How do I submit new items for coding?

Overview

NIQ receives hundreds of items ready to be coded, weekly. Items that are proactively* supplied by retailers and manufacturers are considered high priority. Proactively submitting your new items or item changes increases efficiency in coding new items. This job aid covers recommendations and helpful tips to submit new item detail for private label and branded products.

Proactive submissions are most helpful eight to twelve weeks prior to launch to ensure your new items are entered in our coding queue and will be available on the first day of sale. The information is still somewhat useful and more efficient if we get the information, only one week or even one day before launch.

Submission recommendations

Ask your local NIQ Client Services representative for details on who to send your submissions to. When submitting detail for item coding, follow these best practices:

If submitting	Submission recommendations
Products & labels	Present as much detail as possible. Include clear, high-resolution images of each product and label separately. Please capture images of all sides of the product *(front, back, top, bottom, left & right, including blank sides)*. Usable images will show: • Barcode: If this is unclear in the photo, provide the (alpha) numeric code in a text box, next to the image • UPC description: Full description of the product • Label information: Additional product information, such as; ingredients etc.
Final artwork	Ensure all artwork is confirmed as final before submitting to avoid confusion with iterative artwork submissions.
Multiple barcodes & images	Multiple images should be zipped together with the barcode (alpha) number in the file name.
Product images (.jpeg format)	Send product images as a separate attachment, preferably in a .jpeg format. Embedded images in Word, Excel, or in email are typically not usable.
Stay connected	Connect with your NIQ team to assist with coding, accuracy in reporting & tracking progress to improve performance.
Reconcile items	Discuss your NIQ Coverage Scorecards & Validation Databases to reconcile your item lists with NIQ's.
Minimize reassignments	Minimize & report barcode reuse or reassignments to avoid confusion.

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The proactive coding process

Below is an overview of the proactive coding process. Submitting your new items or item changes in advance increases efficiency in coding new items:

Manufacturer

Submit templates/images/products to NIQ

Retailer

Submit private label templates/images/products to NIQ

NIQ item coding steps

Classify new items with category definitions

Upload product photos into NIQ systems

Code product characteristics using information provided

Activate product with an upcoming database refresh

NIQ