

# PRODUCT CLASSIFICATION STANDARD FOR INTERNATIONAL E-COMMERCE



**European Technical Information Model**  
multilingual - media neutral - supplier neutral



**ETIM**  
*International*

## PRODUCT CLASSIFICATION

ETIM International offers an open standard for the unambiguous grouping and specification of products in the installation sector through a uniform product classification model. This classification uses: **product classes, features, values and synonyms** that make it easy to find the right product. The product classification itself is no 'final product', but offers a structure for an electronic product database and applications such as an online web shop, search engine or configuration software. ETIM classification is multilingual, media neutral and supplier neutral.

Product Information		Characteristic	Value
Manufacturer		Lamp power	7 W
Productcode	21200625	Lamp voltage	240 V
GTIN product	8722909212005	Frequency	50 Hz
Description	Downlighter E5 7W WW E14 R50 ICT	Luminous flux	160 lm
Productclass	Compact fluorescent lamp with integrated ballast	Socket	E14
Describes	Pieces (PCE)	Lamp shape	Reflector
Brand		Glass type	Melt
Series	Downlighter ESaver	Colour temperature	2700 K
Type	FLE7WE14R50MINI	Colour of light acc. EN 12464-1	Warm < 3300 K
Net weight	54 GRM	Colour of light	027
Last mutation	15-11-2009	Suitable for emergency power with DC supply	<input type="checkbox"/>
		Diameter	50.8 mm
		Outdoor application	<input type="checkbox"/>
		Integrated twilight sensor	<input type="checkbox"/>
		Suitable for frequent switching	<input checked="" type="checkbox"/>
		Total length	97 mm
		Black light lamp	<input type="checkbox"/>
		Energy efficiency class	B
		Average nominal lifespan	10000 h



*Example of a product classified according to ETIM*

## ADVANTAGES

The advantages of a uniform product classification and uniform communication standards become apparent in the various logistic processes in the supply chain, but also by the improvement of the internal processes in the companies themselves. The companies participating take a giant leap towards improvement of their added value, reducing errors and avoiding unnecessary costs. Thanks to a better and faster service they can obtain considerable efficiency advantages.

### MAJOR ADVANTAGES

- ▶ Minimizing failure costs by reduction of wrong orders and deliveries.
- ▶ Avoid double work. No repetition of manually entering information because this is already electronically available.
- ▶ Savings on order costs.
- ▶ Optimization of catalogue management (media neutral, as well digital as printed).
- ▶ Heighten information level through elaborate and correct product information.
- ▶ Language independent, international processing in many languages.
- ▶ One on one marketing to target group possible.
- ▶ Statistical analyses and management reporting on class level.
- ▶ No more searching of products, **but finding!**



# ETIM INTERNATIONAL

*a standard that works!*

**Uniform, electronic and reliable data communication within the installation sector. ETIM International makes it work. With the European Technical Information Model ETIM provides the sector with a uniform and up to date product classification. Besides, ETIM develops communication standards for standardized and unambiguous exchange of data.**

*The association **ETIM International** is a partnership of national ETIM organizations and has its official seat in Brussels. ETIM International is founded to join forces in the development, maintenance, publishing and promotion of one European Technical Information Model (ETIM) for the classification of technical products. The power of ETIM is the collective; independent and sector wide organizing is the only way to success. The focus of ETIM International for the present lies on the classification of electro technical products, but the association is open for entry of other related industry sectors.*

## ETIM IN A BROADER PERSPECTIVE

Standardization is supposed to be stable and future-proof and at the same time flexible and future-oriented. Therefore it is crucial to be and stay connected to the world around ETIM as much as possible and where possible co-determine or at least exercise an influence. For that ETIM International plays an active role in several standardization initiatives in order to root the ETIM classification widely and to increase the use. Among others an active cooperation is concluded with eCI@ss.



*Screenshot online classification management tool*

An international and multilingual online database is the basis for the management and development of the ETIM model. This way an effective collaboration on the content and optimal communication between the members is achieved. All outstanding change requests are visible publicly.

## DID YOU JOIN US YET?

Key word at the success of the ETIM classification model is collaboration. Together we want to reduce costs in the supply chain. Your company can also profit from the advantages and cost savings by using ETIM standards.

**Profit together, then organize together.  
Aren't you an ETIM member yet, register with your local  
ETIM organization or contact ETIM International!**

**product classification  
standard for international e-commerce**



# PRODUCT CLASSIFICATION STANDARD FOR INTERNATIONAL E-COMMERCE



## PRODUCT DATA EXCHANGE

Standard communication formats are available for electronic data exchange between manufacturer, wholesaler and installer on the basis of the ETIM classification. Besides existing national communication formats the XML standard BMEcat is the preferred standard for international ETIM product data exchange. In some countries a central branch database is in place for efficient data exchange.

## PARTICIPANTS

At this moment the following organizations are members of ETIM International. Please contact them for further information on ETIM in your country:

Country	Organization	Website	Contact
Austria	ETIM Austria	<a href="http://www.etim.at">www.etim.at</a>	<a href="mailto:at@etim-international.com">at@etim-international.com</a>
Belgium	ICGME	<a href="http://www.etim.be">www.etim.be</a>	<a href="mailto:be@etim-international.com">be@etim-international.com</a>
Germany	ETIM Deutschland e.V	<a href="http://www.etim.de">www.etim.de</a>	<a href="mailto:de@etim-international.com">de@etim-international.com</a>
Poland	ETIM Polska	<a href="http://www.etim.org.pl">www.etim.org.pl</a>	<a href="mailto:pl@etim-international.com">pl@etim-international.com</a>
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