



# Common practises

## Naming items





## Common

- In every Base Item, Base assortment and these Packaging units need to add name
- Product name is that name what stand in the package
- The names written in ordinary spelling rules– Large initial letters, otherwise a small.

**Note!** Not the full name in block letters

- Swedish and English are not translated into the name of the product name, but merely a variant of the name and general



## Note!

- No points after abbreviations
- Avoid unnecessary spaces
- For example. weight about. 300 grams → n300g  
(about=no in=>n)
- Does not use special characters (;[] #...)
- Complex to understand





## Special cases

- If the package of the BI is mentioned both grams and millilitre, in Sinfos you need to indicate both in the name (for example. 250ml/256g)
- Canned food, etc. the name of the net weight / drained weight(esim. 250/153g)
- Products that weight is not essential information, not given the weight of the nameKynttilöille paloaika
  - Shoe insole
  - Candles



# Naming in Sinfos

## Base Item / Base assortment:

- Item name (long), 35 characters
- Item name, 105 characters
- Brand name, 35 characters
- Functional name, 35 characters

## Packaging Items:

- Item name (long), 35 characters





## Item name (long)

- 35 characters
- Provided in Finnish, Swedish and English
- Weight/size is expressed in full
- Variant and the common name shortened, if necessary





## Item name

- 105 characters
- A complete description of the product, open Abbreviations
- Provided in Finnish, Swedish and English, name can be given two additional languages
- May be given more information about the product, if they do not have other place in the program
  - For example: Krav





## Brand name

- 35 characters
- Supplier to determine the brand's
- Leave a mere brand name, not the size, etc.





# Functional name

- 35 characters
- Products common noun
  - For example:
    - Universal glue
    - Yoghourt
    - Disposable plate
- Will become mandatory in june 2012.





# Base item

## Item name (long), 35 characters

- Brand/ trade name size variant general name  
FI: Mauk 150g kanome tumsukl täytkeks  
SV: Mauk 150g kan äpp mörkchok fyl kex  
EN: Mauk 150g cin app dar choc fill cooki

## Item name, 105 characters

- Brand/ trade name size variant general name  
FI: Sinfos Maukas 150g kaneliomena tummasuklaa täytekeksi  
SV: Sinfos Maukas 150g kanel äpple mörkchoklad fyllt kex  
EN: Sinfos Maukas 150g cinnamon apple dark chocolate filled cookie





## Base Item

Brand name, 35 characters

FI: Sinfos Maukas

SV: Sinfos Maukas

EN: Sinfos Maukas

Functional name, 35 characters

EN: Biscuit





# Bulk-product

## Item name (long), 35 characters

- Brand/ trade name number of items included in sales lot \*size variant commercial name + other bulk specifics
- If sales lot includes items without own GTINs then the number of items must be informed in the name

FI: Sinfos 6x2l ruskeakastike 80 ann

SV: Sinfos 6x2l brunsås 80 port

EN: Sinfos 6x2l brown sauce 80 serv

## Item name, 105 characters

- Brand/ trade name number of items included in sales lot \*size variant commercial name + other bulk specifics
- If sales lot includes items without own GTINs then the number of items must be informed in the name

FI: Sinfos Soossit 6x2l ruskeakastike 80 annosta

SV: Sinfos Soossit 6x2l brunsås 80 portion

EN: Sinfos Soossit 6x2l brown sauce 80 servings



# Bulk product

Brand name, 35 characters

FI: Sinfos Soossit

SV: Sinfos Soossit

EN: Sinfos Soossit

Functional name, 35 characters

EN: Sauces





# Base assortment / consumer

## Item name (long), 35 characters

- Brand/ trade name number of items included in sales lot X size number of pieces of variants / variants commercial name  
FI: Fre 3x200ml lajit sha hoit ssaip  
SV: Fre 3x200ml sort sha hbal dtvå  
EN: Fre 3x200ml assor sha cond shoge

## Item name, 105 characters

- Brand/ trade name number of items included in sales lot X size number of pieces of variants / variants commercial name  
FI: Sinfos Fresh 3x200ml lajitelma shampoo hoitoaine suihkusaippua  
SV: Sinfos Fresh 3x200ml sortiment shampoo hårbalsam duschtvål  
EN: Sinfos Fresh 3x200ml sortiment shampoo conditioner showergel





# Base assortment / consumer

Brand name, 35 characters

FI: Sinfos Fresh

SV: Sinfos Fresh

EN: Sinfos Fresh

Functional name, 35 characters

EN: Assortment





# Base Assortment / Mixed pallet, display, sales lot

The name is mentioned :

- SEKPL = sekapuolilava
- MIXHP = mix half pallet / mix halv pallet
- SEKDSP = sekadisplay
- MIXDSP = mix display

Form:

SEKPL Maukas 150g keksi 240kpl 4var

SEKDSP Patu 125g suklaa 560kpl 3var





# Base Assortment / Mixed pallet, display, sales lot

## Item name (long), 35 characters

- Brand/ trade name number of items included in sales lot X size number of pieces of variants / variants commercial name  
FI: SEKPL Maukas 150g keksi 240kpl 4var  
SV: SEKPL Maukas 150g kex 240st 4var  
EN: SEKPL Maukas 150g cookie 240pc 4var

## Item name, 105 characters

- Brand/ trade name number of items included in sales lot X size number of pieces of variants / variants commercial name FI: SEKPL  
Maukas 150g täytekeksi 240kpl 4 varianttia  
SV: SEKPL Maukas 150g fyllt kex 240st 4 variant  
EN: SEKPL Maukas 150g filled cookie 240pc 4variant





# Naming of the PI's

- Given name is Item name (long)
- 35 characters
- Each packaging item is given a name
- Name is given in Finnish, Swedish and English





# Naming of the PI's

Conform to the general naming rules.

Esim. in the following format :

- Brand / trade name size variant commercial name  
→ **Maukas 150g kola täytekeksi**





## Case, etc

- Packaging type for example case
- Name format the same as BI:

FI: Maukas 150g kola täytekeksi

EN: Maukas 150g cola cake

SV: Maukas 150g kolakakor





# Display (contain only one product)

- The name is mentioned in all languages DSP = display
- Form:

FI: DSP Maukas 150g kola täytekeksi

EN: DSP Maukas 150g cola cake

SV: DSP Maukas 150g kolakakor





## Half pallet (contain only one product)

- Packagin type Haf pallet ( 800x600 mm pallet)
- The FI name is mentioned PL = puolilava
- England and Sweden mentioned HP = half pallet / halv pallet
- Form:

FI: PL Maukas 150g kola täytekeksi

EN: HP Maukas 150g cola cake

SV: HP Maukas 150g kolakakor



# Factory packaging

- Product with a separate factory for packing goods become the central motion
- The FI name is mentioned TP = tehdaspakkaus
- England and Sweden mentioned FP = factorypackage / fabrikkförpackning
- Form:

FI: TP Maukas 150g kola täytekeksi

EN: FP Maukas 150g cola cake

SV: FP Maukas 150g kolakakor