National Product Catalogue – Best practice for Trade Item Descriptions

v1.0

Trade Item Description and associated descriptive attributes

In the National Product Catalogue the 'trade item description' is an important attribute and the cross industry best practice is to construct the description as follows:

'Brand' + Sub-brand' + 'Functional Name' + 'Variant' + 'Net Content' (where applicable).

A range of data recipients rely on accurate and consistent population of the descriptive attributes 'Brand', 'Sub-brand', 'Functional Name' and 'Variant' to provide unambiguous and full product descriptions. This allows the flexibility to use the individual attributes or combinations of attributes for varied description and search function requirements.

Useful tips to ensure high quality descriptions

The standard definitions of these attributes can be found in the Data Dictionary (or 'Cookbook')

1. Brand Name: This is the brand name that the user/consumer/clinician would recognize the product by, or can be the name of the manufacturer, or it may be the Supplier Name

2. Sub-Brand: this component is often over-looked but is required when applicable. A Sub-Brand may be a registered trademark (please do not include the actual R or TM symbols), and should not be entered in the Functional Name field. If we take the iPhone as an example, 'iPhone' should be the Sub-Brand (and 'Apple' the Brand), and 'Smartphone' the Functional Name; even though in common language we refer to this product as an 'iPhone', which might lead some people to thinking it is acceptable as the Functional Name.

3. Functional Name: is what the product is and how it is used. For example: a 'Dressing' could either be a 'Wound Dressing' or a 'Salad Dressing'. Use enough detail to avoid confusion. Keep in mind that your Functional Name should fit within 35 characters, and that you are not allowed to use abbreviations.

Functional name **should not include Brand, Sub Brand, Variant details nor net content**

Please note that for medicines, the generic medication ingredient (or active ingredient) and strength should not be entered in the Functional Name but in the 'Medicine/Device Unit Name' attribute.

Functional Name for Medicine would be to describe what the medicine is used for – Pain Relief, Cardiac Antiarrhythmic, Diuretic, Anti-Hypertension - it is OK to use a medical term that is in common use

4. Variant: the variant field can contain multiple characteristics of an item, as well as abbreviations, with a maximum length of 35 characters. Example: a product that is Extra Large, coloured Dark-Blue, and is 55 mm long could have the following variant: 'XL Dark-Blue Length 55 mm'. Keep in mind that

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the Net Content of an item should not be entered in the Variant but in the 'Net Content' field. For example '100 ml' can't be the Variant of a syrup, but is instead the Net Content.

See Appendix I for product example of Trade Item Description

Trade Item Description Examples

Example of Bad Practice

Data attribute	Example data	What's wrong?
Brand	**Chocolate**	This is not the brand.
Sub Brand	**250g Block**	This is not the sub brand, even though there may be a whole range of chocolate 250g blocks
Functional Name eg #1	**Brando Chocolate**	1. The brand should not be part of the functional name. 2. This does not imply what the product is 3. Chocolate block would be the correct functional name
Functional Name eg #2	**Milk Chocolate 250g**	There is no need to include Milk – this is the variant The net content should not be included
Variant eg #1	**Milk 250g**	This is a suitable variant for a block of Milk Chocolate however the 250g should be Net Content and not included in the variant.
Variant eg #2		Do not leave this blank when there are 2 or more like products – e.g. there are multiple flavours or types of block chocolate and this must be included for clear identification of product
Net Content (1)	**1**	This is usually the weight or count (1N is the Net Content UOM code) of the product. It is a good idea to include the UOM description – like Pack, Pair, Gram, Kg, Lt etc
Trade Item Description	**Brndo Chocolate 250g 1 EA**	1. Do not use abbreviations. "Brando" not "Brndo". 2. This is not descriptive enough – the variant Milk must be included 3. If the net content is only one then omit "1 EA" from the end of the description

Example of Good Practice

Data attribute	Example data	What's wrong?
Brand	**Brando**	This is the brand of the product.
Sub Brand	**Supalite**	This a sub-brand associated with the "Brando" products and appears on the packaging. Note: Sub-brand can be left blank
Functional Name	**Iris Scissors**	1. This what the product is, with how it is used. 2. Note: "Scissors" is too general and could be confused with general office scissors

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Variant	**Sterile 25 mm Straight Blades**	1. This is used to distinguish between similar products eg If there also exists a similar product with "Sterile 40 mm straight blades" then the variant is used to distinguish between the two. 2. Note: Variant can left blank.
Net Content (1)	**3**	1. There are 3 pairs of scissors in the pack. 2. Net content UOM code could be 1N for count or EA
Trade Item Description	**Brando Supalite Iris Scissors Sterile 25 mm Straight Blades 3EA**	This is a made by combining 'Brand' + 'Sub Brand' + 'Functional Name' + 'Variant' + 'Net Content
Example Data Recipient 'Custom' Description	**Iris Scissors Sterile 25 mm Straight Blades Brando Supalite 3 Pack**	1. The data recipients can create a description, using these components, in their own format. 2. An example is: Functional Name + Variant + Brand + Sub-Brand + Net Content 3. "Pack" is human-readable description for the net content description

Appendix I

Global Naming Standards

Field	Example
Brand	Pic's
Sub-Brand	Really Good
Functional Name	Peanut Butter
Variant	Crunchy
Net Content	380g
Amount of base units in inner	X 2
Amount of inner units in case	X 6
Trade Item Description	Combine all of the above

Trade Item Description = Pic's Really Good Peanut Butter 380g – Base; Pic's Really Good Peanut Butter 380g x 2 – Inner; Pic's Really Good Peanut Butter 380g x 2 x 6 - Case

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