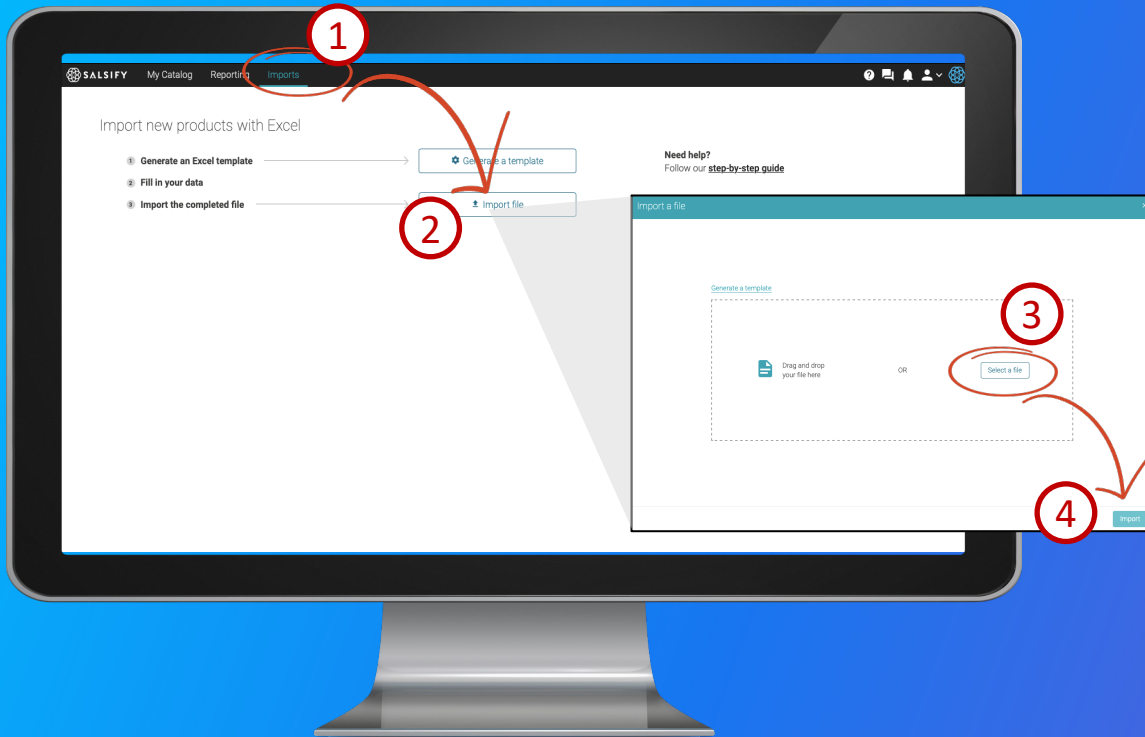
**MAP and iMAP.** If you have downloaded the Template from the Get Started web page, your template will include all the REQUIRED fields *plus* MAP and iMAP, which while not required, are strongly recommended. Pricing information is requested and important for IndiePet Retail members.

**Categories.** If you have specialty pet products that are not represented in the general categories provided (Column L) or you otherwise want a more granular category, you can find the entire list of categories (we mean *everything!*) under Column E - Global Product Classification - GS1 - GPC Category to choose from. When you click the ▼ type in *pet* to get to the beginning of pet categories (10000506), then scroll down to select the category you want.



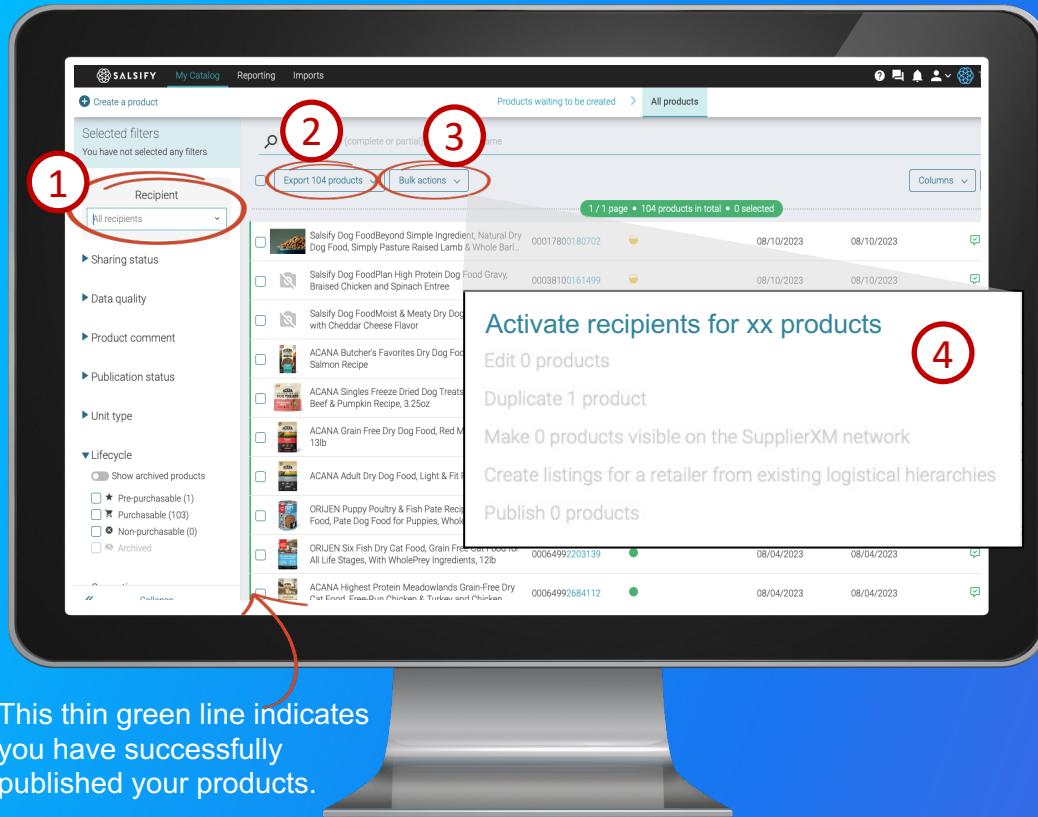
**Upload and Publish to IndiePet Open Catalog**

# Upload your spreadsheet



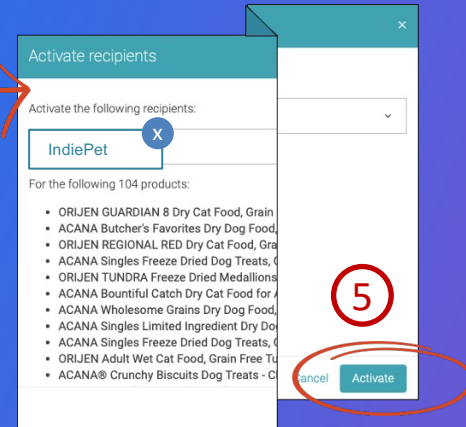
- ① Click on the “Imports” tab.
- ② Click on ‘Import file’
- ③ Select your completed template
- ④ Import

# Publish to IndiePet



This thin green line indicates you have successfully published your products.

- 1 Select IndiePet as recipient
- 2 Click Export xx products
- 3 Click Bulk actions
- 4 Click Activate recipients
- 5 Click Activate





# Upload your images

Use the Bulk Image Upload template (linked below) if you want to upload multiple images at one time. Images may also be uploaded on individual product pages.

[BULK IMAGE UPLOAD TEMPLATE](#)

**Note:** Images must be hosted on a public http link at the time of the import. If you store your images in Dropbox, go to the next page to see how to upload images with a Dropbox share link.

# Are your images stored in Dropbox?

Theme	GTIN		
Name Description	GTIN Public GTIN of the product	Set as main image isPackshot	URL HTTP link to a given image
Type	string	boolean	string
Unit			
Example	true	TRUE	https://www.dropbox.com/sc/ff/oa1kpf1465n3tgh127/IndiaPet-Logo-Retail-Member.png?1key=uzuzquik3nkocpmtp7196no&dl=0
	858961710632		https://www.dropbox.com/sc/ff/oa1kpf1465n3tgh127/IndiaPet-Logo-Retail-Member.png?1key=uzuzquik3nkocpmtp7196no&dl=0
	858961710633		https://www.dropbox.com/sc/ff/oa1kpf1465n3tgh127/IndiaPet-Logo-Retail-Member.png?1key=uzuzquik3nkocpmtp7196no&dl=0
	858961710634		https://www.dropbox.com/sc/ff/oa1kpf1465n3tgh127/IndiaPet-Logo-Retail-Member.png?1key=uzuzquik3nkocpmtp7196no&dl=0
	858961710635		https://www.dropbox.com/sc/ff/oa1kpf1465n3tgh127/IndiaPet-Logo-Retail-Member.png?1key=uzuzquik3nkocpmtp7196no&dl=0
	858961710636		https://www.dropbox.com/sc/ff/oa1kpf1465n3tgh127/IndiaPet-Logo-Retail-Member.png?1key=uzuzquik3nkocpmtp7196no&dl=0
	858961710637		https://www.dropbox.com/sc/ff/oa1kpf1465n3tgh127/IndiaPet-Logo-Retail-Member.png?1key=uzuzquik3nkocpmtp7196no&dl=0

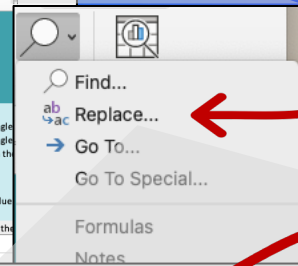
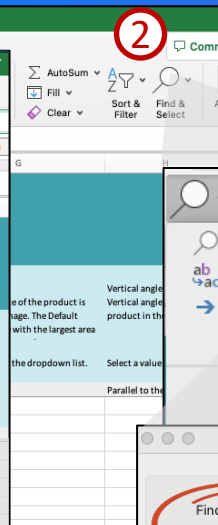
① Paste your UPC codes into the GTIN column of the Image Upload Template. (If they come out looking like formulas instead of numbers, see page 25 Troubleshooting Uploads for how to correct).

② Paste your corresponding Dropbox links for the images. Your share links will look like this:

<https://www.dropbox.com/s/tg0cfa565aue4ak/zoo.jpg?dl=0>

# Preparing Dropbox links for image uploading

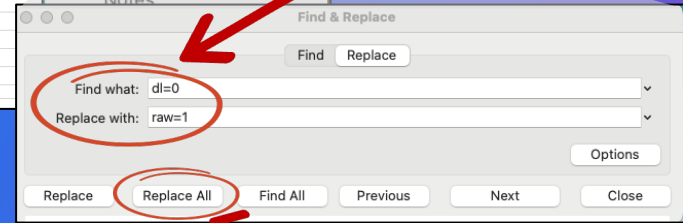
Name	Description	Type	Unit	Example
GTIN	Public GTIN of the product	string		858961710632
isPackshot		boolean	TRUE	858961710633
URL	HTTP link to a given image	string		858961710634
				858961710635
				858961710636
				858961710637



- 1 Select all the Dropbox links
- 2 Click on Find & Select

Click on Replace...

Find what: **dl=0**  
Replace with: **raw=1**



Replace All

Now your links should look like this: <https://www.dropbox.com/s/tg0cfa565aue4ak/zoo.jpg?raw=1>

# Complete remaining columns

Save your completed template.

Then go to your Salsify Supplier Portal account, click on Imports, and import your filled in image template. (Importing instructions on Pg 22.)



# Troubleshooting uploads



# Troubleshooting uploads

**GTIN Errors.** If you get GTIN errors, check your spreadsheet to see if Excel turned your UPCs into formulas (e.g., you entered 38100175458 but it now looks something like this: 38.100175+E11).

## To correct:

- Select all entries in the GTIN column (not headings)
- Right click and select 'Format Cells'
- Select 'Number', select '0' decimal places
- Click 'OK'

**Products uploaded but not showing in the catalog.**

## To correct:

- Ensure that you have selected IndiePet as the recipient and that you have activated IndiePet as the recipient.

# Troubleshooting uploads

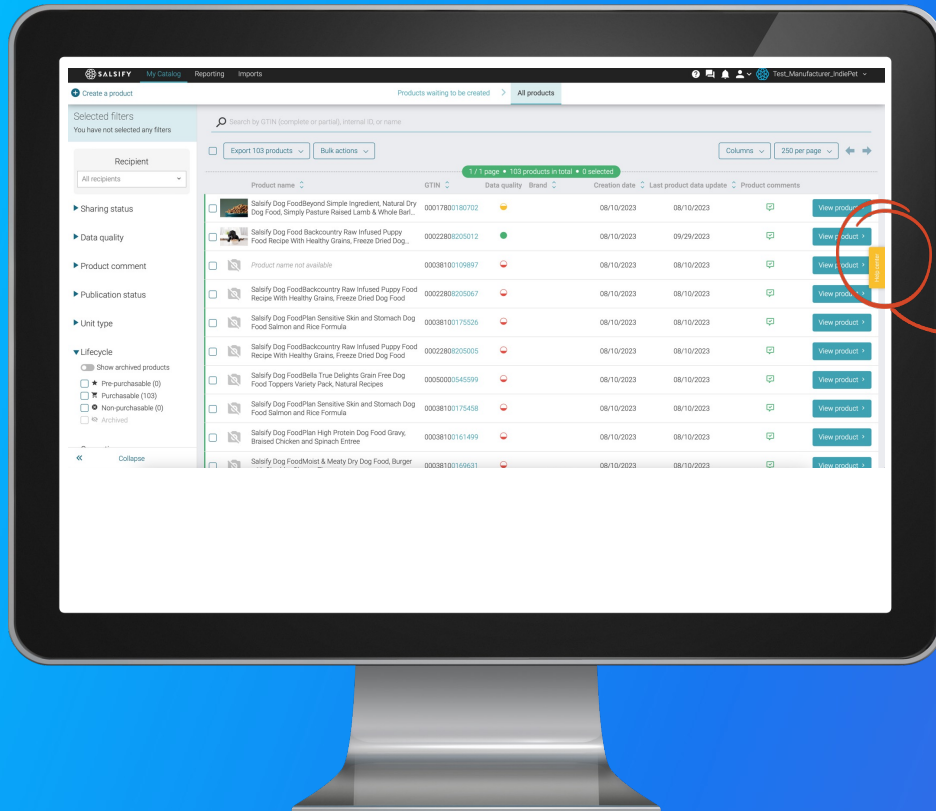
Individual image rejected or “yellow-lighted” (i.e., accepted by not ideal).

To correct:

Ensure the image is:

- On a white or transparent background
- Larger than 1500 pixels
- Square (1:1 ratio)
- An accurate representation of the product
- Surrounded by a sufficient margin
- Less than 50 MB

# Help is available!



Visit our **Help Center** for assistance with common issues!

Still have questions?  
Reach out to Salsify's support team at [help.sxm@salsify.com](mailto:help.sxm@salsify.com)