



Submitting Variable Products

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Published By:

Collabria, Inc.

2121 S. El Camino Real

Suite 300

San Mateo, California 94403

Publication Number: Draft

Revised: 5/04/2001

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Variable Products Overview

PrintCommerce eCatalog™ enables users to quickly order products from a custom online catalog. One of the features of your company's catalog is its ability to support variable products. In *eCatalog*, a variable product contains editable content. When you select a variable product to order, you can personalize the content by entering data into an online template. In *eCatalog*, the online template is called the **Customization** screen. The template behind the **Customization** screen ensures that the information you enter is formatted properly. The system generates an online proof of the customized product for your review.

The templates are created based on information you provide. Collabria™ does not complete the design work for the templates; rather, Collabria creates a template based on the completed forms and files you submit during the *eCatalog* Implementation Process. The information you provide also defines how the templates are displayed on the **Customization** screen of the catalog.

For Collabria to complete the setup of variable products, you need to provide the following:

- completed and labeled **Field Diagram** for each variable product
- completed and labeled **Line Diagram** for each variable product
- completed and labeled **Block Diagram** for each variable product
- completed **Variable Product Setup Form** for each variable product
- Master Fields** spreadsheet containing all the fields of every variable product
- imposition information for each variable product (Note: the implementation of variable products can begin before imposition information is provided)
- digital files that can be converted into EPS files for each variable item
- samples of every variation of the variable product, showing at least the minimum content and the maximum content

Diagramming Variable Products

Diagramming is an important part of completing the **Variable Product Setup Form**. There are three diagrams you need to create and submit for each variable product: the **Field Diagram**, the **Line Diagram**, and the **Block Diagram**. The diagrams help you to organize the fields and blocks of the variable product, making it easier to define the rules and logic on the form. When diagramming, use a sample with the *maximum content*. A sample with *maximum content* is one that uses all the potential fields available for the product. Be sure to submit the diagrams along with your other required materials.

Creating a Field Diagram

1. Print out a copy of the product.
2. Draw a square or circle around each printed part of the product. Each part you circle is a field. For example, for a name you may circle four different parts: the prefix, the first name, the last name and the suffix. On the **Customization** screen, users will enter information in the fields to customize the product.
3. Designate a letter or number for each circled part.
4. Create a key that associates each letter with a **Field Name**. The **Field Name** defines the labels as they appear on the **Customization** screen of the catalog. Write this key on the diagram.
5. Use this **Field Diagram** to complete the **Variable Product Setup Form**.

Creating a Line Diagram

1. Print out a copy of the product.
2. Draw a square or circle around each line of text.
3. Designate a number for each line.
4. Use this **Line Diagram** to complete the **Variable Product Setup Form**.

Creating a Block Diagram

1. Print out a copy of the product.
2. Draw a square or circle around each text block. Each product has one or more text blocks that are controlled by the same logic. For example, on a business card, there may be an address block, a phone block, and a name block.
3. Designate a number for each block.
4. Use this **Block Diagram** to complete the **Variable Product Setup Form**.

Creating the Master Fields Spreadsheet

The **Master Fields** spreadsheet keeps your catalog's variable products organized and functional. It is a tool that ensures field consistency for all your catalog's variable products. The spreadsheet contains a superset of all the fields for every variable product in your catalog. It also lists every variable product and indicates the fields that each product contains. You begin creating this spreadsheet while completing your first variable product, and you consistently refer to it and update it as you complete subsequent variable products. Your Collabria representative works with you to create and maintain this important tool. Your Collabria representative keeps a copy of this spreadsheet, which is available to you at any time.

To create a **Master Fields** spreadsheet:

1. Begin with the variable product containing the most fields. List these fields vertically using the **Field Diagrams** to assist you. As a result, each field has a row.
2. List the **Name** of each variable product across the top of the spreadsheet, starting with the product that contains the most fields. As a result, each product has a column.
3. In the column of each product, enter an **X** in the appropriate rows to indicate that the product contains the field associated with the row.
4. If a product contains additional fields, add the new fields to the bottom of the field column. Mark the row for each product that contains the new field.

Completing the Variable Product Setup Form

The **Variable Product Setup Form** defines the *rules* and *logic* of the online template for each corresponding variable product. Each variable product requires a separate form. The *rules* of a template describe how the template will look on the **Customization** screen of the catalog. They also indicate whether or not a field is optional or required. The *logic* is a program for the template based on a series of if-then clauses. It defines how the template acts in various situations according to the rules. You can mouse over the red triangles on the form for additional field information and instruction.

1. Enter the name of your company in the **Customer Name** field.
2. Enter the name of the product in the **Product Name** field.
3. Complete the **General Information Table**.
 - ◆ **Pre-print** are those elements of the product that are printed on the shells or masters. These elements do not need to be imposed.
 - ◆ **Imprints** are those elements of the product that are not already printed on the shells or the masters. These elements are printed every time the product is ordered.
 - ◆ List the **Colors** for both the imprint and pre-print elements of the product.
 - ◆ Specify the **Fonts** used. Use only PostScript Type 1 fonts.
4. Complete the **Field** table. The **Field** table is the large table at the top of the screen.
 - ◆ The **Field** table is a blank table. Use your **Field Diagram** and **Master Fields** spreadsheet as a guide to complete the table. Be sure to continuously update the spreadsheet.
 - ◆ The **Sort Order** column specifies the order of the input fields on the online **Customization** screen. For example, you may want the field for the address to appear first. In this case, enter a **1** in the **Sort Order** column for **Address**.
 - ◆ The **Field Name** defines the labels as they appear on the **Customization** screen of the catalog.
 - ◆ You may want users to have label options. For example, a phone field may have options, like Phone, Cell, Mobile and Pager that users can select before entering the appropriate number. To accomplish this, enter **drop-down label** in the **Field Name** column. Then enter the different options in the **Special Formatting** column.
 - ◆ Each field has a **Line Designation**, which means it is part of a line. Refer to your **Line Diagram** and your **Field Diagram** to assign line numbers to each field on the form.
 - ◆ Each field has a **Block Designation**, which means it is part of a text block. Refer to your **Field Diagram** and your **Block Diagram** to assign the block numbers to each field on the form.

- ◆ Define any **Special Formatting** for each field. Enter **None** if there is no formatting required.

Special Formating Table		
What to Specify:	What it Means	Also Include
Phone formats	All numbers to be formatted a certain way	An example of the desired format Ex.: XXX-XXX-XXXX
Print label	The label, or field name, to be printed on the product	No other necessary information
Drop-down labels	Labels to be selected from a drop-down, like fax, phone, or cell value to be entered in the field	The list of label selections to be displayed in the drop-down
Drop-down values	Values to be selected from a drop-down, like different locations	The list of value selections to be displayed in the drop-down
Forced caps or lower case	Field to always print in all lower case or all caps	No other necessary information
Static text	Field to be static (never changes or moves)	No other necessary information
Font details: italic, bold, size	Field to print italicized or bolded	Besides the size, enter any font features for the field

- ◆ The **Req/Opt** column indicates whether the user can skip the field. Enter **Opt** for optional and **Req** for required. On the **Customization** screen, the required fields will be highlighted in red. A user cannot order a customized product unless all required fields are filled. Typically, fields like First Name and Last Name are required, and fields like Prefix and Suffix are optional.
 - ◆ Indicate the **Font Size** for each field.
5. Specify any shrinking requirements for lines or blocks in the appropriate table.
- ◆ **Shrinking** is a feature that enables users to enter long lines of text that the template will automatically scale to fit within predetermined margins.
 - ◆ Use the **Line Table** referencing the **Line Diagram** to apply shrinking on a line basis. When a line extends the defined margins, the entire line shrinks according to your specifications.
 - ◆ Use the **Block Table** referencing the **Block Diagram** to apply shrinking on a block basis. When a line extends the defined margins, the entire block shrinks according to your specifications.
 - ◆ In the **Apply Shrinking** column of each field, enter the type of shrinking you would like applied to the field. Use the table to understand the different types of shrinking.

Shrinking Table

Type of Shrinking	Definition
Tracking	Shrinks the spaces between characters
Horizontal Scaling	Shrinks the characters horizontally
Font Scaling	Shrinks the font size

- ◆ Shrinking is applied when a line exceeds the specified **Maximum Line Width**.
 - ◆ Indicate the **Maximum Reduction** of the shrinking by percentage or size.
6. Complete the **Alignment Table** by using the **Block Diagram** to determine the behavior of each block. Block behavior refers to how the text of the block aligns.
 7. Once you have completed the form, save it according to the following convention:
Product Name. Part Number.xls.

Providing the Digital Files & Samples

Each variable product needs a digital file. Be sure that the file can be converted into an EPS file. Recommended file types include Quark Xpress, Illustrator, PageMaker, and InDesign. The digital files must contain the following:

- ◆ fonts
- ◆ colors
- ◆ logos
- ◆ margins
- ◆ indication of imprint and preprint elements
- ◆ all placed or linked files

Also include a sample of the item with the minimum number of lines in use and a sample with the maximum number of lines in use. The samples assist Collabria in programming the template for the product.

Completing Variable Product Setup

Upon receipt of all the requirements, your Collabria representative creates the variable product template and uploads it into the system. This completes the variable product setup. Be sure to submit the following for each variable product:

- completed and labeled **Field Diagram**
- completed and labeled Line Diagram
- completed and labeled **Block Diagram**
- completed **Variable Product Setup Form** saved according to the convention: Product Name. Part Number.xls
- Master Fields** spreadsheet containing all the fields of every variable product
- imposition information for each variable product (Note: the implementation of variable products can begin before imposition information is provided)
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