

Manual for Product Creation

How to Create a New Product as Vendor

Preamble

Product creation is an essential step for you as a vendor. Especially if you are new to Avocadostore and are not yet familiar with the shop backend, this task may be difficult at first and there may be some uncertainties and questions.

Unfortunately, there is no possibility for us to personally show you the operating principle of the product creation. Nevertheless, we would like to provide you with clear explanations and step-by-step instructions to make this easier for you. In case you have not yet offered your products online you may at first just appreciate some general help. But as soon as you have successfully created a few products, it will become easier and easier for you each time.

We not only want to enable you to get the best out of your offers, but also to clarify our expectations of your products.

On Avocadostore only products that are a sensible, sustainable alternative to conventional products are to be offered. Please bear this in mind when selecting the products you would like to sell through us.

Our activation team (Freischaltung) reviews each product individually before it goes online. If a product is created correctly, it can be activated immediately and therefore goes online more quickly.

There are also some tips and tricks for successful sales at Avocadostore that we would like to share with you.

During the creation of a product it is obligatory to specify how this product fulfils one of our ten sustainability criteria. In case of doubt, it is up to the Avocadostore team to decide whether a product goes online.



Tip: Before you start with the product creation, take a moment to clearly formulate why your company and your products in general are sustainable. This will make it easier for you later to emphasise this individually and authentically based on our criteria.

Once this is done, we recommend that you take this manual to your side while creating your product(s) as a step-by-step-instruction. Our manual follows the chronological structure of the product creation in the backend.

At this point we would like to point out that we have included screenshots from our test shop for illustrative purposes. We want to stress that information on specific brands or products that can be seen there is not truthful.

Our developers regularly optimise the backend which means that minor or major changes can always take place. We always keep this manual up to date. Therefore, it is always worthwhile for you to look up the latest version. You can find this in the [Help/ FAQ area](#), for example.

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General Information

Important E-mail Addresses

shop@avocadostore.de: B2B- support - for questions about product creation, commission billing, your shop or the marketplace, billing, changes on your profile

freischaltung@avocadostore.de: Activation team- for questions about activation of products, adding of variants etc.

support@avocadostore.de: Customer care - for questions about specific orders, delivery addresses, processing of returns and for the notification of delivery delays

The e-mail address versand@avocadostore.de is intended exclusively for automated e-mails with shipping information; no e-mails are answered there.

Please do not use info@avocadostore.de. This e-mail address is for general company enquiries only.

For further information, tips and templates regarding selling on Avocadostore please have a look at our [Help/ FAQ section](#) for vendors.



Creation of a New Product

The creation of a new product is divided into three parts: Information about the product, information about your offer and images. In the following, we describe all three parts, whereby each part is represented as a chapter in this manual. As soon as you save a newly created product for the first time, you will recognise those headlines as tabs.

Product

In the FAQ section under "[Products & Offers](#)" you will find brief instructions on how to create a product.

These steps are described in a more detailed way below with all the relevant information that is essential for correct and successful product creation.

- Step 1: Click on the button "Produkte" in the bar on the left side.
- Step 2: Click on the blue button "Neues Produkt" on the top right.
- Step 3: Firstly, you need to search for the product you want to create in the search field on the right in order to prevent identical products being created more than once. The product database searches for brands, article names, EAN/ GTIN and ISBN.
- Tip:** Search for the name of the product using the explicit title as it will appear in your shop, e.g. "MAIRAA - Damen High Waist Jeans". Please note: You can change the title at any time in the product creation later on.

- Step 4:** Click on the button “Suchen”.
 If the product does not yet exist at Avocadostore, the yellow button “Neues Produkt” (= new product) is activated for you and you can start creating the product (step 5).
Please note: If the product already exists, click on “Jetzt anbieten” (= create an offer) for the product you want to offer. You can then add your offer to the existing product.
- Step 5:** Click on “Neues Produkt” to start the creation process.



Basic Data

Firstly, fill in the basic data for the product. All headings marked with an * are mandatory fields. If these are not filled out or are filled out incorrectly, you will not be able to create the product. In this case you will receive an error message at the end.

Marke* (=Brand)

Enter the brand name in the correct spelling, otherwise your products will not be found by users. Our autosuggest function will suggest existing brands when you enter them. Please make sure that you do not create duplicate brand pages, e.g. by using a different spelling. If your brand does not yet exist on Avocadostore, a new brand will be created automatically when the creation of a product is completed. You will learn how to enter all the relevant information for a new brand later in the chapter [“Shop Page vs. Brand Page”](#).

Artikelname* (= Article Name)

Enter the name of the article here. The name should be clear and concise. Emojis are not permitted and will be deleted automatically.

To ensure that your product is clearly visible online, you should consider the following points in regards of the title:

- German
- Not exclusively written in capital letters
- A maximum of 70 characters (Otherwise the name cannot be displayed completely!)

- Always use the same structure for creating the names of your articles:
 - Specific category (e.g. women's T-shirt, sneakers, etc.), so it can be found better through search engines
 - A characteristic (e.g. vegan, striped, etc.), if applicable
 - Article name given by the brand (e.g. Mimi)
 - The material or material mix (e.g. made from organic cotton, with recycled polyester)

We recommend the following structure for the article name:

Category - Feature - Article name given by the brand - Material

Examples:

1. *Damen T-Shirt schwarze Punkte „Mimi“ aus Bio-Baumwolle* (Translation: Women's T-shirt black dots "Mimi" made from organic cotton)
2. *Unisex Regenjacke vegan „Rainy“ aus recyceltem Polyester* (Translation: Unisex rain jacket vegan 'Rainy' made from recycled polyester)

Produktbeschreibung* (= Product Description)

Well-written product descriptions are crucial, as they replace the personal consultation that would take place offline in a shop. In this part please explain the key product features and answer typical questions about the product or its use. Convince customers with short and meaningful texts (only then will your information be noticed). Long, confusing texts discourage customers and are less likely to be read.

Important note: Only illustrate information on sustainability in the sustainability criteria. This is to avoid redundancies.

You are welcome to use the following structure as a guideline for creating the product description:

Use two or three introductory sentences as a kind of teaser that describes the product and names the most important benefits.

Details / Funktion (=Details/ Function):

- Your text lorem ipsum

Größenhinweis / Passform (= Size Guide/Fit):

- Your text lorem ipsum

Materialdetails (=Details on Material):

- Your text lorem ipsum

Pflegehinweis (= Care Instructions):

- Your text lorem ipsum

Please note:

- All texts have to be written in German.
- Please use "Du" when addressing people directly.
- Emojis are not permitted and will be filtered out automatically.
- Bold text or other formatting is not possible.
- Outlinks to your own website are not permitted.
- If the product is part of a green (sustainable) line, please include a corresponding note (e.g.: 'This product is from the green/sustainable line of brand XY').
- For cosmetic products the following applies:
 - Please list all ingredients.
 - Organic ingredients must be labelled with a following *.
 - Add an explanation for the *, e.g. '*from organic farming'.

Additional factors for a well-written product description

Product descriptions are one of the most important elements of e-commerce.

The product text works as an addition to the images and should primarily emphasise the sales-relevant points that are not directly visible in the images, so that customers can make an informed purchase decision.

It is important that the essential information is summarised as clearly and concisely as possible. Short, clear texts with subheadings are to be preferred. This allows customers to skim through the text and memorise the most important information more easily. Avoid embellishing and theoretically superfluous passages.

As much information as necessary and as little text as possible:

- Name the essential information about the product → ingredients, colour, dimensions, weight, material, texture, etc.
- Provide good reasons for choosing this particular product → What characterises the product? Which advantages does it offer? For which "problem" is it the solution? What is the intended use?
- Answer typical questions about the product or its use → Does the product run big or small? Is there a guarantee?
- Make it clear if the product is available in different versions.
- Address any specialities → Are there any accessories that customers need in order to use the product (e.g. batteries) or that could be useful in other ways?

Structure the description

- Start with a short teaser that describes the product in two or three sentences and that emphasises its key benefits/USPs.
- Then list all the relevant product features. A list format is recommended for more clarity: work with paragraphs and subheadings followed by bullet points. This makes it easier to read and all the important facts are easy to grasp.

Choose your wording carefully so that important information is noticed

- Place important information at the beginning of the text or line.
- In bullet point lists, place weaker arguments in the centre and stronger ones at the beginning and end.
- Make sure that the text also fulfils SEO requirements. You can find more information on this in the chapter "[Ranking, Algorithm and Marketing](#)".

How short can the description be?

A good guideline is 100-200 words. However, how many words a product description should contain depends on the product itself. If it requires a lot of explanation, the product text can be significantly longer. In other cases, more concise information will suffice.

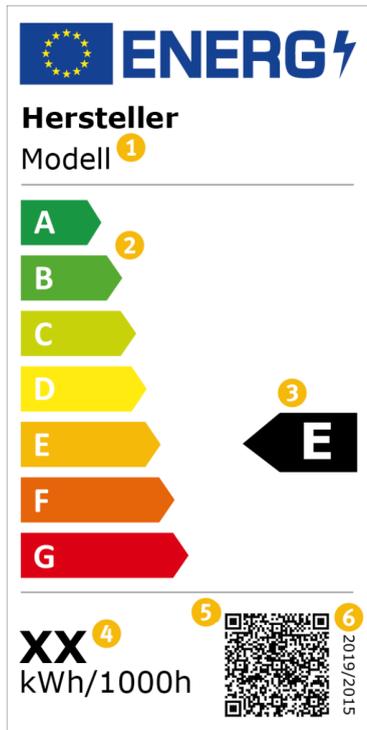
At a later stage of the product creation process, you have the option of adding a description of the specific offer. In doing so, you can point out product features of this respective variant.

Special Case: Light Sources

If you offer light sources, you are obliged to comply with the regulation on the labelling of light sources and to indicate the energy efficiency class. Information on the legal background can be found [here](#).

The energy consumption labelling for light sources must not only show the energy efficiency class, but also the name of the brand, the name of the model, the average consumption in kWh/h and a QR code that leads to information about the model in the new EU product database.

[Example](#) of the consumer advice centre:



DAS ENERGIELABEL FÜR LAMPEN

- 1 Name des Herstellers und des Modells
- 2 Farbbalken zur Darstellung der Energieeffizienzklassen
- 3 Energieeffizienzklasse der Lampe
- 4 Stromverbrauch pro 1.000 Stunden
- 5 QR-Code führt zur Datenbank EPREL
- 6 Nummer der EU-Verordnung

Quelle: Europäische Kommission (energy labelling of products)

Please provide this information in writing in the product description. If possible, also fill in this data:

- Operating voltage in volts
- Power factor
- Energy efficiency class
- Alternating current operation yes/ no
- Direct current operation yes/ no
- Colour rendering index
- Colour consistency: SDCM (standard deviation of colour matching)
- Switching number
- Service life in hours
- Luminous flux maintenance at the end of the service life
- Start time in seconds
- Operating temperature in degrees
- Storage temperature in degrees
- IP protection class

If the product is a lamp:

- Lamp base diameter
- Number of lumens
- Matte/glossy
- Consumption in watts
- Beam angle
- Light colour in words
- Light colour in Kelvin
- Dimmable/ non dimmable

Faserbezeichnung für Textilien (= Fibre Designation for Textiles)

According to EU regulations, you are obliged to state the materials used for textiles in accordance with the EU fibre designation. Please ensure that you provide the legally correct information in order to avoid warnings. Textile products consisting exclusively of textile fibres and products treated as textile products are subject to labelling. The latter are products that consist of at least 80% textile fibres, upholstery material for furniture or similar that consists of at least 80% textile fibres, and textile components of floor coverings, mattresses and camping articles.

Comprehensive information on what this means for you as a vendor can be found [here](#):

- The sum of fibre designations has to add up to 100%.
- The materials must be listed in descending order (regarding percentage).
 - e.g. 80% cotton, 20% polyester
- "100% other fibres" may only be selected if the fibre designation cannot be assigned to any EU fibre designation (e.g. Piñatex, cork, etc.).
 - The specific material designation must then be mentioned in the product description.
 - Check whether the material fulfils our sustainability criteria.
- For sets, please enter the textile composition of the largest piece. You then have to describe the textile composition of the individual parts in the product description.

Please note: Textile labelling exclusively refers to the raw material, so that organic cotton, for example, may only be labelled as "cotton". We therefore ask you to describe the organic cotton characteristics in the criteria.

Enter the percentage of the material in the product mask and select the respective raw material. You can either use the quick selection or type in the fibre name. If the product consists of more than three different fibres, you can add a new line using the button "+ weitere Materialien hinzufügen" (=add further materials).

Unverbindliche Preisempfehlung (UVP) (=Recommended Retail Price (RRP))

The manufacturer's recommended retail price (RRP) serves as the basis for reductions. This price is only created in the background and is only displayed in the frontend as a comparison price in the event of a reduction.

Important: A visual display of a discount only appears if the price is at least 10% lower than the RRP.

If there is no RRP information from the manufacturer or you do not know it, you do not need to enter any information here.

If there are different RRP details for different variants of the product (e.g. for different pack sizes), you can adjust the values in the step where you create the specific offers under "Angebote".

Angebotspreis (= Offer Price)*

Enter the price at which you would like to sell the product on Avocadostore. The value may be identical to or higher than the RRP. In those cases the RRP will not be displayed to customers.

If you would like to offer different variants of the product at different prices, you can also adjust these values in the "Angebote" step.

**Inhalt in Gramm/ Milliliter (= Content in Grams/ Millilitre)
- Necessary for Calculation Base Price**

For food, cosmetics and cleaning products it is mandatory to state the base price (standardised in €/L or €/kg), otherwise there is a risk of warning notices from third parties. We calculate this base price automatically from the current sales price and your specification of the quantity contained. To do this, enter the quantity and select grams or millilitres from the drop-down menu.

If different variants of the product have different content quantities (for example, because they are different product pack sizes), you can adjust the values in the "Angebote"- step.

Particularity: Sets

Regarding sets, a distinction is made between sets consisting of several identical products and sets consisting of several different products.

1. In case of a set consisting of several identical products (e.g. several shampoos), a base price must be stated.
2. In case of a set consisting of several different products (e.g. shampoo and body lotion), the base price does not need to be stated. However, it is important that the explicit difference between the products is made clear.

You can find more information about this [here](#).

Versandgewicht in Gramm (= Shipping Weight in Grams)

This specification will become important once we provide our own interface (API) for automated order processing. If you want to use the API in the future, it is best to enter the weight of the product including its packaging, but excluding the shipping box, in grams here already. The information can be customised for each variant in the "Angebote" step.

Liefertermin* (= Delivery Date)

Indicate here the period during which customers can expect the shipment. Use the drop-down menu to select a realistic delivery time. This can be adjusted at any time. At Avocadostore, delivery days are always business days only.

If you are working with pre-orders, please include this information additionally in the product description.

Example: "We need 4 weeks to create your new favourite chair."

If delivery dates are extended due to holidays, for example, you can easily adjust this here: Einstellungen-> Profil-> VersandEinstellungen (Settings -> Profile -> Shipping Settings). This delivery time information can also be individually adjusted for each variant in the "Angebote"- step.

Note: Adjusting the delivery times in the settings will overwrite all delivery times that you have individually set at the variant level.



Kriterien (= Criteria)

From a niche to a trend, to a supposed all-purpose tool. For many companies, "sustainability" has become part of their marketing, but marketing messages and corporate promises can often be labelled as greenwashing. This makes it increasingly difficult for consumers to find brands and products that truly deliver on their promises. On the other hand, companies that are already acting ecologically and justifiably promoting it lose their unique selling points. In short: Greenwashing leads to a loss of trust and deprives genuinely sustainable companies of demand.

Sustainability is a process

Companies and products can never be 100% sustainable. Instead, it is important to highlight what is already sustainable, which measures are being advanced, and what challenges still exist. This approach is transparent and builds trust in the brand.

Sustainability is complex

Whether it's about social working conditions, ecological materials, or environmentally friendly production—sustainability has many facets, is dynamic, and is rarely entirely right or wrong. Consumers often lack the experience to properly assess products. Clear communication appears authentic and provides guidance.

Sustainability is subjective

From vegan materials to zero waste, sustainability is based on many different factors and is often very subjective. Instead of using general phrases, detailed

information helps everyone decide for themselves which product meets their own sustainability standards.

Therefore, the communication of sustainability (both in the corporate and product context) is crucial. That's why we've established our ten sustainability criteria.

Select the sustainability criteria that apply to your product and describe in the respective text field how your product meets the corresponding criterion.

Write the texts in a way that is attractive and understandable from the customers' perspective. Please keep it brief and write in a concise and impactful manner.

Be honest and transparent. Avoid generalities or promotional exaggerations. Only provide facts, not aspirations. You are welcome to mention sustainability progress that you have already achieved over time.

Important: You are responsible for the content and its accuracy.

The criteria must be formulated specifically for the product. Sustainable packaging and shipping solutions are assumed to be standard by us.

At least one criterion is required. We reserve the right to request additional criteria if we believe the sustainability aspect has not been sufficiently emphasised. There is no maximum number of criteria you may select.

The key factor is not the number of criteria but the quality and depth with which you address each criterion. Emphasise what makes your products special or more sustainable compared to conventional products. Include certificates or seals with the corresponding certificate numbers for the criterion that best fits the seal. GOTS products without a certificate number will not be accepted.

Please note:

- Formulate your responses in complete sentences. Bullet points are not allowed. Use 2-3 sentences (50-400 characters) per criterion.
- Clearly state why the product is more sustainable than a conventional or competing product.
- Communicate truthfully. Transparency builds credibility: also mention areas where the product is not yet as sustainable.
- The criteria must relate to the product, not the packaging and/or shipping. However, you can list this as an additional criterion if you have already met another criterion related to the product.
- The same sustainability aspect cannot be used to justify multiple criteria.
- If a criterion is obvious for your product (e.g., vegan for a T-shirt made from organic cotton), you must still indicate the criterion. Otherwise, it cannot be found through the criteria filter.

The Avocadostore- Criteria



On one hand, the criteria serve as a tool for us to evaluate which products are allowed to be offered on our marketplace and which are not.

On the other hand, the criteria provide our customers with important guidance. In their content design, they are a unique feature of our marketplace and enable our customers to make informed and considered purchasing decisions. For you as a seller, they offer the opportunity to qualitatively highlight the sustainable features of your product.

The individual criteria are described in detail below. Please read the explanations carefully so that you can formulate your texts based on this information. Only products with suitable and sufficient information will be listed online.

Rohstoffe aus Bioanbau (=Raw Materials from Organic Farming)

The raw materials used in the products come from certified organic farming or certified organic animal husbandry. If this does not apply to all components or ingredients, the non-certified organic ingredients must be clearly indicated in the product description.

The use of natural raw materials alone is not sufficient for this criterion.

- A certificate is mandatory, but it is not necessary to specify which certificate is present.
- Food Certifications: Demeter, Bioland, EU Organic
- Textile Certifications: Controlled Organic Farming (kba), Controlled Organic Animal Husbandry (kbT), Global Organic Textile Standard (GOTS), Naturland; EU Ecolabel; IVN (International Association of Natural Textile Traders)

Example: *“The bio-certified cotton used is treated exclusively with environmentally friendly and non-harmful chemicals.”*

Fair & Sozial (= Fair and Social)

Products meeting this criterion are characterised by fair trade and socially fair production conditions that exceed industry standards or legal requirements. For example, you can mention your membership in the Fair Wear Foundation or the World Fair Trade Organization. We want to know for example: What measures does your company take to promote special social standards throughout the supply chain? How closely do you work with your suppliers and production sites? Simply referring to locations (e.g., Made in EU) or legal requirements (e.g., no child

labour) is not sufficient. Donating a portion of your revenue to social projects alone is also not enough.

- A certificate is desirable.
- Possible certificates: Fairtrade Textile Production, Fairtrade Cotton, FairWear Foundation, GOTS.
- Cooperatives and family businesses can also meet this criterion without a certificate if their practices are transparent and credible.
- Long-term cooperation with disadvantaged groups with fair compensation also qualifies, as does production in Germany or other European countries.
 - Even when producing in Germany or the EU, you must specify why the production is particularly fair and social. As mentioned, simply referring to locations (e.g., Made in EU) or legal requirements (e.g., no child labor) is not enough.

Example: *“The product was made in Poland under fair conditions in a small family-owned business, and our production is Fairtrade certified.”*

Haltbar (= Durable)

Products with this label are distinguished by robust materials and their longevity. Due to their particularly high quality, they have an expected lifespan that outlasts typical product and trend cycles and stands out significantly from comparable products in the same category. This label is rarely used for textiles. If you still wish to apply this criterion to textiles, please clearly highlight what makes the product special. Timeless design or the use of tear-resistant materials alone is not sufficient.

- Applicable to products made from robust materials, such as solid wood, tinfoil, or reusable products like menstrual cups or alternatives to single-use and disposable items.
- Additionally, this can be supported by a long warranty or the sale of spare parts.

Example: *“Made from solid oak and cherry wood (FSC). Comes with a 10-year warranty.”*

Recycelt & Recyclebar (= Recycled & Recyclable)

This criterion recognises products made from recycled materials, where consideration has already been given to how the product can be reused or recycled at the end of its lifecycle (e.g., due to its material composition, the product is easy to recycle). This criterion also applies to upcycled products, where “old” items or waste materials are creatively and, most importantly, meaningfully upgraded into new products.

- Must relate directly to the product (not just the packaging).

Example: *“Our company also repurposes your used clothing and uses fabric scraps. All parts of this product are recycled.”*

Made in Germany

The value creation of these products predominantly takes place in Germany. Pure finishing in Germany is not sufficient (e.g., purchasing textile blanks abroad, printing in Germany).

- The complete manufacturing of the product occurs in Germany. The material may come from another country. Please transparently indicate where the used materials and raw materials come from.
- Relevant for manufacturers, artisans, or designers.
- Not sufficient: “Our T-shirt is hand-printed in Germany” (but the T-shirt comes from Asia).

CO₂-Sparend (= CO₂-Saving)

This criterion can refer to particularly CO₂-saving production methods (e.g., innovative processes, use of renewable energy, measures to reduce energy consumption) or a CO₂-saving effect during the use of the product. Compensating for (inevitable) CO₂ emissions or “CO₂-neutral” shipping of your products alone is not sufficient. Please also avoid the term “CO₂-neutral” in relation to (manufacturing) processes that you compensate for and transparently communicate that you are compensating CO₂ emissions.

- Especially environmentally friendly in use compared to conventional alternatives.
- This can apply to the manufacturing or the use of the product.
- It must not refer solely to transportation (e.g., DHL Go Green).

Example: *“In the production of the shirt, we emit 50% less CO₂ than a conventional shirt because our factories operate with 100% solar power from our own solar panels. Additionally, the product is imported CO₂-saving by sailboat.”*

Ressourcenschonend (= Resource-Conserving)

Products meeting this criterion contribute to the reduction of resource consumption. Resource conservation in production means an efficient and responsible use of raw materials and energy in the manufacturing process. This can be achieved through the use of renewable raw materials, resource-conserving production techniques, or by avoiding overproduction. The supply and transportation chain also has a significant impact on resource consumption and offers many opportunities for optimisation. Products that contribute to resource conservation through their functionality (e.g., reusable solutions) are also eligible for this criterion.

- Responsible resource management.
- Selection of resource-conserving materials (recycled materials vs. new materials, hemp/linen vs. cotton)
- Environmental management in production (photovoltaics, use of green energy).

Example: *“We use alternative and resource-conserving materials such as hemp/linen for the product, which require minimal pesticides and water due to their robustness. Additionally, we source energy from certified renewable*

sources for all production processes and have implemented a closed water cycle in production.”

Schadstoffreduzierte Herstellung (=Pollutant-Reduced Production)

This criterion applies to products whose production reduces pollutant exposure to humans, animals, and the environment. This can be achieved, for example, through the explicit use of natural substances or materials (as opposed to synthetic ones). Certifications or labels (e.g., REACH) can serve as evidence. Certificates confirming low pollutant content in the end product (e.g., Oeko-Tex 100) can be included, but they alone do not fulfil the criterion of pollutant-reduced production.

- The production of the product generates significantly fewer or no pollutants. Microplastics are included in this. Justification or explanation is necessary.
- Certificates such as Blue Sign, EU Ecolabel can provide evidence.
- Not only individual pollutants (e.g., BPA) should be considered.

Example: “The product is Blue Sign certified. This reduces pollutants in production and replaces them with sustainable alternatives.”

Cradle to Cradle

Cradle to Cradle products and their components can be reintroduced into a biological cycle or maintained in a technical cycle. Production should also use renewable energy sources. Resource conservation, such as water usage, and social factors are also considered in Cradle to Cradle certification. Products with this criterion must be *Cradle to Cradle* (Silver, Gold, or Platinum) certified.

- „From Cradle to Cradle“
- A certificate is mandatory: C2C certified (1-year certificate). Products and their production must be entirely recyclable or compostable and form a complete product lifecycle.

Example: “The product is certified with the Cradle to Cradle certification.”

Vegan

A vegan product contains no animal-derived ingredients, and no animal substances are used within the value chain. No animal testing is conducted during development and production.

- Free from animal components (e.g., meat, fish, gelatin, eggs, dairy products, honey, beeswax, leather, wool, and silk).
- In the fashion sector, it is also possible to be vegan without a certificate, but it must be transparently explained why the product is vegan.
- This criterion typically applies to fashion, cosmetics, and food products. It also applies to products where adhesives are used in their manufacture, provided the adhesives are vegan.

Example: *“The product is 100% vegan being made and developed from cork. This is confirmed by our Peta approved vegan seal.”*

Combination of Criteria

There are combinations that are not strong enough for us to describe a product as sustainable. This happens, for example, with “Made in Germany” and “Fair and Social,” given that European labour laws regulate fair and social conditions. So those two criteria would describe the same keypoint which is not allowed. Always consider where you can take an additional step towards sustainability.

Many products are “naturally” vegan. If this criterion is selected alone, it is not sufficient to explain the product's sustainability. It can be used in conjunction with several other criteria.

Important: At the end of the product setup, you can only proceed to the next step if at least one criterion has been completed.



Produktkategorien* (= Product Categories)

Your product can be found through the search function more easily by selecting the appropriate product categories. Choosing the right product categories is essential. You can select up to two categories for your product. From these two categories, one can then be chosen as the “main category”.

Assigning Products to Categories

You can assign a maximum of two categories to your product. Please classify your product as specifically as possible, for example, “Men -> Pants -> Chinos” and “Men -> Pants -> Long Pants”. However, these categories must not be mutually exclusive (e.g., “Short Dresses” and “Long Dresses”).

Hauptkategorie

Kategorie-Suche

KATEGORIEN AUSWÄHLEN

weitere Kategorie

Kategorie-Suche

KATEGORIEN AUSWÄHLEN

How to Find a Category

- Use the search function with rather general terms to see what categories are available.
- Alternatively, click the “Kategorien auswählen” (= Select Categories) box on the right to open the “Category Tree” with all categories for selection.
- In general, it is important to choose the most specific category possible, as the product will then also be displayed in all parent categories.
- If you are unsure or if there is no suitable category yet, feel free to contact us.

Important: For copied products, the main category is not available through the search function. It can only be changed via the “Category Tree.”

Tip: At Avocadostore, you can search for similar products and see how other vendors have categorised their products.

Landing pages cannot be selected as they are set exclusively by our content team. If you wish, you can request marketing services. More information can be found in the [“Ranking, Algorithm, Marketing”](#) section.

For unisex products, the product must be assigned to both a men's and a women's category.

Example: *Unisex Sweatshirt*

1. *Damen -> Bekleidung -> Sweatshirts & Hoodies -> Sweatshirts (= Women -> Clothing -> Sweatshirts & Hoodies -> Sweatshirts)*
2. *Herren -> Bekleidung -> Sweatshirts & Hoodies -> Sweatshirts (= Men -> Clothing -> Sweatshirts & Hoodies -> Sweatshirts)*

Angaben zu Elektrogeräten (= Specification on Electrical Appliances)

Background: Amendment to the Electrical Act 2023

The Electrical Act itself is not new. It is integrated into the general waste law under the Act for the Promotion of Circular Economy and Ensuring Environmentally Sound Waste Disposal and regulates a specific type of waste generated by electrical and electronic equipment.

According to § 2 (1) of the Electrical Act, it applies to electrical and electronic devices falling under the following ten categories:

1. Large household appliances
2. Small household appliances
3. Information and communication technology devices
4. Consumer electronics
5. Lighting equipment
6. Electrical and electronic tools, except for stationary industrial large tools
7. Toys and sports and leisure equipment

8. Medical devices, except for implanted and infectious products
9. Monitoring and control instruments
10. Automatic vending machines

You are likely already aware of the obligations for providers of these products. However, what is new is that since July 1, 2023, electronic marketplaces like Avocadostore and fulfilment service providers have extended due diligence obligations regarding their merchants' and clients' compliance with the Electrical Act. If required registrations cannot be proven, the corresponding products must be deactivated.

Therefore, we ask you to provide the WEEE number of the manufacturer for the devices you offer that are subject to the Electrical Act so that we can fulfil our due diligence obligations.

Implementation in the Product Creation Process

We have provided a clearly marked field in the product setup for this purpose. If this field is not filled out, you are declaring that the product is not subject to the Electrical Act. If you are unsure about your devices, it is best to consult the [Stiftung Elektro-Altgeräte Register \(EAR\)](#). Please consider this requirement for all newly created products from now on and also update it for your existing products.

Angaben zu Elektrogeräten

Handelt es sich bei dem Produkt um ein Gerät, das vom ElektroG erfasst ist?

Dies betrifft sämtliche Produkte mit elektrischen oder elektronischen Komponenten, also Produkte die per Kabel an eine Stromquelle oder ein anderes Gerät angeschlossen werden können, die eine Batterie oder einen Akku benötigen, sowie Leuchtmittel und Kabel. Bitte informieren Sie sich im Zweifelsfall beim EAR.

Falls ja, geben Sie hier bitte die WEEE-Nummer des Herstellers an. Wird dieses Feld nicht ausgefüllt erklären Sie damit, dass es sich bei dem Produkt um KEIN Gerät handelt, das von ElektroG erfasst ist.

WEEE-ID

Die oben für dieses Produkt angegebene Marke muss unter dieser ID im EAR registriert sein

Produktvarianten (= Product Variants)

<input type="checkbox"/>	Cup
<input type="checkbox"/>	Duftrichtung
<input type="checkbox"/>	Farbe 
<input type="checkbox"/>	Geschmacksrichtung
<input type="checkbox"/>	Größe
<input type="checkbox"/>	Holzart
<input type="checkbox"/>	Hosengröße (Weite/Länge)
<input type="checkbox"/>	Inhalt
<input type="checkbox"/>	Inhalt (Beauty)
<input type="checkbox"/>	Mahlgrad
<input type="checkbox"/>	Modell
<input type="checkbox"/>	Schuhgröße (DE)
<input type="checkbox"/>	Schuhgröße (US)
<input type="checkbox"/>	Shirt-Größe (US)
<input type="checkbox"/>	Sorte
<input type="checkbox"/>	Wert

A product can be assigned to up to three different attributes. If a product has multiple attributes, these must be set up as variants.

Important: The colour must always be specified as a product variant if it is a relevant selection criterion for customers, which is generally the case for all clothing items. Make sure to specify the colour even if the product is only available in one colour at the time of listing. This is the only way your product can be found through the colour filter, and only in this case can additional colours be added later.

Your advantages:

We will still display the colour variants individually, so no visibility is lost. On the contrary, visibility is even increased. The other colours will be shown as colour tiles on the product (at the edge of the image in the overview). This also minimises the risk of products being listed multiple times.

Colour variants are displayed individually, but variants like models, wood types, etc., are not.

Creating product variants

Mark your selection with a check and fill in the fields with the corresponding information (colours, sizes, etc.). If you mark multiple options, all product variants will be listed in the product overview.

Important: When editing the product after its initial setup, you can only add values to existing variants. You cannot create new variants or remove values.

Example: You have listed a product and selected the variants colour and size.

- You can add more colours and sizes.
- You cannot delete a size or colour.
- You cannot remove the variant "colour" or "size".
- You cannot add another variant such as "content."

Product Variant: Colour

Here you can see our colour selection, for which the colour mapping applies:

<input type="checkbox"/>  Blau	<input type="checkbox"/>  Pink
<input type="checkbox"/>  Schwarz	<input type="checkbox"/>  Lila
<input type="checkbox"/>  Grau	<input type="checkbox"/>  Silber
<input type="checkbox"/>  Weiß	<input type="checkbox"/>  Gold
<input type="checkbox"/>  Rot	<input type="checkbox"/>  Rosa
<input type="checkbox"/>  Grün	<input type="checkbox"/>  Petrol
<input type="checkbox"/>  Braun	<input type="checkbox"/>  Natur
<input type="checkbox"/>  Orange	<input type="checkbox"/>  Mehrfarbig
<input type="checkbox"/>  Gelb	<input type="checkbox"/>  Rose

If you offer products in different colours, it is absolutely necessary to set them up as variants (instead of individual products). Otherwise, we unfortunately cannot activate your product. Please use our colour names, which you can see on the left in the image. Make sure to pay attention to this spelling, including capitalization. Only this way our colour filters will work.

If you wish to use your own colour names, such as Indian Summer and Deep Ocean, please provide them in combination with our colour designation: "Indian Summer (Gelb)" (=Indian Summer (Yellow)) or "Deep Ocean (Blau)" (= Deep Ocean (Blue)).

Example for colour tiles at the bottom right of the product in the overview:



Product Variant: Size

Choose a size that customers are most familiar with (e.g., 34, 36, 38... or S, M, L...) and avoid using your own size descriptions if possible. Please also use the German size specification in our German online shop. Sizes differ from country to country. This can be particularly misleading when the numbers differ only

slightly. A German women's clothing size 36 corresponds to a 38 in France and a 40 in Italy.

Furthermore, you can indicate specific cuts in the product name and description, such as "Slim Fit" or "Regular Fit" for shirts.

Measure the clothing and provide this information to customers on the product page. For example, specify the sleeve length, total length, and back width for shirts. In the product images, you can add a size chart as the last image.

Your advantage: You can reduce your return rate by following some simple tips regarding size specifications. The more accurate this information is, the less likely you are to receive returns.

→ **Once all mandatory fields are filled out, the button "Produkt anlegen" (=create product) can be clicked.**

If you are unable to save the product setup at this point, not all mandatory fields are filled out. If information is missing, you will receive an error message and need to correct these points before you can properly set up the product.

The next step is the activation process ("Freischaltung") of the product. For this, the product is reviewed by our activation team.

If you were able to save the product setup and it will thus be reviewed for activation, the following notice appears :

Produkt wurde angelegt. Über die Freischaltung werden Sie per Mail informiert.

Further information on activation can be found in the chapter "[The Activation Process](#)".

Attention: The product setup is not yet complete! Offers and images still need to be added for activation!

Once all product information is successfully provided, the three tabs "Produkt" (=Product), "Angebote" (= offers) and "Bilder" (= images) will appear:

PRODUKT ANGEBOTE BILDER

The three tabs are described in more detail below. The tabs "Angebote" and "Bilder" must be edited in this order first.

Tab: Produkt (=Product)

The tab includes all the information entered in the product setup up to this point. General product information (from the "New Product"- part) can be edited again for existing products.

→If changes are made later, click the "Produkt aktualisieren"- button (= update product).

Tab: Angebote (= Offers)

This tab includes all information about your specific offer, such as price, stock, delivery time, and offer description for the different variants. You can also enter SKUs, EANs/GTINs, or ISBN numbers here. Detailed instructions can be found in the next chapter, "[Angebote \(= Offers\)](#)".

Tab: Bilder (= Images)

In this tab, you can upload the product images and images for the individual variants. Which aspects have to be considered in this process is explained in the chapter "[Bilder \(= Images\)](#)".



Angebote (= Offers)

You have the option to either adjust all variants at once or individually customise each variant. If you fill out the form of "alle angezeigten Varianten anpassen" (= adjust all displayed variants) and click "Änderungen übernehmen" (= apply changes), all the information will be applied to all variants.

Using the "Detailansicht" (= detail view), you have the option to unfold all variants at once. With the arrows on the right of all the variants, you can unfold individual variants to adjust the information there.

Varianten filtern

Größe ▼

Farbe ▼

Alle angezeigten Varianten anpassen

Lagerbestand	Preis
Lieferzeit (DE) i Bitte wählen ▼	Kosten Einzelversand i AT DE EU INT
	Beschreibung Unverbindliche Preisempfehlung (UVP) <div style="border: 1px solid #ccc; height: 30px; width: 100%;"></div>
	Inhaltsmenge i Milliliter ▼ Versandgewicht (Gramm)

ÄNDERUNGEN ÜBERNEHMEN

Sortieren nach ▼

Detailansicht | Kompaktansicht

Alternatively, you can filter by specific variants. Use the filters on the left in the browser and select the variants you want to change. If you then fill out the form of "Alle angezeigten Varianten anpassen" (= adjust all displayed variants) and click "Änderungen übernehmen" (= apply changes), all the information will be applied to the selected variants.

Varianten filtern

Größe ▲

L

M

S

XL

XS

Farbe ▲

Blau

Gelb

Grün

Rot

Schwarz

Weiss

Alle angezeigten Varianten anpassen

Lagerbestand

Preis

Lieferzeit (DE) i

Bitte wählen v

Kosten Einzelversand i

AT

DE

EU

INT

Beschreibung

Unverbindliche Preisempfehlung (UVP)

Inhaltsmenge i

Milliliter v

Versandgewicht (Gramm)

ÄNDERUNGEN ÜBERNEHMEN

Bestände, Preise & Lieferzeiten (= Stock, Prices & Delivery Times)

Enter the stock level of your product or the stocks of the individual product variants. Additionally, you can manage prices and, if necessary, different delivery times or stocks for the individual product variants here.

Checkbox „aktiv“ (= active)

As soon as you enter a stock level for an offer, the "aktiv"- checkbox is automatically checked. If you do not want to offer the product, you need to uncheck the box.

avocadostore
Willkommen test shop v

✔
Produkt wurde angelegt. Über die Freischaltung werden Sie per Mail informiert.

ZURÜCK

PRODUKT
ANGEBOTE
BILDER

Ihre Angebote für Test Produkt für das Produkthanlagewerk - Test Produkt für das Produkthanlagewerk

[Detaillansicht](#) | [Kompaktansicht](#)

Variante	SKU	EAN/ISBN	Lagerbestand	Preis
Blau	<input type="text"/>	EAN v EAN-/ISBN-Code <input type="text"/>	1 <input type="text"/>	<input checked="" type="checkbox"/> aktiv 10,00 ▼
Lila	<input type="text"/>	EAN v EAN-/ISBN-Code <input type="text"/>	1 <input type="text"/>	<input type="checkbox"/> aktiv 10,00 ▼
Grün	<input type="text"/>	EAN v EAN-/ISBN-Code <input type="text"/>	1 <input type="text"/>	<input type="checkbox"/> aktiv 10,00 ▼

SPEICHERN
ZU DEN BILDERN

SKU

The Stock Keeping Unit (SKU) is your internal item number, which you typically print on invoice documents and use to uniquely identify the product variants. Providing an SKU is mandatory if you wish to work with our exports and imports or in the future with the API.

Tip: If you haven't used SKUs/item numbers before, you can derive them from the item name, colour, and size of the variant, for example, "oceanwaves-darkblue-m."

Lagerbestand (= Inventory/ Stock)

It is obligatory that you keep the inventory/ stock current, as it determines whether the product is displayed as sold out or available at Avocadostore. A positive inventory of multiple products and variants also positively affects the visibility of your products. More information can be found in the chapter "[Ranking, Algorithmus, Marketing](#)".

If you do not want to actively offer a specific variant despite having stock at the moment, simply uncheck the "activ"- box so the product does not appear on the marketplace.

Lieferzeit (DE) (= Delivery Time)

Here you can adjust the delivery time per variant if necessary. Otherwise, the delivery time from the information in the basic data for the product is automatically applied. If there are variants that you do not have in stock or that are produced on demand (so, having different delivery times than the product and the other variants), you can specify this here.

EAN/GTIN and ISBN

Each product variant has its own EAN/GTIN or ISBN, which you can enter here accordingly.

EAN stands for European Article Number and is assigned uniquely. This allows for unequivocal identification of each item and its product variants. You can utilise this as an advantage in supply chains and other processes. Customers can access product information and find the corresponding product more quickly in search engines with this specification.

GTIN stands for Global Trade Item Number and is an international, unique number for product identification, assigned and managed in Germany by the company GS1 Germany GmbH. It is essentially a number, usually combined with a barcode, that facilitates inventory management and the distribution of products. It aids in the precise identification of a product and serves as an access key to product information stored in databases, such as name, weight, or product category.

ISBN stands for International Standard Book Number and is the identification number for books. Here, too, the number is used to accurately identify a product variant.

EAN/GTIN or ISBN is mandatory if this number has been assigned to the product by the manufacturer. Otherwise, you may leave this field blank; however, your product may be more difficult or even impossible to find through search engines or price comparison portals.

Kosten Einzelversand (= Delivery Costs for Freight Forwarding Goods)

This shipping method should only be selected for freight items, meaning large or bulky products (e.g., furniture).

Important: Entering delivery costs under “Einzelversand” is done when an individual item always requires the specified shipping price. If this special shipping method is selected, shipping costs will accumulate if customers purchase multiple of these items. In this case, your stated flat shipping rate and any possible threshold for free shipping in your profile settings do not apply.

Angebotsbeschreibung (= Offer Description)

Unlike the product description, the offer description is only displayed for the specifically selected variant. You can use the offer description to highlight special features or specific information about a variant in addition to the general product description.

Example: A product is photographed in several colours on different models. In the offer description, you can list the model's height and the clothing size the model is wearing.

Caution: The offer description is always displayed below the product description. Depending on the length of the product description, it may not be in the customer's immediate field of vision.

The offer description does not necessarily have to be filled out if no variant-specific information is necessary. Please refrain from duplicating the text from the product description here, as it would then appear twice (both in the product description and directly below in the offer description).

Preis (= Price)

This is your offer price, meaning your price for this specific variant. A different offer price can be specified for each variant. This field automatically takes over the offer price from the first step, where you entered all the product data. If your offer price is more than 10% lower than the recommended retail price (RRP), the RRP will automatically be displayed to customers as a sales price in the shop.

Unverbindliche Preisempfehlung (UVP) (= Recommended Retail price (RRP))

If you entered a RRP during the product setup, this will initially also be transferred to the offer level in this field. It can be adjusted per variant here.

Inhaltsmenge (= Content Quantity)

If you have already entered a value for the content quantity during product setup, it will initially be adopted for all variants and can be adjusted per variant

here. If you have not specified a value in the previous step, enter it here if necessary so that we can calculate the base price for you.

→In order to save the information for your offers and proceed to the next step, click "Zu den Bildern" (= to the images).

Even if you have checked the "active" box, your product will not be immediately visible in the shop. First your product is only submitted to the activation process and it may take up to 48 hours (working days) for the product to be processed. Only after that will it be visible on the marketplace, provided that your shop account is complete and has been activated by us.



Bilder (= Images)

Note: Products will be rejected without notification if no images are provided!

Please upload multiple images in order to show all important characteristics of the product in the best possible way. The image you put on the first position will be shown to customers first. This should be an image that exclusively shows the specific product rather than an image that, for example, includes other variants. This image will be visible on the product overview pages. In addition to the actual product images, you can upload mood images, detail images, or images of the product from different perspectives.

It is important that the images comply with our image guidelines – the [Styleguide](#) – and are official product or press photos. Due to the marketplace structure of Avocadostore, your own photos may automatically appear on offers from other sellers for the customers to see.

Information on the Arrangement of Images

1. Model image
2. Cut-out image
3. Mood images
4. Size chart

Information on the Format, Size, and File Types of Images

- Images should be square, with a minimum of 2560 x 2560 pixels. Portrait images should have a maximum aspect ratio of 1:6, with a minimum width

of 2560 pixels (e.g., 2560 pixels wide, 4096 pixels high). The total file size must not exceed 5 MB.

- Portrait images exceeding a 1:6 aspect ratio will be cropped by us and may not be displayed.
- Landscape images are not accepted.
- We accept file formats JPEG (.jpg), TIFF (.tif), WEBP (.webp), and PNG (.png).

Important: Our zoom function only works if you adhere to these file formats. This means our customers can zoom in on the product image to see details more clearly.

We differentiate between “Bilder für das Produkt” (= images for showing the general product) and “Bilder für Produktvarianten” (= images for showing the product variants).

Bilder für das Produkt (= Images for Showing the General Product)



Under "Bilder für das Produkt," you can upload images for products with variants, which can be for example, model and mood images, production photos, or photos showing multiple variants simultaneously. The photos added here will be displayed at the end of each product variant—so, only include images that match all product variants.

You are welcome to add a measurement chart of the product. This should only be set as the last image. We reserve the right to change the order of your images. Other images with text or symbols added are not allowed.

Bilder für Produktvarianten (= Images for Showing the Product Variants)



The images uploaded under "Bilder für Produktvarianten" will be displayed on the page of the respective variant before the images uploaded under "Bilder für das Produkt". If you want to determine the order of the images yourself, upload the images as "Bilder für Produktvarianten" instead and sort them within the respective variant. Please upload the images exclusively as "Bilder für das Produkt" or "Bilder für Produktvarianten" to avoid double display.

If images are provided for all product variants, customers will be presented with a photo tile selection. If not, customers will see a drop-down menu.

Example tiles:

Farbe: **Blau (Night Blue)**



Example drop- down menu:



Größe: **L**



Special Case: Unisex Products

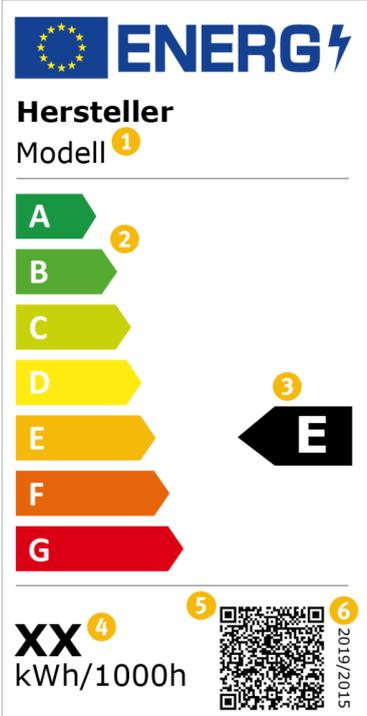
To offer a unisex product on our platform, we require either a cutout image of the product or a photo featuring both a female and a male model. This is because products are always displayed with the first image in their respective categories. To maintain the clarity of our marketplace, it is preferable that women's images are not displayed in the men's category and vice versa.

Special Case: Light Sources

If you are offering light sources, you are obligated to comply with the regulations for labelling light sources and to indicate the energy efficiency class. You can find information on the legal background [here](#).

In addition to the information you have to provide in the product description, an image showing the energy efficiency must also be uploaded. The image of the energy consumption label for light sources must display not only the energy efficiency class but also the brand name, model name, average consumption in kWh/h, and a QR code leading to information about the model in the new EU product database. Please add this image as the last product image or, if you have only uploaded "images for product variants," as the last image for each variant.

[Example](#) from the Consumer Advice Center:



DAS ENERGIELABEL FÜR LAMPEN

- 1 Name des Herstellers und des Modells
- 2 Farbbalken zur Darstellung der Energieeffizienzklassen
- 3 Energieeffizienzklasse der Lampe
- 4 Stromverbrauch pro 1.000 Stunden
- 5 QR-Code führt zur Datenbank EPREL
- 6 Nummer der EU-Verordnung

Quelle: Europäische Kommission (energy labelling of products)

→ **As soon as you upload or reorder images via drag and drop, the changes are saved automatically.**

The product setup is now complete, and the product will be reviewed in the next step of the activation process.

You can now find the product under "Produkte" (= products).

Important: If you want to search for products in the backend, filter by "alle Produkte" (= all products) and click "Suchen" (= search).



Product Already Exists - Creating a New Offer

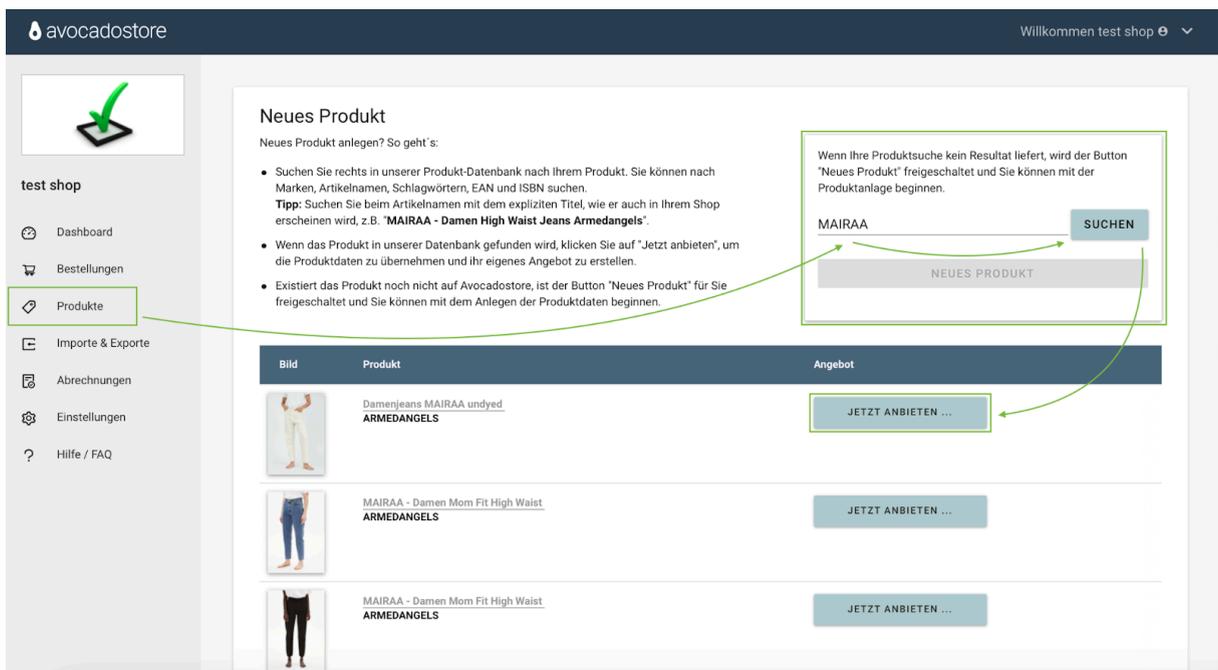
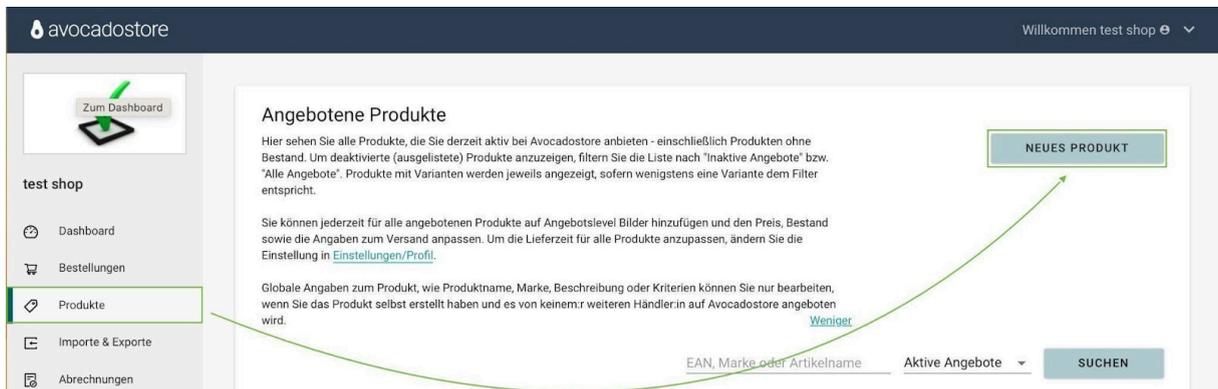
If the product is already available on the marketplace, meaning it already is being or has been offered by another seller, you can add your variant of the existing product: you "piggyback" onto the already listed product.

Alternatively, you may have a product that you created yourself, which you now want to offer in a new variant.

Offering an Already Existing Product

- Step 1: Click on "Produkte" (= products) in the gray sidebar on the left.
- Step 2: Click on "Neues Produkt" (= new product).
- Step 3: Search the product database by brand, product name, EAN/GTIN, or ISBN on the right in the gray-bordered box.
Tip: When searching by product name, use the exact title as it will appear in your shop, e.g., "MAIRAA - Damen High Waist Jeans". You can always change the title later during the product setup.
- Step 4: Click on "Suchen" (= search).
- Step 5: If the product already exists, you will not be able to click on "Neues Produkt" (= new product). The button will be grayed out. Click on the "Jetzt anbieten" (= offer now) button in the list next to the product you want to offer.
- Step 6: Follow the instructions from the chapter "[Angebote \(= Offers\)](#)" to create your own offer for the variants you want to sell.
- Step 7: Follow the instructions from the chapter "[Bilder \(= Images\)](#)" to

upload your own images for the respective variants. Otherwise, all images from the seller who originally created the product may be removed, and the product could go offline.



Editing Product Data for Existing Products

For products that have been created by another seller, you can only edit the data in the "Angebote" (= offers) tab after creating your own offer. If you believe it is necessary to edit the product data because the other seller provided incorrect or incomplete information during creation, please contact us at freischaltung@avocadostore.de. Be sure to include the specific changes you wish to make (e.g., adding variants) along with the corresponding product URL.



List of your Products

You can find all the products you have created or for which you have created an offer under "Produkte" on the left in the navigation. You can filter by "inaktiv" (= inactive), "aktiv" (= active), and "alle Angebote" (= all offers). In the product overview, you will see an image, the product name, the brand, and the status of the activation process.

For products you have created yourself, the product name is written in blue, and you can enter the product editing mode by clicking on it. A corresponding hint will also appear when you hover your mouse over it.

For products created by other sellers for which you have created offers, the product name is displayed in grey. In this case, the editing rights for the product data belong to the other seller. This means you can only edit your offers, not the product itself.

	<p>Blaubeer Stig T-Shirt für Herren walnut brown Cmig</p>	 	<p>4 Angebote, Bestand: 3</p>	 
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When you hover your mouse over a product, additional icons for editing will appear (if editing the product is possible).



1. The pencil icon on the left allows you to edit the product.
2. The camera icon lets you edit the product images.
3. The icon of the sheet with a magnifying glass lets you view the product in the shop (product preview).
4. The two sheets allow you to copy the product.
5. The number of offers and the stock level can also be clicked. This will take you directly to editing your offer.
6. The pencil icon on the right also takes you to editing your offer.
7. The "X" allows you to deactivate all your offers for the product.

The copy function is very helpful when you want to create a product that is very similar to an existing product. Criteria, categories, product description, sizes, and colours will be copied and only need to be adjusted. In this case, be sure to change all differing information accordingly.

Important: For copied products, the selection of the main category is not available through the search function. It can only be changed via the "Category Tree".



Editing of Your Existing Products

The three tabs "Produkt" (= product), "Angebote" (= offers) and "Bilder" (= images) form the basis for the editing functions.

Editing General Product Information

General product information can be edited under the tab "Produkt" (= product). After making changes, click the button "Produkt aktualisieren" (= update product) to save them.

Please note that editing general product information will take the product offline and it will need to be reviewed by our activation team again.

Editing Offers

Stock, prices, and other variant-specific product information can be edited under the tab "Angebote" (= offers). Click "Angebote aktualisieren" (= update offers) after making your changes to apply them.

Please note that editing the following offer information will take the product offline and require it to be reviewed by our activation team again:

- Information about freight forwarding goods
- Information about content quantity

Editing Images

Images can be arranged, deleted, and added under the tab "Bilder" (= images). Changes are saved automatically without needing to click an additional button.

Please note that adding images or deleting the last image will trigger a review by our activation team.

If your product no longer has a shared image or if not every variant has an image after your changes, it will be deactivated by us.

Adding (Colour) Variants

It is often necessary to subsequently add (colour) variants to a product you have already offered. Suitable product images are also required for this.

Important: You can only add values to existing variants that were selected during the product creation. You cannot create new variants.

Example:

If you created a product and selected the variants colour and size, you can later select additional colours and sizes. However, you cannot add a fragrance after the completed product creation.

Here's how to add new colour variants in the shop backend:

Step 1: Under the tab "Produkt" (= product), first add the colours you want to offer additionally and click "Angebote aktualisieren" (= update offers) to save. Please only use standard colour names like "blau" (= blue), "rot" (= red), etc., and avoid names like "Indian Summer" or "Deep Ocean". For more information, please refer to the chapter on "[Produktvariante \(= Product Variants\)](#)".

Produktvarianten

Einem Produkt können bis zu drei verschiedene Merkmale zugeordnet werden. Möchten Sie dieses Produkt in verschiedenen Varianten anbieten?
Dieses Produkt wird 73x von test shop angeboten

Markieren Sie Ihre Auswahl mit einem Haken und füllen Sie die Felder mit den entsprechenden Informationen aus! Sollten Sie mehrere Optionen markieren, dann werden Ihnen sämtliche Produktvarianten in der Produktübersicht aufgelistet.

Cup

Duftrichtung

Farbe

dunkelblau x rot x gelb x grün x hellgrün/dunkelblau x dunkelblau/hellgrün x Wert eingeben

Geschmacksrichtung

Größe

Holzart

Hosengröße (Weite/Länge)

Inhalt

Inhalt (Beauty)

Mahlgrad

Modell

Schuhgröße (DE)

35-36 x 37-38 x 39-40 x 41-42 x 43-44 x 45-46 x Wert eingeben

Schuhgröße (US)

Shirt-Größe (US)

S x M x Wert eingeben

Sorte

Wert

PRODUKT AKTUALISIEREN ZURÜCK

Step 2: Under the second tab "Angebote" (= offers), enter a stock quantity for the variant, which will automatically check the "aktiv" (= active) box. Click "Angebote aktualisieren" (= update offers) at the bottom to save.

avocadostore Willkommen test shop

Produkt wurde aktualisiert und wird nun vom Avocadostore-Team geprüft. Über die Freischaltung werden Sie per Mail informiert.

ZURÜCK

PRODUKT ANGEBOTE BILDER

Ihre Angebote für Gogaholics - Damen T-Shirt - Heather Denim - Beach Set

Variante filtern

Farbe

Schuhgröße (DE)

Shirt-Größe (US)

Alle angezeigten Varianten anpassen

Lagerbestand

Lieferzeit (DE) Bitte wählen

Kosten Einzelversand

Preis

Beschreibung

Unverbindliche Preisempfehlung (UVP)

Inhaltsmenge

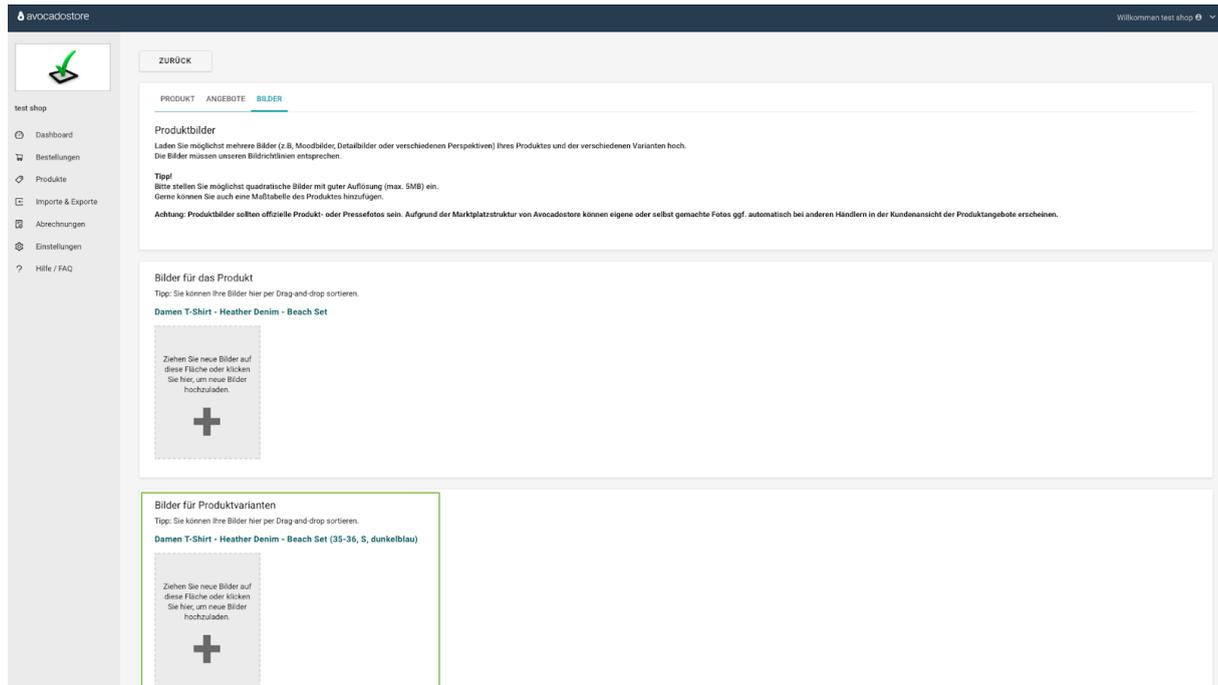
Milliliter

ÄNDERUNGEN ÜBERNEHMEN

Sortieren nach

Variante	SKG	EAN/ISBN	Lagerbestand	aktiv	Preis
35-36, S, dunkelblau		EAN - EAN-/ISBN-Code	0	<input checked="" type="checkbox"/> aktiv	26,90
37-38, S, dunkelblau		EAN - EAN-/ISBN-Code	0	<input checked="" type="checkbox"/> aktiv	26,90
39-40, S, dunkelblau		EAN - EAN-/ISBN-Code	0	<input checked="" type="checkbox"/> aktiv	26,90

Step 3: The created variants now appear under the third tab "Bilder" (= images). Since this is an existing product, the product images are already available. The images for the new variant can be easily added via drag and drop. Please make sure the images are correctly assigned to the colour/variant.



Adjusting Shipping Costs

Shipping costs are important information for customers and must always be provided.

The decision whether to charge shipping costs and the amount is up to you. Additionally, you have the option to eliminate shipping costs for orders above a minimum value. You can set a flat shipping rate in your profile or costs for freight forwarding goods in your offers. The costs for freight forwarding goods can only be selected for freight shipping, i.e., large or bulky products (e.g., furniture). It is important to note that those costs are charged per item, while the flat shipping rate is charged per order. In both cases, you can distinguish between shipping within Germany, Austria, EU countries, and international destinations.

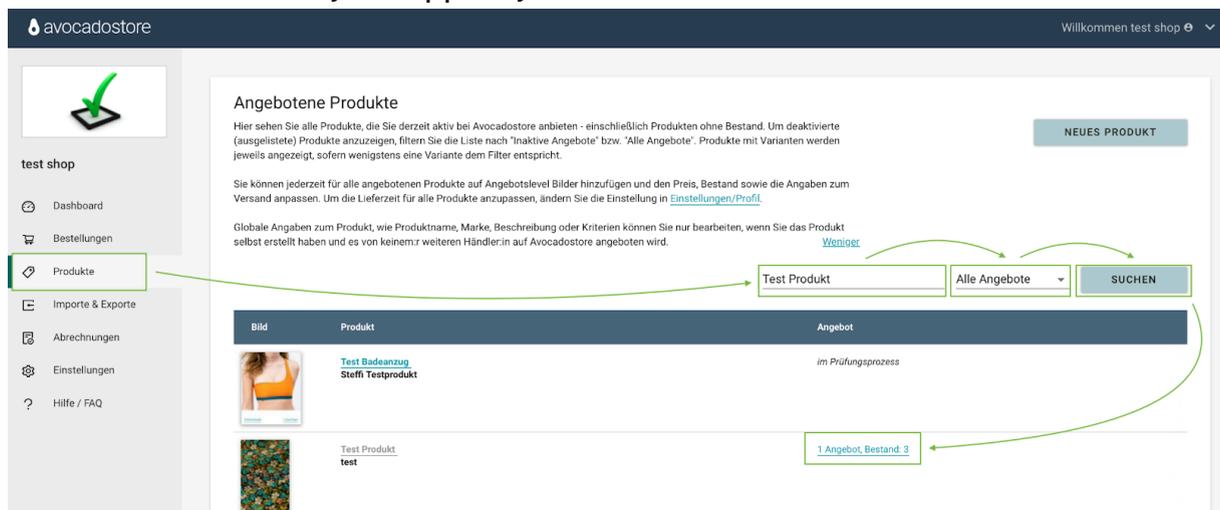
The flat shipping rate can be adjusted according to the delivery area, e.g., DE: €5, AT: €10.

Setting Up a Flat Shipping Rate

- Step 1: Go to "Versandeinstellungen" (= shipping settings) in your profile and click "Bearbeiten" (= edit).
- Step 2: Adjust the shipping conditions for an existing region or add a new region. In addition to shipping within Germany, you can offer shipping to Austria, EU countries, and international non-EU countries.
- Step 3: Save your edits.

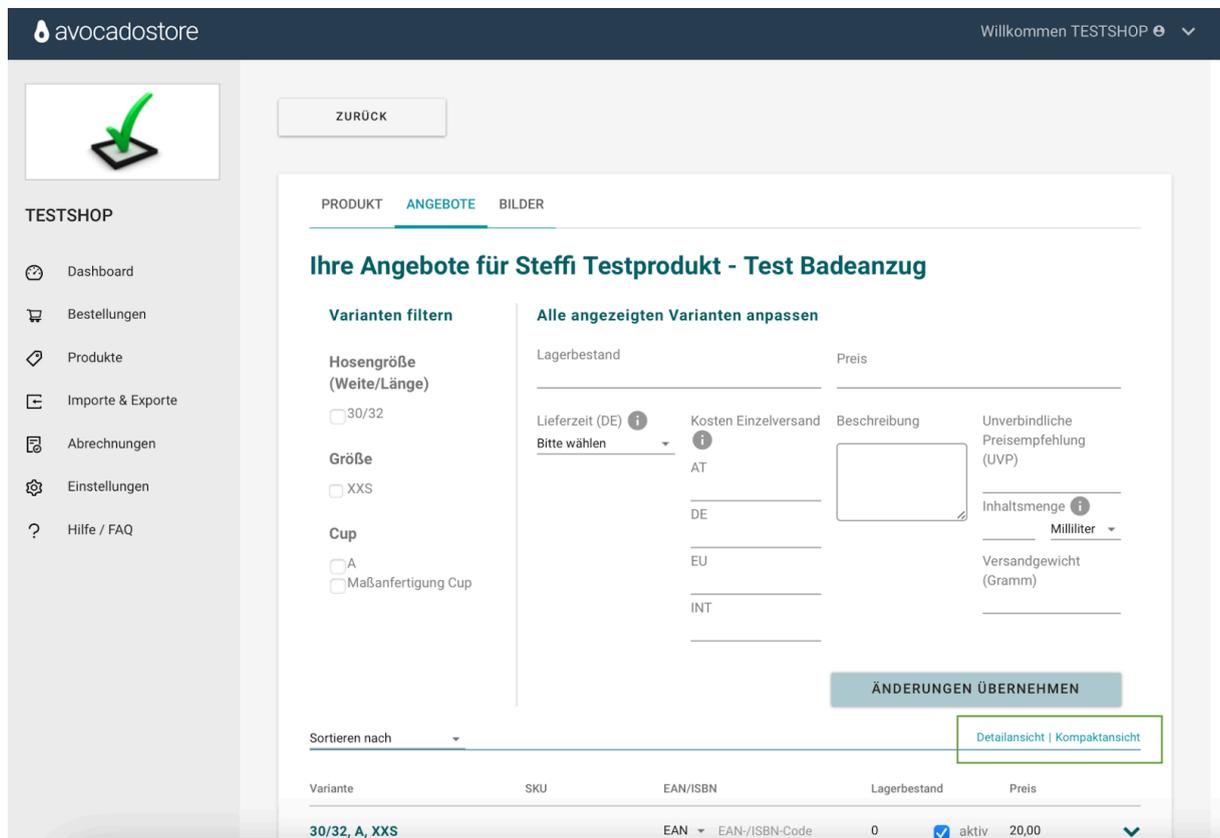
Setting up Costs for Freight Forwarding Goods

- Step 1: Click the tab "Produkte" (= products) on the left.
- Step 2: Either enter the EAN/GTIN, brand, and product name in the search field, click "Alle Angebote" (= all offers) and confirm with the button "Suchen" (= search), or select "Alle Angebote" (= all offers) and scroll through the list.
- Step 3: Click on the blue text indicating the number of offers and stock levels. (When you hover your mouse over it, "Angebot bearbeiten" (= edit offer) will appear.)



The screenshot displays the AvocadoStore user interface. On the left, a sidebar contains navigation links: Dashboard, Bestellungen, Produkte (highlighted), Importe & Exporte, Abrechnungen, Einstellungen, and Hilfe / FAQ. The main area is titled 'Angebotene Produkte' and contains a search bar with 'Test Produkt' and a dropdown menu set to 'Alle Angebote'. A 'SUCHEN' button is next to the search bar. Below the search bar, a table lists products. The first product is 'Test Badeanzug Steffi Testprodukt' with a 'Weniger' link and a 'SUCHEN' button. The second product is 'Test Produkt test' with a blue link '1 Angebot, Bestand: 3'. Red arrows indicate the flow from the 'Produkte' sidebar item to the search bar, and from the blue link in the second row to the 'SUCHEN' button.

Schritt 4: Go to "Detailansicht" (= detailed view).



Step 5: Adjust the shipping conditions.

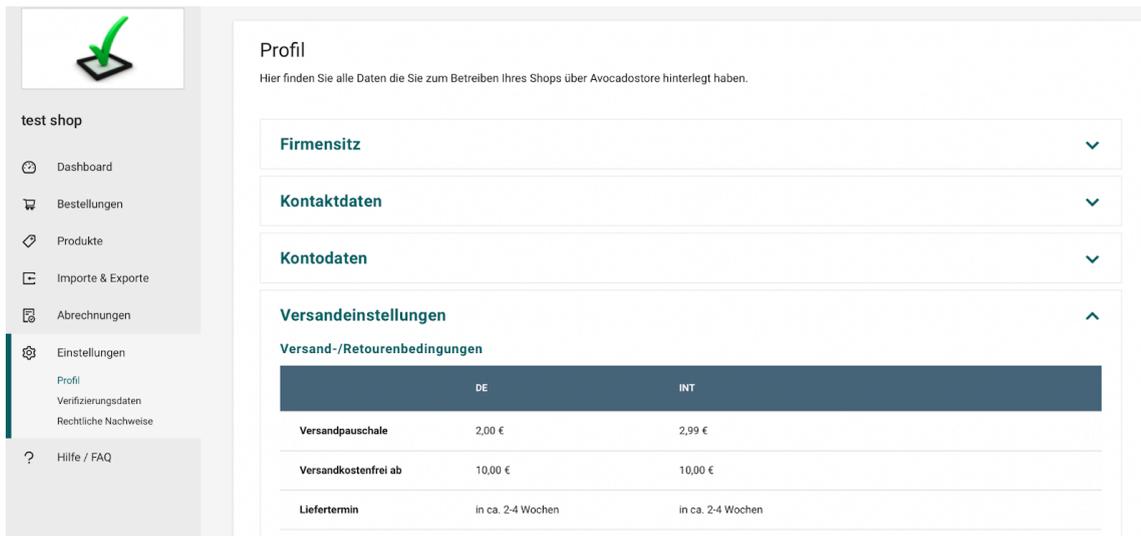
Step 6: Click "Angebote aktualisieren" (= update offers).

Setting Up Free Shipping

You can easily set up free shipping for orders over a certain value or no free shipping by selecting the appropriate option under **Einstellungen** -> **Profil** -> **Versandeinstellungen** -> "Bearbeiten" (= **Settings** -> **Profile** -> **Shipping Settings** -> **Edit**).

Adjusting Delivery Times

You can change the delivery time for **all** products at once under **Einstellungen** -> **Profil** -> **Versandeinstellungen** (= **Settings** -> **Profile** -> **Shipping Settings**). Individual delivery times for specific products can be adjusted at the offer level.



Profil
Hier finden Sie alle Daten die Sie zum Betreiben Ihres Shops über Avocadostore hinterlegt haben.

Firmensitz ▾

Kontaktdaten ▾

Kontodaten ▾

Versand-/Retourenbedingungen ▲

	DE	INT
Versandpauschale	2,00 €	2,99 €
Versandkostenfrei ab	10,00 €	10,00 €
Lieferttermin	in ca. 2-4 Wochen	in ca. 2-4 Wochen

Important: Delivery times can only be adjusted here for Germany, Austria, EU, and international delivery times cannot be changed here and can only be set for newly created products.



The Activation Process

When you create a new product, it is reviewed by our activation team before it goes live and can be purchased. Please consider this process as an additional service from our side. We individually review each product before it is made available online. The benefit for you is a double-check system. We ensure that the product is presented attractively, that variants and images are displayed correctly, and check if anything is missing (e.g., certificate numbers as a lack of them could lead to a warning letter). Additionally, we assess the sustainability of the product, just as our critical customers will do once the product is online.

The Three Statuses

1. The product has been edited or newly created and is awaiting activation.
2. The product is online.
3. The product is offline.

You can find the status of your products under "Produkte" (= products) (**Important:** Filter by "Alle Produkte" (= all products) and click "Suchen" (= search)).

In the product overview, dots in different colours are displayed next to the products.

Steffi Testprodukt

Steffi Testprodukt

● Produkt offline

Stirnband aus recycelter Baumwolle

Testmarke

● Produkt freigeschaltet

Test

test

● Produkt wartet auf Aktivierung

-
- Yellow dot and "Produkt wartet auf Aktivierung"- the product will now be checked by our activation team. This process usually takes 24 hours.
 - Red dot and "Produkt offline"- the check by our team has shown that changes are required for the affected product. Normally, you will have already received an email from freischaltung@avocadostore.de. (Products without images will be rejected without notice).
 - Green dot and "Produkt freigeschaltet"- the product has been released, possibly any changes you have recently made are still being checked.

The Activation Process

- From Monday to Friday, all products that were uploaded or changed on the previous business day are typically reviewed. Exceptions may occur. This means it can take approximately 48 hours for an item to be approved. This process cannot be sped up.
- Products uploaded on Fridays will not be processed until Monday.
- If you want products to be online for the weekend, we recommend uploading them by Wednesday.
- During the review, we check whether the item is set up correctly, the description and criteria are appropriate, the specified certificates are accurate and valid, the item is categorised correctly, and the product images comply with our style guide.
- If the item is correctly set up, it will be approved. It may take a few more hours for it to become visible in the shop.
- If the item requires changes or if we have any questions, we will send an email from freischaltung@avocadostore.de to the email address you provided in the backend ("Email Ansprechpartner") with the necessary changes and reject the product.

- However, if the product was uploaded without a photo, we will reject it without notice.

Even after the initial approval of a new product, our approval team will re-review products if the general product information, costs for freight forwarding goods, or the content quantity of a variant is edited, or if new images are added. In such cases, the products will remain online during the review and will only be taken offline if there are any problems with the changes.



Automated Data Exchange

In addition to manual data management, we offer automated data exchange via CSV files for product creation and updating offers.

- Product import via CSV file*
- Offer import via CSV file

*Are you a reseller? Please inform us via email at shop@avocadostore.de if you would like to use the product import. Special regulations apply in this case.

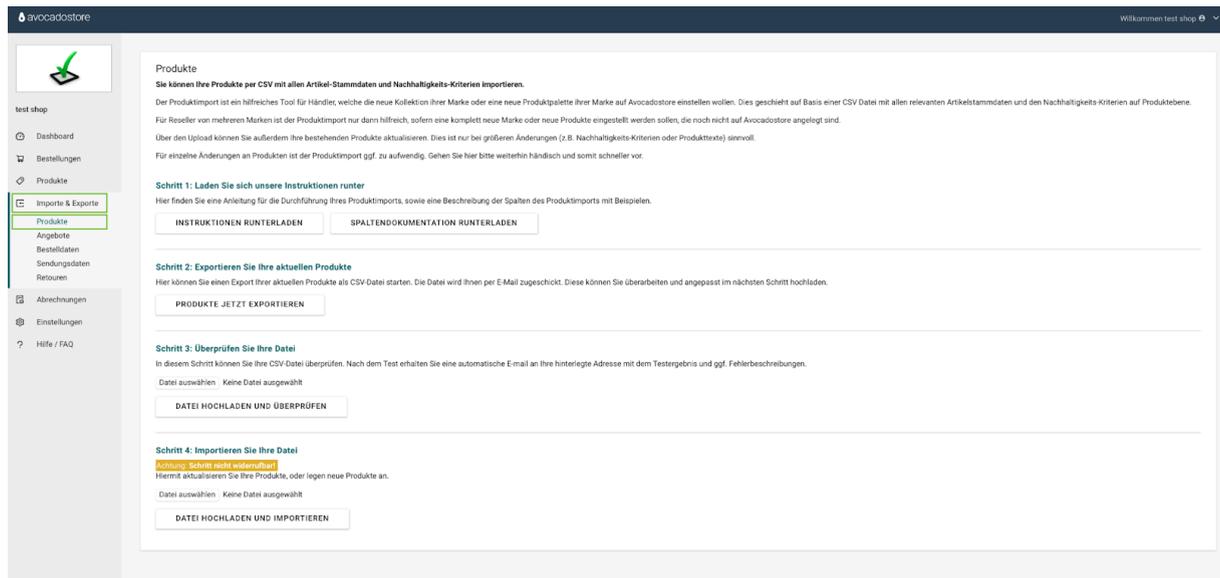
Product Import

You can import your products via CSV with all product master data and sustainability criteria. Existing products can also be updated.

The product import is a useful tool if you want to upload a new collection or a new product range from your brand to Avocadostore. This is done using a CSV file that includes all relevant product master data and the sustainability criteria at the product level. If you are a reseller of multiple brands, you can only use the product import tool to upload entirely new brands or products that are not yet listed on Avocadostore.

You can also update your existing products via upload.

You can find the product import in the shop backend under the tab "Importe & Exporte -> Produkte" (=Imports & Exports -> Products).



You will be guided through four steps:

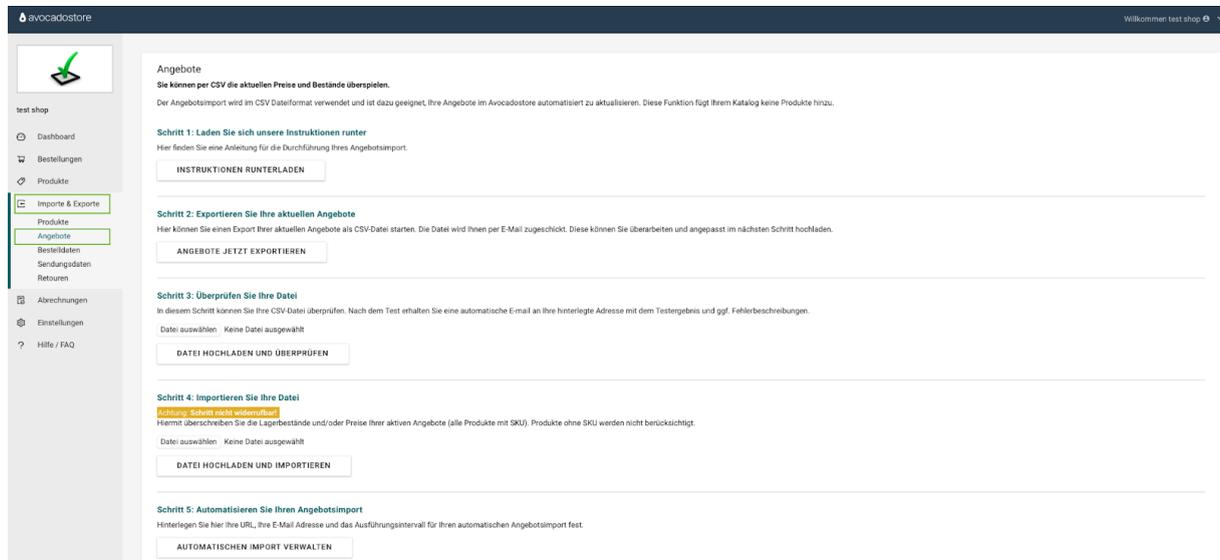
- Step 1:** Download the instructions.
Carefully read through the instructions in advance and follow them throughout the process.
- Step 2:** Export your current products.
If you are new on Avocadostore and haven't listed any products yet, first create a product manually. It's important to fully complete the product creation. Only then is it possible that you export your current products. Use this document to add more products in the correct format with all required information.
- Step 3:** Review the file.
After filling out the CSV file from Step 2, you run a test import. You will receive an automated email to your contact email address with a test result and a description of errors if there are any.
You can then make any necessary changes.
You can repeat this step as many times as needed. Proceed to the next step only when you no longer receive an error description.
- Step 4:** Import your file.
This step cannot be undone.
You will update your products or create new ones.

Offer Import

You can update current prices and stock levels via CSV upload. Providing SKUs is mandatory for this process. The offer import uses the CSV file format and is suitable for automating the updates of your offers on Avocadostore.

You have the option to execute the offer import manually or automatically. For the automated offer import, you can choose between different intervals: once a day, every 2 hours, hourly, or every 15 minutes. The more frequently stock levels are updated, the fewer inventory errors occur. This offer import feature does not add new products to your catalogue.

You can find the offer import feature by logging into the shop backend, in the tab “Importe & Exporte -> Angebote” (= imports & exports -> offers).



The screenshot shows the 'Angebote' (Offers) section in the AvocadoStore backend. The page title is 'Angebote' and the subtitle is 'Sie können per CSV die aktuellen Preise und Bestände überspielen.' (You can upload current prices and stock levels via CSV). The page contains five steps:

- Schritt 1: Laden Sie sich unsere Instruktionen runter** (Download our instructions). Includes a button 'INSTRUKTIONEN RUNTERLADEN'.
- Schritt 2: Exportieren Sie Ihre aktuellen Angebote** (Export your current offers). Includes a button 'ANGEBOTE JETZT EXPORTIEREN'.
- Schritt 3: Überprüfen Sie Ihre Datei** (Check your file). Includes a button 'DATEI HOCHLADEN UND ÜBERPRÜFEN'.
- Schritt 4: Importieren Sie Ihre Datei** (Import your file). Includes a button 'DATEI HOCHLADEN UND IMPORTIEREN'.
- Schritt 5: Automatisieren Sie Ihren Angebotsimport** (Automate your offer import). Includes a button 'AUTOMATISCHEN IMPORT VERWALTEN'.

You will be guided through several steps:

- Step 1:** Download the instructions.
Carefully read the instructions in advance and follow them during the process.
- Step 2:** Export your current offers.
The file will be sent to you via email, and you can edit and adjust it.
- Step 3:** Review the file.
Once you have completed the CSV file, you run a test. You will receive an automated email at the address provided in step 5 with the test result and, if applicable, a description of any errors. You can then make any necessary changes.
You can repeat this step as often as needed. Proceed to the next step only when you no longer receive an error description.
- Step 4:** Import the file.
This step is final and will overwrite your stock levels and/or prices. Products without SKUs will not be considered.
- Step 5:** Automate your offer import.
Here, you can enter the URL and your email address and set the execution interval.



Arising Questions

Product List in Your Backend

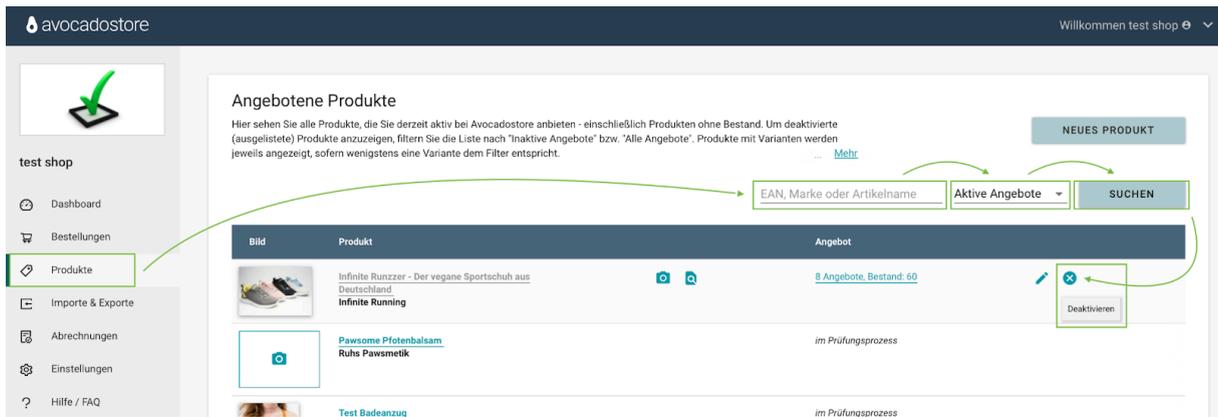
Whether a product appears under "Meine Produkte" (= my products) with the filter selection "Aktive Angebote" (= active offers) or "Inaktive Angebote" (= inactive offers) depends on the "active" checkbox for the offers. The current status of the product—whether it is online, offline, or under review—does not affect this.

As soon as at least one offer of the product meets the respective condition, the product will appear in the list. For example, a product with two variants/offers, where the checkbox is checked for only one offer, will appear in the list under both filter settings.

If the filter selection is set to "Alle Angebote" (= all offers), then all products will be displayed.

Deactivating/ Deleting Products

Unfortunately, items cannot be deleted or permanently removed. However, the offers for a product can be set to inactive via the "Deaktivieren" (= deactivate) option in the backend. Images and product titles do not need to be deleted. Please refrain from removing images or writing "Deleted" in the product titles for products you wish to delete/ deactivate, as this will result in them being sent for approval and reviewed by us.



Visual Display of Discount

With a visual display of discount, you can highlight that you are offering the product below the recommended retail price (RRP). This will be displayed on both the product overview page and the product page.

You have two options for a visual display of discount:

1. Price reduction at the time of product creation:
When creating a new product, enter a recommended retail price (RRP) and an offer price that is at least 10% lower.
2. Reducing the product at a later time:
To do this, set the offer price lower than the recommended price. In your product overview under "Produkte" (= products), find the product for which you want to change the price. Click on the pencil icon to edit the product, or on the blue-highlighted information showing the number of offers and stock to edit the price of individual variants.



- The product does not need to be checked and approved by us after a price change made in this way.
- A visual display of discount will only appear if there is a reduction of at least 10%.
- Price reductions (visual displays of discount) for all offers can be quickly applied via the offer import.

Offering Customised Products

You also have the option to offer products that can be customised.

If customers wish to customise a product, they are supposed to send you an email after purchasing at Avocadostore, including the order number and their customization request (e.g., desired text).

Therefore, we kindly ask you to include the following text clearly in the product description for our customers:

Du möchtest dein Produkt individualisieren?

- 1. Bitte sende nach dem Kauf deine Bestellnummer und deinen Wunschttext an [EMAIL-ADRESSE].*
- 2. Bitte beachte, dass Artikel mit persönlichem Text erst bearbeitet werden können, wenn der Wunschttext eingegangen ist.*

Umtausch und Rückgabe:

Diese Artikel sind vom Widerruf ausgeschlossen, da sie nach deinen Spezifikationen angefertigt wurden bzw. auf deine persönlichen Bedürfnisse zugeschnitten sind.

(Translation:

Do you want to customise your product?

1. Please send your order number and desired text to [YOUR EMAIL ADDRESS] after purchase.
2. Please note that items with personalised text can only be processed once the desired text has been received.

Exchange and return:

These items are excluded from cancellation since they are made according to your specifications or tailored to your personal needs.)

Search Bar at Avocadostore

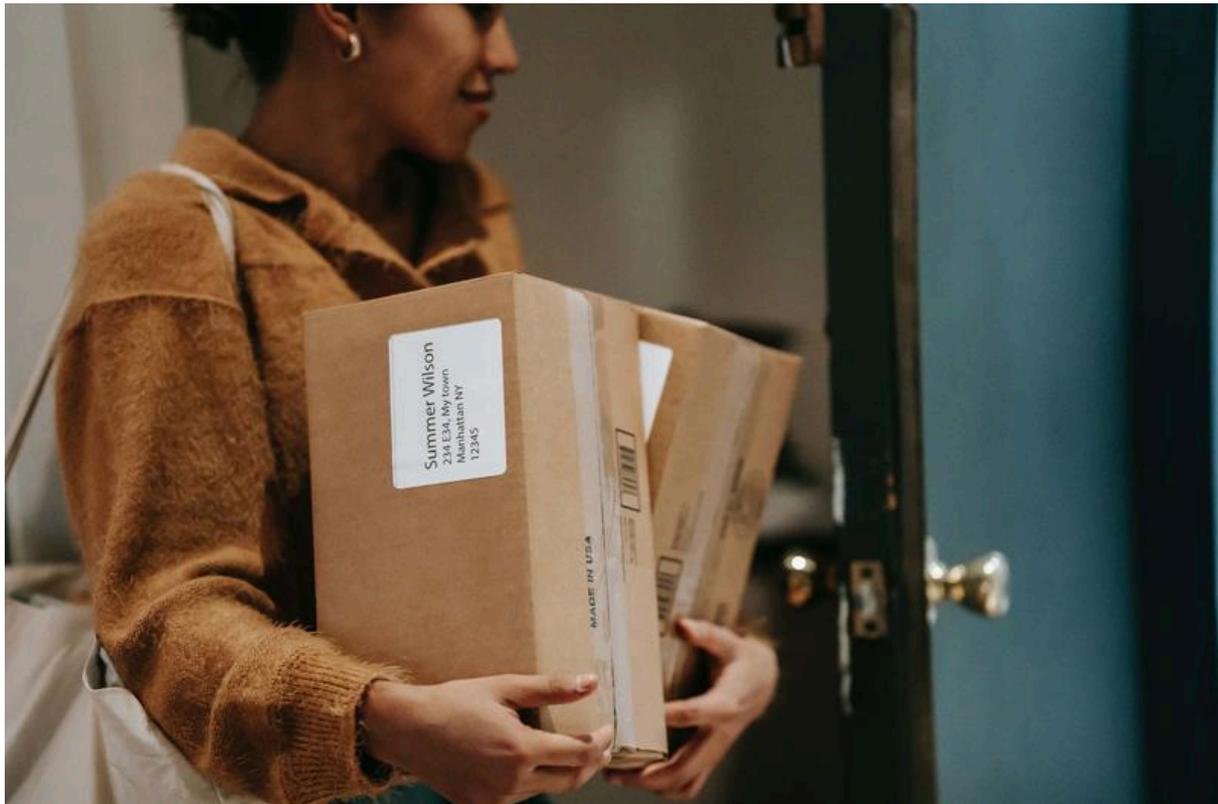
Customers can use a search function on the marketplace. In the web view, you can find it at the top right of the screen. In the mobile view, you must first open the menu, where the search bar is located at the very top.

The search function identifies terms from the article name, product description, brand, and category. The closer the search term matches the words in the article name and product description, the higher in the list the products will appear. It doesn't matter where exactly the match occurs, whether in the article name, product description, brand, etc.

If you want your product to be found when entering various search terms, you must include these terms in the product description. Please ensure that the product text remains natural and appealing.

Our search function is operated by an external provider, so it may take up to 24 hours for new products to be indexed. If your account is new on Avocadostore, your shop and products must be online for 24 hours before they can be found.

If you notice that your products or brand are not being found, please feel free to contact us.



Shop Setup

General Information Regarding the Shop Setup

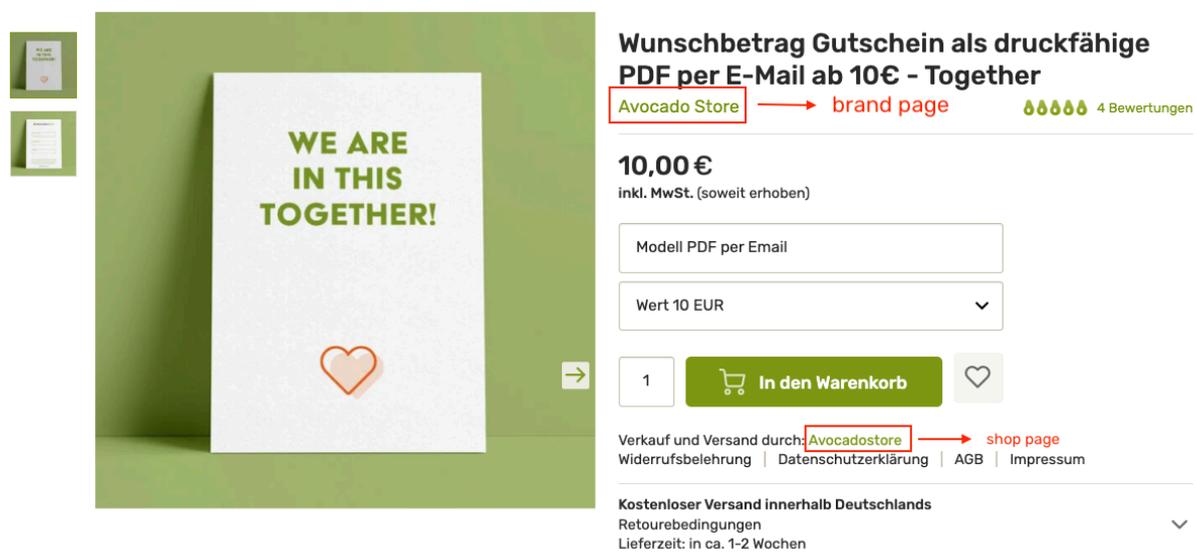
As a vendor, you are responsible for setting up your shop yourself. Through *Mein Shop - Profil (= My Shop - Profile)*, you can customise your logo, the banner for your shop and the shop description, as well as set up your shop with your products. It is very important to provide transparent information about your products, their origins, production, and materials.

- You can set your own prices for your items and shipping flat rates
- You are allowed to sell an unlimited number of items with us.
- You can also decide in which regions you want to offer your products, with which shipping costs and return policies:
 - Germany (D)
 - Austria (AT)
 - Europe (EU; EU-countries except Germany and Austria)
 - International (INT; other European countries and all remaining countries)

If you wish to serve all shipping regions, you must explicitly select all options. The focus at Avocadostore is on customers with delivery addresses in Germany, with Austria being the second largest group. One option could be to start with the Germany shipping region until your processes are running smoothly, or if, for example, you want to combine those processes with logistics for your own online shop.

Shop Page vs. Brand Page

We generally differentiate between the brand page and the shop page.



The *shop page* is your vendor page. You can manage it independently via the shop backend.

As of February 2024, it is also possible to add a shop banner (recommended size: 3880x1164 px, but at least 1940x582 px, 10:3 ratio). Previously, four different product images were displayed here, without any control over their selection. If you do not upload a banner, these four product images will continue to be shown.



The *brand page* is the page for the brand, and we manage it for you. You can send us your logo (250x270 px), brand banner (recommended 3880x1164 px, but at least 1940x582 px, 10:3 ratio), and brand description by email to shop@avocadostore.de and we will upload them for you.

If you, as a seller, run your own brand, it is natural that the shop and brand names may be the same. However, there are cases where a seller offers multiple brands (e.g., resellers).

Distinguishing between the shop page and brand page is important for several reasons. If a customer likes a particular brand, they will search specifically for it. If a customer prefers to order everything from one shop, for example to save on shipping costs, they will search specifically for the shop.

Important: We can only promote you once the shop page and brand page are set up and your products are online. Therefore, these pages are highly relevant to our marketing teams.



Ranking, Algorithm and Marketing

The products on our marketplace are placed by an algorithm. The number of orders and clicks within the last 14 days, as well as the available stock of all size variations, play a crucial role. This data is compared to the performance of the relevant category.

As a seller, you can positively influence your ranking by maintaining a stock of >0 in all available sizes and by encouraging clicks with appealing, high-quality images and a clear product title. The total stock quantity is not relevant.

Example (for clothing and shoes):

A shirt in blue, available in sizes S, M, L, XL, XXL, with a total stock of 15 pieces, ranks better than a shirt in blue available only in sizes S and XXL with a total stock of 50 pieces.

For “non-fashion” products, sizes and stock are not considered. Ideally, the product can stand out through transparent information on sustainability criteria and a clear product description, increasing the likelihood of being purchased.

Please note: If an item goes offline, it may take up to 12 hours for it to be automatically placed back in its previous position.

SEO Optimisation of Product Descriptions

Product pages are ranked by search engines when they are deemed relevant for specific keywords. To ensure that Avocadostore's products are included in these rankings and displayed as search results for relevant keywords, it is important to optimise the product descriptions for SEO. To make it clear to search engines what type of product is being offered, this must be clearly stated in the product description title.

The title should include the product category (e.g., shoe, dress, bag, etc.), specify whether the product is for women, men, or unisex, and describe the product's characteristics and style using adjectives. Special product names provided by the manufacturer can also be used. In general, only German words should be used for a German search engine, with the exception of foreign language brand names for specific styles, as these are essential to the description.

Additionally, the sales text should be as user-friendly as possible. Relevant keywords should be used and repeated throughout the description. Structuring the text with multiple headings helps improve readability and has a positive effect on the page's ranking. Styling suggestions or noting that a product is available in other colours or variations are also useful additions.

In addition to the text, it is beneficial to include many images on the product page. This increases the time users spend on the page, making it more interesting to search engines.

Search Engine Optimisation through EAN/GTIN

The provision of EAN/GTIN can also contribute to greater visibility in search engines. With the growing diversity of attractive online retailers, it is becoming increasingly challenging to stand out from the crowd. As a result, the relevance of search engine marketing and comparison portals is increasing, enabling your products to be suggested to potential customers during a product search. This way, products and retailers enter the "relevant set" and can play a role in future purchasing decisions.

A basic requirement for integrating products into these important marketing activities is the provision of a GTIN (synonymous with EAN) for each individual product. Specifically, providing a GTIN optimises the display of ads in Google and Bing Shopping and enables inclusion on comparison portals such as Ladenzeile.

These marketing activities generate visits from new and returning customers to the product pages of your brand(s) on avocadostore.de and avocadostore.at, giving your offerings sustainable visibility. An increase in the number of product views and orders can, in turn, have a long-term positive impact on the ranking of your products within Avocadostore.

Finally, the increased visibility of your products naturally contributes to overall brand awareness and can significantly support your brand building efforts.

Explanation: GTIN

The acronym stands for Global Trade Item Number, an international, unique number for product identification, assigned and managed in Germany by the company GS1 Germany GmbH. It is essentially a number, usually combined with a barcode, that facilitates inventory management and distribution of products. It helps in precisely identifying a product and serves as an access key to product information stored in databases, such as the product name, weight, or category.

Overview of SEO and Google Shopping Requirements

Requirements	Respective Point during Creation Process	Requirement and Description	Example	Purpose
Article title	Artikelname (=Name of the article)	Character limit: Maximum 70 characters		Google Shopping
Article title	Artikelname (= Name of the article)	Name of the article, it is recommended to include brand and colour	Herren Poloshirt blau	Google Shopping
Meta Description	Produkt-beschreibung (= Product Description)	Minimum 90 characters, maximum 156 characters (130 are visible). If possible, mention the category and eco-friendly terms: - Fair- Trade Kleidung (= fair-trade clothing) - Bio- Mode (= organic fashion) - Slow Fashion - If vegan: mention it - If GOTS- certified: mention it		SEO
Description of the article	Produkt-beschreibung (= Product Description)	Minimum: 150 characters, maximum: 5.000 characters		Google Shopping
Description of the article	Produkt-beschreibung (= Product Description)	It is recommended to mention the main keyword again in the text		Google Shopping
Description of the article	Produkt-beschreibung (= Product Description)	The following <u>should not</u> be included: - ALL CAPS - Links to your own shop and other websites - Payment and sales information - References to internal categorisations - Comparisons with other products - Details about other products, accessories or similar available items	- "Free shipping!" - "Spielzeuge & Spiele -> Spielzeuge-> Babypuppen" - "better/ bigger/ faster as xyz..."	
Description of the article	Produkt-beschreibung (= Product Description)	Avoid duplicate content, i.e., texts that are copied 1:1 from other descriptions		SEO
Unique Product Identifiers	Angebote (= Offers)	Use GTIN (=EAN/GTIN/ISBN)		Google Shopping
Images	Bilder (= Images)	- An image must be uploaded for the product - The image shows the offered product - The correct colour of the product is displayed - The main image shows only the listed variant, not multiple variants in one image		Google Shopping
Images	Bilder (= Images)	Maximum image size 16 MB		Google Shopping
Images	Bilder (= Images)	Image size - For fashion, at least 250x250 pixels - All other images at least 100x100 pixels		Google Shopping
Images	Bilder (= Images)	<u>Should not</u> include: - Calls-to-action - Service-related information - Distracting content - Frames	- "Buy" - "Free shipping / xy years warranty" - Watermarks, logos, brand names	Google Shopping

Tips for Increased Visibility

1. SEO- Optimised Product Titles

In the category view and search results, customers can only see the first 30 characters of the product title. Therefore, the most important information should be placed at the beginning of the product name. To ensure your product is easily discoverable in the shop and through search engines, you should mention the key features and primarily use German terms.

First, mention the product category, followed by the main features and/or the brand name, if available.

Examples:

- *Rollkragenpullover Merinowolle 100% mulesingfrei (= Turtleneck Sweater Merino Wool 100% Mulesing-Free)*
- *Lunchbox auslaufsicher aus Edelstahl rostfrei (= Leak-Proof Lunchbox Stainless Steel)*
- *Vegane Damen Sneaker „Mimi“ mit Klettverschluss (= Vegan Women's Sneakers "Mimi" with Velcro)*

2. Discount Your Products

Highlight that you are offering the product below the recommended retail price through a sale. This discount will be displayed on the product and product pages within a category (provided the discount is at least 10%).

3. Offer Free Shipping

When customers add products from multiple vendors to their cart on Avocadostore, all shipping costs are added and combined. This is a significant difference from other marketplaces and platforms where customers are accustomed to free shipping and returns. Since each vendor sets their shipping costs individually and may pass them on to customers, this could lead to products with shipping costs being removed from the cart. Products with free shipping may therefore appear more attractive.

Important: Products with free shipping can be found by customers using our search filters and will have a green label on the product image stating "Versand 0,-".

Additional Marketing Services

If you would like to book marketing services, please use our [Marketing Services Request Form](#), which will guide you through the necessary steps and collect all required information. We will match your needs with our availability and send you a corresponding offer.

How You Can Promote Us

Of course, you are welcome to promote us as well. Please refer to the essential information about our brand and feel free to use one of our product collages. All information and files can be found in our [Help/ FAQ Section](#).

You can download our logo via the following link and use it for your purposes:
<https://www.avocadostore.de/presse>.

Important:

- Please use the wording “bei Avocadostore” and avoid “beim/im Avocadostore”.
- Please do not use real avocados in your communication about us, only our logo.
- Please send any elaborately produced or animated content to your Avocadostore contact person for review and approval.

Final Words

You did it! Your first product(s) are created, and your shop is ready. Successful selling at Avocadostore can now begin or continue.

In addition, we've provided you with insights into processes, shared tips for selling on Avocadostore, and explained backend functions. Nowhere else will you find more detailed information about our sustainability criteria and how we interpret them.

Don't set aside the Product Setup Guide—keep it handy whenever you're adding new products. Since we continuously make improvements to the backend, it's always worth checking for the latest version of the guide.

If you still have questions, feel free to visit our [Help/ FAQ Section](#) or contact us via shop@avocadostore.de.

We look forward to seeing your new products!