

## Imagery Process Instructions



FASHION - Store/Shared, Owned, and DSV

August - 2018



# Copyright © by Walmart, Inc.

All rights reserved. These training materials are provided by Walmart to the specific trainee solely for use in Walmart's training program. Any unauthorized reproduction, modification, transmission, performance, distribution, display, inclusion with other works, and other uses are strictly prohibited unless written permission is provided by Walmart. Your possession, use and access to these materials are provided under a non-exclusive, terminable license by Walmart. By accepting, accessing or using these materials, you also agree to return them and all copies to Walmart upon Walmart's request without charge to Walmart or, upon Walmart's request, to erase or otherwise destroy them without charge to Walmart.



# Agenda

- Store Assortment Online
- Workhorse
  - Sample instructions
  - Image specifications
- Resource Links



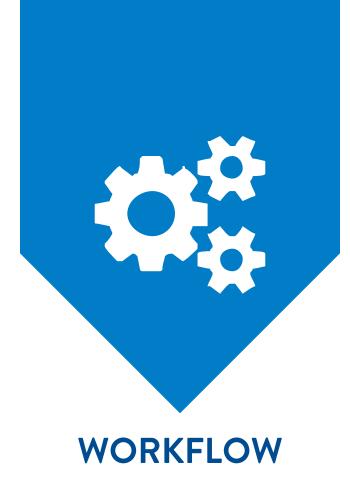
## Store Assortment Online

### Any item sold in a Walmart store should be visible on Walmart.com

- Enables omni-channel shopping experience
- Necessary for site and mobile apps and features:
  - Store Maps
  - Endless Aisle
  - Pickup Today
  - Ship 2 Home
- High quality images and content
  - Supplier Center
  - Content Service Provider (CSP)
  - Workhorse (Apparel only)









# Workflow | Steps



## SPEC DATA FORM "FINALIZED" BY BUYER

Supplier & Buyer finalize form. Buyer initiates into Walmart or Jet systems



## DATA FLOWS INTO WORKHORSE

Walmart System Data flows into Workhorse approximately 10-14 days after set up



## SAMPLE IMAGERY REQUIRED

Supplier receives automated email request -OR-

Supplier can review in workhorse after 14 days



### **SUPPLIER ACTION**

Supplier uploads imagery -OR-

CSP feeds imagery -OR-

Supplier ships sample



### **Imagery to Server**

Imagery Team "Approves"
Supplier provided imagery
-OR-

Studio Team shoots imagery



## Action Timeline | Calendar



### **AUTOMATED EMAIL REQUEST**

Email delivers on Mondays or Supplier can review in Workhorse 10 Days after Data Form is Finalized with Buyer After finalization

14

days

### **SUPPLIER UPDATES STATUS**

Supplier takes action on ALL items on the Sample/Imagery Needed page in Workhorse

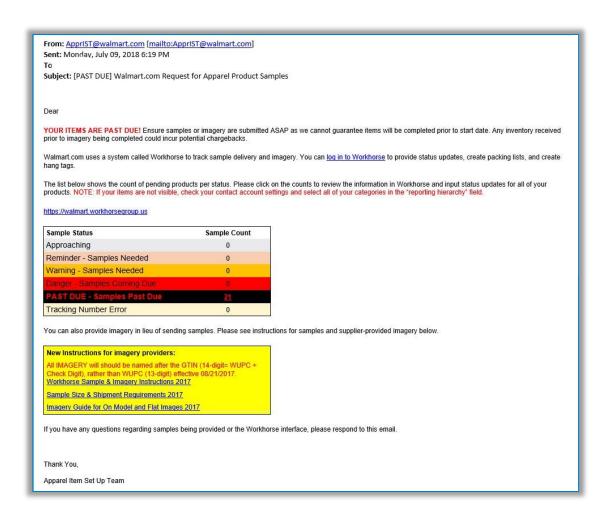


#### **SUPPLIER SENDS**

Supplier sends sample and inputs tracking 60 DAYS prior to start date or Supplier uploads imagery 30 DAYS prior to start date



## Introduction | Automated Email



## Subject

Email from our Alias will state how urgent items are in the subject line

## Body

Email will state how urgent items are and provide link to Workhorse site

## **Urgency**

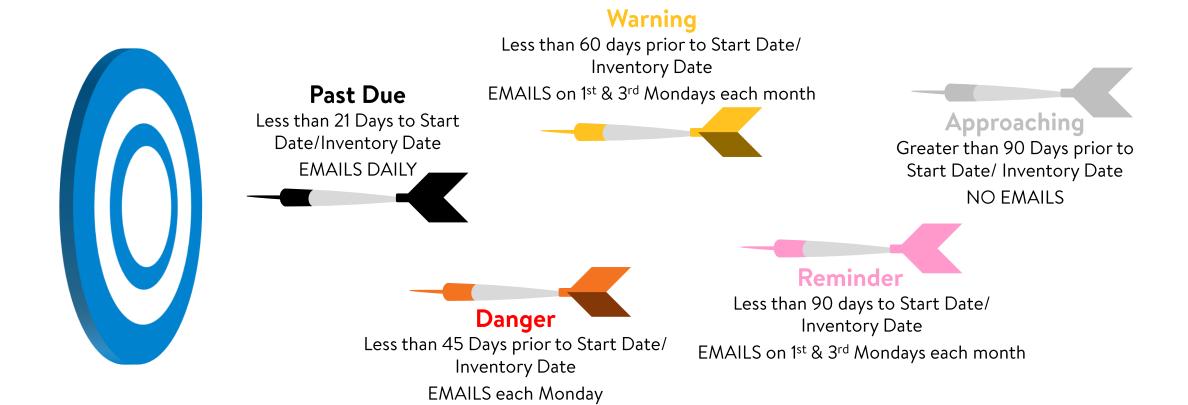
Chart ranks all items chronologically by how many days we have before Start Date/ Inventory Date

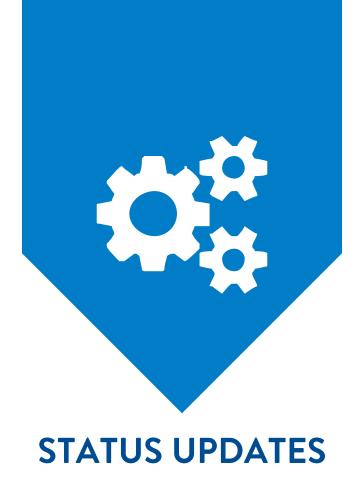
# Instructions & Support Links to our latest standards for imagery

Ratio or for Sample Sizes



# Sell on Time | Target





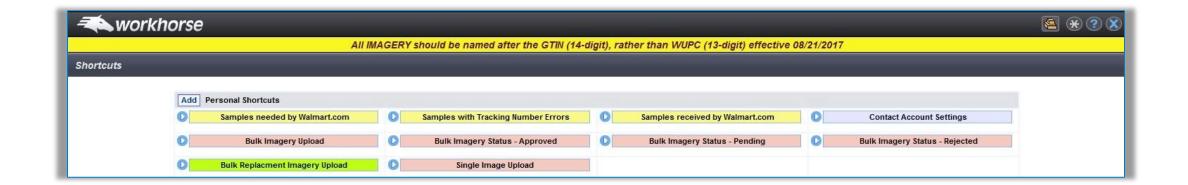


## Status Updates | Home page

Go to <a href="https://walmart.workhorsegroup.us/source/Login.cfm">https://walmart.workhorsegroup.us/source/Login.cfm</a>

- Workhorse log on and home page
- Yellow buttons for Sample or Imagery Updates
- Pink and Green buttons for Imagery Uploading

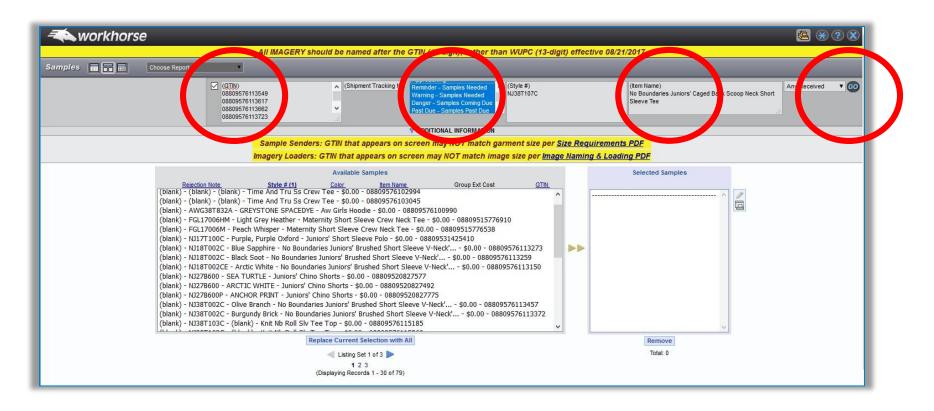




## Status Updates | Samples Needed Page

### **Navigating Workhorse**

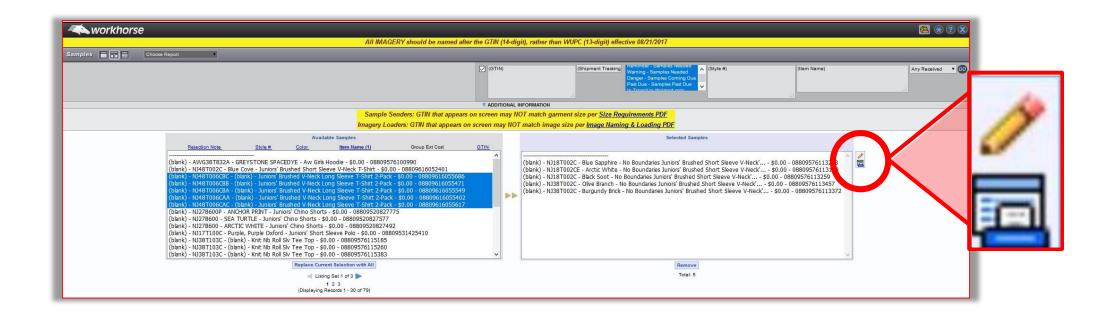
- Multiple Select/Side by Side View is the simplest and easiest way to keep us informed
- Filters allow view specified items at one time
- Enter 14 digit GTIN, Style #, Item Name, or select Sample Status and click GO to filter



# Status Updates | Samples Needed Page

### **Navigating Workhorse**

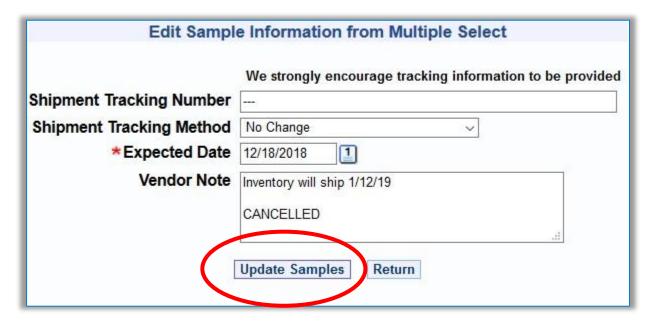
- On the Samples Needed page
- Select items on the left and move to right hand box
- Input updates by clicking yellow pencil icon on the right



## Expected Date | Edit Samples Page

Inform us when we can expect your sample or imagery to be received.

- Allows Walmart to forecast when imagery will be ready to publish on site
- Expected Date:
  - Required for all items, regardless of status
  - Reflects when the sample or image is expected to be received by Walmart
  - Can be revised as the expected delivery date becomes more sure



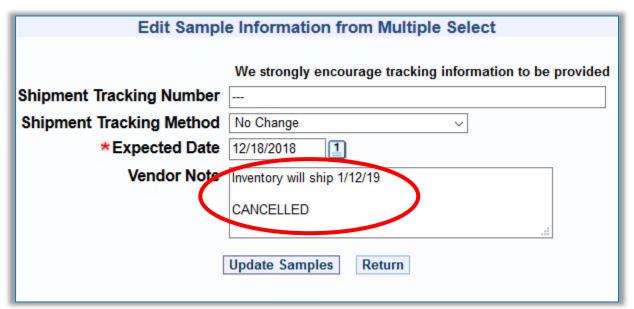


Be sure to click the Update Samples button at the bottom of the page to save your work.

## Vendor Note | Edit Samples Page

Inform us of any exceptions to the workflow by filling in the Vendor Note field.

- For best results, format note with information such as the examples below:
  - 1. "CANCELLED" if the item will never be shipped
  - 2. "Inventory will ship m/d/year"
  - 3. "Uploaded image on m/d/year"
  - 4. "Sent inside sample shipment 1712345678W5"



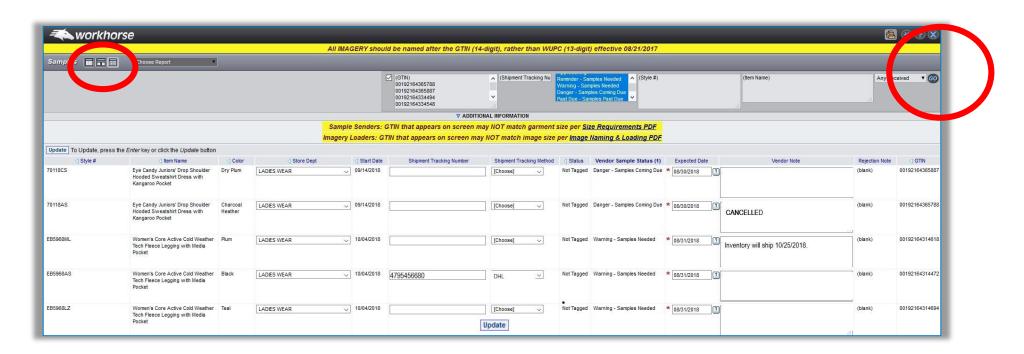


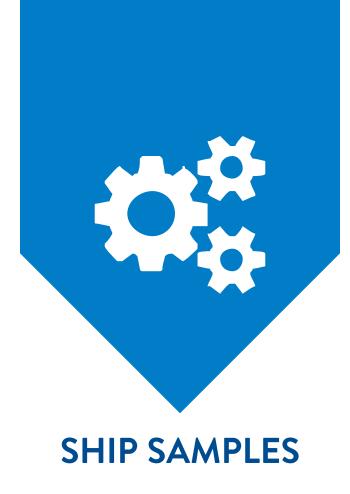
Be sure to click the Update Samples button at the bottom of the page to save your work.

## Status Updates | Samples Needed Page

### **Navigating Workhorse**

- On the Samples Needed page:
  - Edit by clicking the 3<sup>rd</sup> icon from the left of the charcoal grey ribbon
  - Input Expected Date, Tracking Number, Shipper, and Vendor Notes for each item/color
- Click the Update button at the bottom of the page or top left of the table to save your work



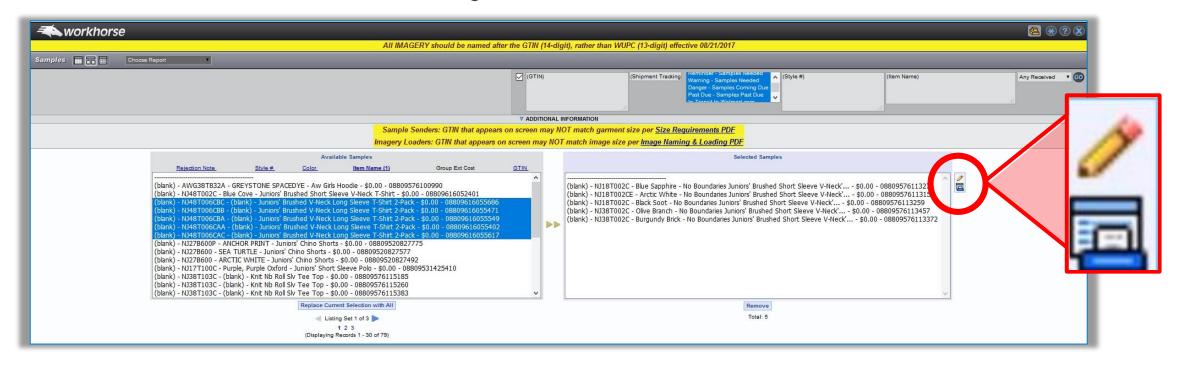




## Samples | Samples Needed Page

### **Navigating Workhorse**

- Click Samples Needed button
- Select items on the left and move to right hand box



## Samples | Print

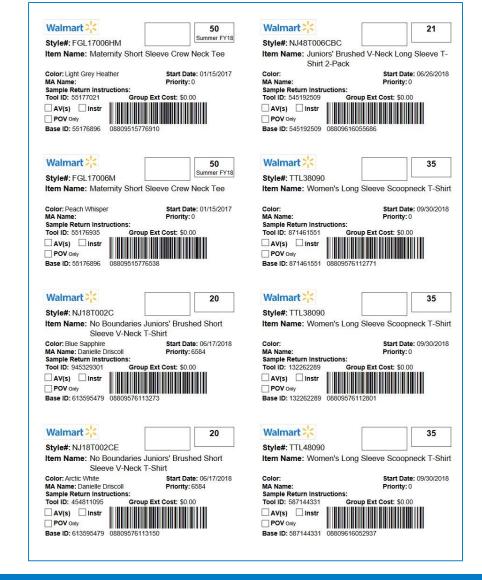
### Generate and print barcode tags in Workhorse

 Select Barcode Tags – Paper 8.5x11 from the drop down to create a PDF of 8 tags per 8.5x11 sheet of paper





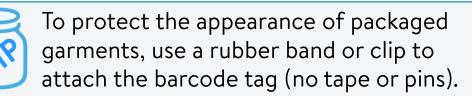
The image studio will not accept handwritten or store tags.



# Samples | Print Barcode Tags

### Cut barcode tags and fasten to:

- Tops and Bottoms: left armpit or left waistband-as if you were wearing the garment
- Shoes: right shoe
- Hats: fasten so tag can be tucked under
- Packaged socks and underwear: fasten to an actual garment inside the package











# Samples | Print Packing List

# After you print barcode tags, return to the Choose Report Options drop down menu

 Select and print the Sample Packing List and place inside sample shipping box





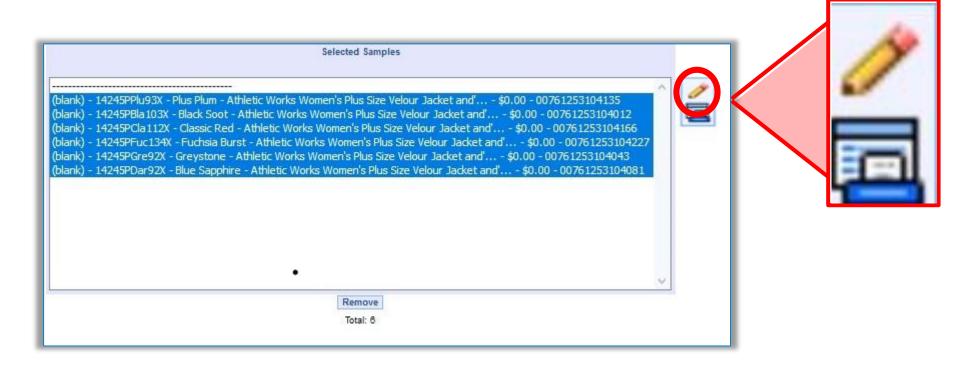
For your own records, save a PDF or print copy of packing list and record the tracking number on packing list.

UPC	Item Name	Style Name	Category	Color	Vendor Sample Status
	Athletic Works Women's Plus Size Velour Jacket and Pant	14245PBla103 X	WOMENSWEAR/MA TERNITY	Black Soot	Warning - Sample Needed
	Athletic Works Women's Plus Size Velour Jacket and Pant	14245PCla112 X	WOMENSWEAR/MA TERNITY	Classic Red	Warning - Sample Needed
	Athletic Works Women's Plus Size Velour Jacket and Pant	14245PDar92X	WOMENSWEAR/MA TERNITY	Blue Sapphire	Warning - Sample: Needed
	Athletic Works Women's Plus Size Velour Jacket and Pant	14245PFuc134 X	WOMENSWEAR/MA TERNITY	Fuchsia Burst	Warning - Sample: Needed
	Athletic Works Women's Plus Size Velour Jacket and Pant	14245PGre92X	WOMENSWEAR/MA TERNITY	Greystone	Warning - Sample Needed
	Athletic Works Women's Plus Size Velour Jacket and Pant	14245PPlu93X	WOMENSWEAR/MA TERNITY	Plus Plum	Warning - Sample: Needed
	Athletic Works Women's Plus Size Velour Pant with Pockets	14248PBla101 X	WOMENSWEAR/MA TERNITY	Black Soot	Warning - Sample: Needed
	Athletic Works Women's Plus Size Velour Pant with Pockets	14248PCla114 X	WOMENSWEAR/MA TERNITY	Classic Red	Warning - Sample: Needed
	Athletic Works Women's Plus Size Velour Pant with Pockets	14248PDar94X	WOMENSWEAR/MA TERNITY	Blue Sapphire	Warning - Sample Needed
	Athletic Works Women's Plus Size Velour Pant with Pockets	14248PFuc133 X	WOMENSWEAR/MA TERNITY	Fuchsia Burst	Warning - Sample Needed
	Athletic Works Women's Plus Size Velour Pant with Pockets	14248PGre93X	WOMENSWEAR/MA TERNITY	Greystone	Warning - Sample: Needed
	Athletic Works Women's Plus Size Velour Pant with Pockets	14248PPlu92X	WOMENSWEAR/MA TERNITY	Plus Plum	Warning - Sample: Needed
	Big Men's Fleece Pullover with Flannel Lined Hoodie	761253101998	MENS WEAR	Black	Danger - Samples Coming Due
	Big Men's Fleece Pullover with Flannel Lined Hoodie	761253102001	MENS WEAR	Black	Danger - Samples Coming Due
	Big Men's Fleece Pullover with Flannel Lined Hoodie	761253102018	MENS WEAR	Black	Danger - Samples Coming Due
	Big Men's Fleece Pullover with Flannel Lined Hoodie	761253102025	MENS WEAR	CHARCOAL	Danger - Samples Coming Due
	Big Men's Fleece Pullover with Flannel Lined Hoodie	761253102032	MENS WEAR	CHARCOAL	Danger - Samples Coming Due
	Big Men's Fleece Pullover with Flannel Lined Hoodie	761253102049	MENS WEAR	CHARCOAL	Danger - Samples Coming Due
	Big Men's Fleece Pullover with Flannel Lined Hoodie	761253102056	MENS WEAR	DUCK BROWN	Danger - Samples Coming Due
	Big Men's Fleece Pullover with Flannel Lined Hoodie	761253102063	MENS WEAR	DUCK BROWN	Danger - Samples Coming Due
	Big Men's Fleece Pullover with Flannel Lined Hoodie	761253102087	MENS WEAR	DARK DENIM	Danger - Samples Coming Due

# Samples | Enter Tracking

### Enter shipment tracking information

- While sample are still selected, click return
- Click the yellow pencil icon to enter Tracking Details



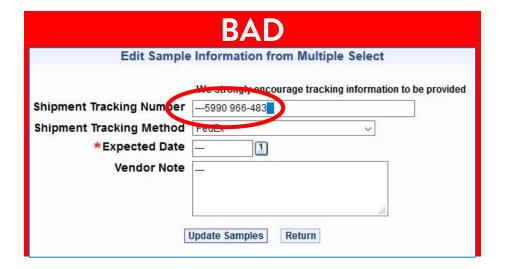
# Samples | Enter Tracking

- Input only digits or letters into Sample Tracking Number field
- DO NOT include any hyphens or blank spaces in (or following) the tracking number
- Select the shipping company from the Shipment Tracking Method drop down list
- Remember to save by clicking the Update button at the bottom of the page

	GOOD
Edit Sampl	e Information from Multiple Select
	We strangly encourage tracking information to be provided
Shipment Tracking Number	1Z7222W50297177877
Shipment Tracking Method	VPC V
*Expected Date	12/18/2018
Vendor Note	
	.ii
I	Update Samples Return

18	

Correctly formatted tracking enables Workhorse to ping the carrier to confirm the package was picked up, in transit, or received.





## Samples | Sample Sizes

- Sample sizing is directed by our Photo Studio to ensure a consistent look
- Samples must meet the exact size requirements
- Samples sizes for Adult Clothing are specified to fit our live models and look their best
- The size requirements document:
  - https://walmart.workhorsegroup.us/Local/Walmart/PD
     F/SampleSIZEsp2018.pdf
  - Retail Link > Docs > Item Setup and Management

#### WALMART.COM – JET.COM APPAREL SAMPLE SIZE REQUIREMENTS

2018

Samples or Imagery are required in order to complete item set up and have your items be published to our web site. Item Sample Dept. will not be responsible for samples shipped addressed to incorrect person's attn. Samples for Item Imagery on our web site should be addressed exactly as follows:

Walmart.com Photo Studio
Attn: Item Sample Dept
850 Dubuque Ave.
South San Francisco CA 040

#### ample Requirements:

- 2-packs and Multi-packs Samples must be sent as entire packaged set. Identical to what the
  customer will receive.
- Samples must be sent in every color ordered in sizes specified in the following chart. We will
- not accept substitutions.

We will reject any sample that is not to the size standards listed below:

	Category per Item Name	Walmart.com Sample Size - 2018
Adult size to fit- LIVE MODEL	Men's Tops	Medium, 32-33 Sleeves, 15 1/2-16 Neck (2X for Bigs)
	Men's Bottoms	32x32 (44x32 for Bigs)
	Women's	4, 4/6, or Small
ш	Juniors	7 or Medium
3	Juniors Plus	1X or 16 W
4	Women's Plus	1X or 16W
9	Maternity Tops	6 or Small
8	Maternity Bottoms	6 or Small
36	Womens Sleepwear & Intimates	Small 4, 4/,6, Small , or 34 B on figure.
킇	Juniors Sleepwear & Intimates	Medium 7, or 34 B on figure.
•	Plus Sleepwear Intimates Full Figure	1X, or 46D
	Sold in Girls & Little Girls	7/8 or Medium
	Girls	7/8 or Medium (8 for Girls Plus)
	Little Girls	4 , 4/5, or small
Barby	Sold in Boys & Little Boys	8 or Medium
89 BB	Boys	8 or Medium (8H for Husky)
	Little Boys	4 , 4/5, or small
Kids	Toddler	3 Toddler
	Toddler Baby	3 Toddler
	Baby	12 Months
	Newborn Baby	6-9 Months
	Shoes- Infant	#4 for 6 -12 Months (left & right)
	Shoes- Toddler	7 (left & right)
& Acc.	Shoes- Little Boys & Girls	12-13 (left & right)
	Shoes- Youth Boys & Missy Girls	4 (left & right)
Shoes &	Shoes- Juniors	6-7 (left & right)
Ã	Shoes- Women's	6-7 (left & right)
•	Shoes- Men's	9-10 (left & right)
	Accessories	Small

## Samples | Physical Garments

### Side by Side view:

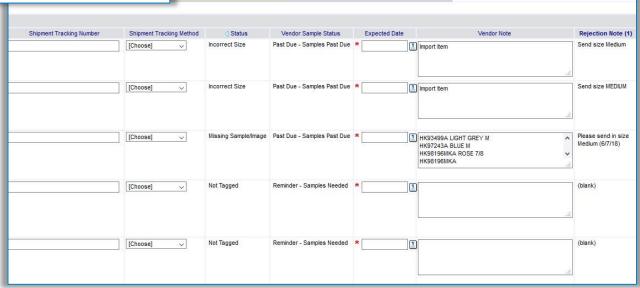


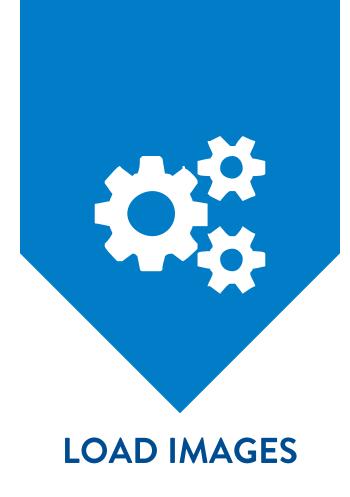
Samples will be rejected by our Photo Studio if they are:

- 1. Incorrect size
- 2. On packing list but not in the box
- 3. Incorrect Color
- 4. Damaged

Spreadsheet view:

- Suppliers should correct all rejected samples in 4 days
- Workhorse automated email is notification that samples are still required
- Click on Rejection Note to see what is needed to correct the issue
- Input replacement Vendor Note, Expected Date, and Tracking Info when the replacement has shipped







# Imagery | Image Formatting

Image size	Feature	Ratio 3:4	Resolution
Maximum	Enable Zoom	1500 pixels x 2000 pixels	300 ppi
Minimum	N/A	600 pixels x 800 pixels	72 ppi

- Portrait Ratio 3:4
- RGB color mode
- JPG format
- 100% White Background (255,255,255) RGB



3:4 Portrait Ratio

300 ppi resolution

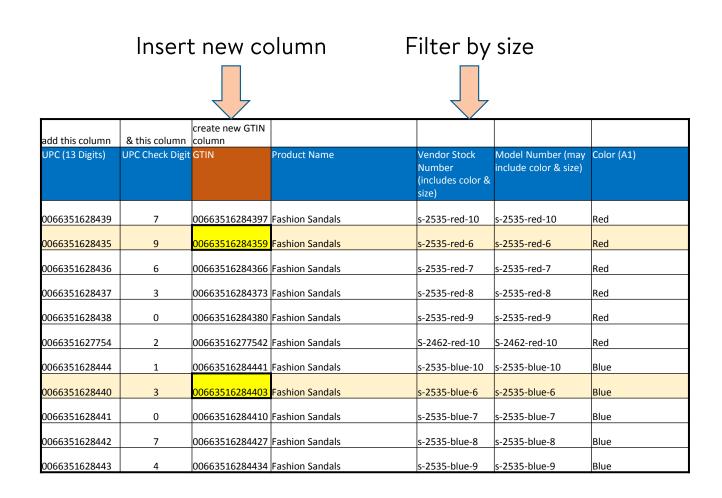
2000 pixels high

# Imagery | Naming Convention

### Image naming convention

- Images must be named after 14digit GTIN
- 14digit GTIN = 13digit UPC & single Check Digit
- Name for single size, and imagery will populate all sizes on the site
- GTIN on form, may not match GTIN visible in Workhorse

For consistency, filter your Set Up
Form by the GTIN of the smallest
size.





## Imagery | Naming Convention

### Image naming convention

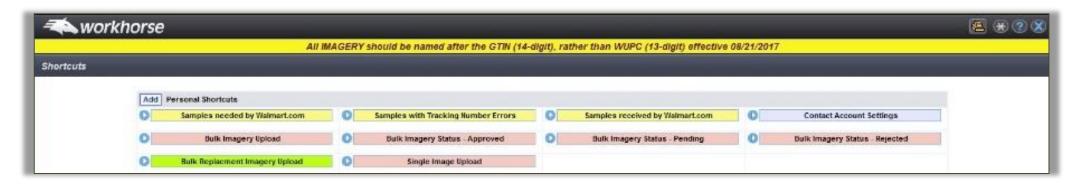
- Base Image should be named 14digitGTIN\_SW.jpg
- Alternative View images should be named in order of appearance:
  - 1. 14digitGTIN\_SWAV1.jpg
  - 2. 14digitGTIN\_SWAV2.jpg
  - 3. 14digitGTIN\_SWAV3.jpg

Required Image	lmage Name	Example Image Name
Base Image	GTIN_SW.jpg	00786658642231_SW.jpg
Required Alternative Views (AV)	Image Name (AV)	Example Image Name (AV)
Alternative View 1	GTIN_SWAV1.jpg	00786658642231_SWAV1.jpg
Alternative View 2	GTIN_SWAV2.jpg	00786658642231_SWAV2.jpg
Alternative View 3	GTIN_SWAV3.jpg	00786658642231_SWAV3.jpg



Have a copy of your Set Up Form handy to double-check naming matches the convention.

## Imagery | Loading



### On the Workhorse home page

- Pink Buttons are for uploading imagery and to check upload status
- Green Button is for image maintenance; replacing images or adding additional images to those previously Approved

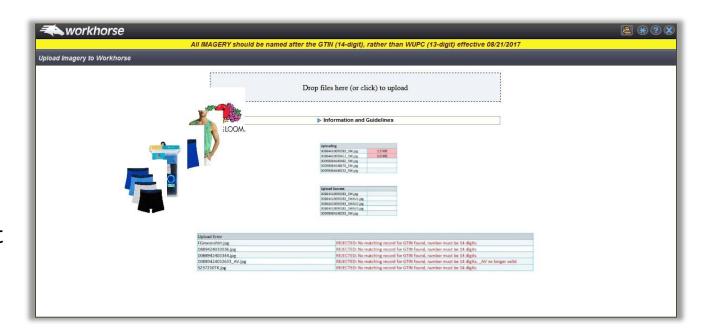
### Other methods to provide content to Walmart

- Suppliers my upload imagery using Supplier Center or hire a 3<sup>rd</sup> party Content Provider
- In rare circumstances, permission could be requested to load imagery via BOX.com (contact
  - <u>ApprIST@Walmart.com</u> or <u>itemsetup@Walmart.com</u>)



# Imagery | Bulk Loading

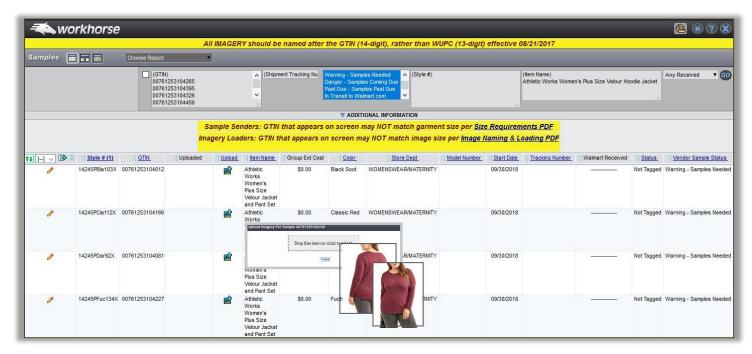
- Drag & Drop images on dotted box to Bulk Load images
- Workhorse will provide instant feedback: Verifying loading is in progress
  - Confirming images which images loaded successfully
  - Images that get an error here must be corrected and reloaded
- If Workhorse cannot locate your GTIN and you have confirmed the image is named correctly, contact <u>ApprIST@Walmart.com</u>





Have a copy of your Set Up Form handy to double-check naming matches the convention.

# Imagery | Single Item Loading



- Click colored picture icon in the Upload column to single item upload
- Drag images for that one item name/color onto grey dotted box in dialog box



Have a copy of your Set Up Form handy to double-check naming matches the convention.

## Imagery | Loading

### Check image upload status

- 3 Pink Bulk Imagery Status Buttons provide the live status of your imagery in the workflow
- Click the Pending button immediately after uploading imagery to double-check they loaded successfully



### 2 Business days later, log onto Workhorse

- Click the Approved button to see images that have been approved (and will be sellable in 24 hours)
- Click the Rejected button to learn what is needed correct imagery
  - Corrections needed are in the Note column
- Suppliers are accountable for taking action to correct Rejected imagery



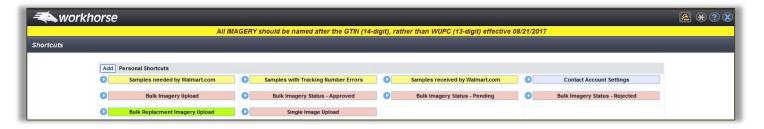


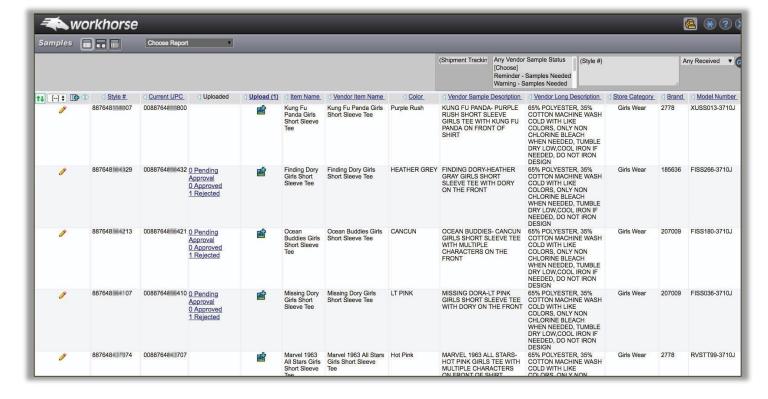
Often, the corrections can be as simple as reformatting the original raw image and reloading.



## Imagery | Load Status

- Click the Single Image
   Upload button to check on
   Imagery Status in the
   workflow
- The Uploaded column will indicate if images are Pending, Approved, or Rejected at a glance

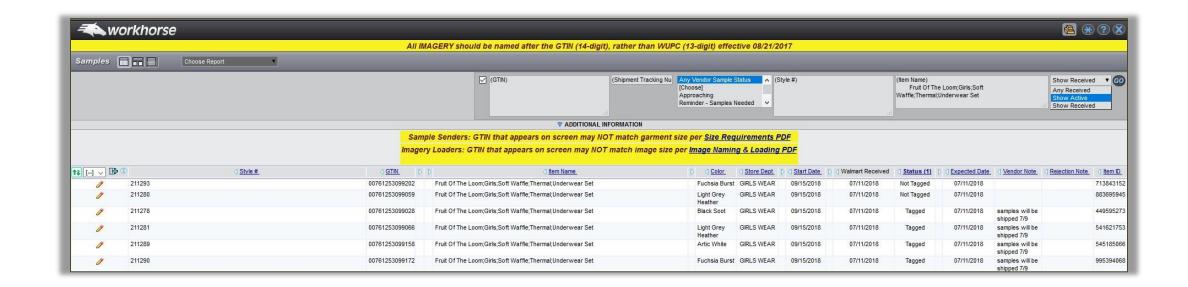






## Imagery or Sample | Completion

- Click the yellow Samples Received button on the Home Page to confirm samples were processed at our photo studio
- Filter and Sort to easily see completion status
- Filter by GTIN or Item Name
- Select Status Active or Status Received form the drop down on the far right



## Imagery | Live Model Image Standards

- Adult Categories must be shot on live model
- Tops cropped between the nose and the mouth
- Bottoms cropped above the waistband (must have shirt on)







Use a relaxed pose with weight off to one side. Not standing in stiff "Tree Pose."



## Imagery | Standards for Intimates and Swim

 Intimates and Swim images should be shot on live model







Crop-in on model, if necessary. Do NOT crop the garment.



# Imagery | Standards

- Baby and Kids imagery should be shot flat
- Shoot sets overlapping on a diagonal







Angle sleeves downward in a natural pose. Do not shot them in a straight out, "airplane arms" position.

# Imagery | Standards

- Multipacks should be shot flat, out of package
- Cascade items on a diagonal







In Workhorse, upload shots, such as the package, logo, and size chart as Alternative Views.

# Imagery | Standards

- Accessories and Shoes shot on table top
- Hats may be centered horizontally
- Shoes and Bags should be shown in the bottom third of the portrait layout
- Shoes should also have alternative views:
  - 1. Base ¾ view
  - 2. Profile outside
  - 3. Profile instep
  - 4. Birdseye
  - 5. Heel
  - 6. Sole







## Workhorse | Compliance

- Provide status updates in Workhorse 14 days after the buy has been finalized for all items on your Workhorse dashboard, regardless of urgency status
- Send sample or image
  - If sending samples for imaging: Ship > = 60days prior to inventory send date
  - If providing your own imagery: Upload > = 30days prior to inventory send date
  - Input Expected Date of when Walmart will receive sample or image
- Alert us to any exceptions in the Vendor Notes field in Workhorse
- Contact us with any questions or concerns, the sooner the better to avoid costly delays to selling your goods

## Workhorse Process | Links

### Links:

- Workhorse Web Address <a href="https://walmart.workhorsegroup.us/source/Login.cfm">https://walmart.workhorsegroup.us/source/Login.cfm</a>
- Walmart.com/Jet.com Workhorse Support <u>ApprIST@Walmart.com</u>
- Walmart Stores Workhorse Support <u>Itemsetup@walmart.com</u>
- Walmart.com/Jet.com Imagery Team <u>imageryops@wal-mart.com</u>
- Retail Link Item Reference Documents
  - Retail Link > Docs > Item Setup and Management