All,

Going forward, we want to establish naming conventions for all D. 51 skus. Please use these naming conventions when submitting quote sheets. Please use this naming convention on any quote sheets and line sheets going forward.

Naming Convention Template:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Season/Project** | **Item Type** | **Item Description** | **Piece Count, Size or Assorted** | **Color, Style, or Material** |
| What season the product falls in to. If the item is SBA, you can skip this naming convention. | What the item is. | Further detail on the item. You may not need this if all of the pertinent information fits under the “Item Type” convention. | The number of pieces included with the item, the size of the item, or the number of assorted styles included in that sku.  You do not need to list all of these- only the information that is important to the piece. For assorted items, use the abbreviate  “AST” not “ASST” | The color or style of the item. |

A reminder that the **maximum number of characters in a description is 30**, so you will need to abbreviate as necessary.

I have listed a number of examples of this naming convention below to help you see how the naming convention works.

Scenario 1: We are setting up items for a Minatures Easter program- an assorted sku with 1) 2 eggs- one blue and one pink 2) 2 eggs- one green and one yellow.

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| --- | --- | --- | --- | --- |
| **Season/Project** | **Item Type** | **Item Description** | **Piece Count, Size or Assorted** | **Color, Style, or Material** |
| ES | MINI | EGGS | 2 PC 2 AST | BL/PNK GR/YLW |

Scenario 2: We are setting up items for a Halloween Crafting program- a suncatcher assorted sku in the following styles 1)Spider 2)Pumpkin 3)Witch Hat.

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| --- | --- | --- | --- | --- |
| **Season/Project** | **Item Type** | **Item Description** | **Piece Count, Size or Assorted** | **Color, Style, or Material** |
| HL | SUNCATCHER |  | 3 AST | SPD PMP WTCH |

Scenario 3: We are setting up items for a Christmas Crafting program- a Christmas wreath felt shape.

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| --- | --- | --- | --- | --- |
| **Season/Project** | **Item Type** | **Item Description** | **Piece Count, Size or Assorted** | **Color, Style, or Material** |
| CM | SHAPE | WREATH | 9” | FELT |

Scenario 4: We are setting up items for a Minatures Valentine program- an assorted sku with a pink fairy and a red fairy.

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| --- | --- | --- | --- | --- |
| **Season/Project** | **Item Type** | **Item Description** | **Piece Count, Size or Assorted** | **Color, Style, or Material** |
| VL | MINI | FAIRY | 2 AST | PNK RD |

Scenario 5: We are setting up items for a Harvest Crafting program- a color your own puzzle with 50 pieces.

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| --- | --- | --- | --- | --- |
| **Season/Project** | **Item Type** | **Item Description** | **Piece Count, Size or Assorted** | **Color, Style, or Material** |
| HR | PUZZLE |  | 50 PCS | CYO |

Scenario 6: We are setting up items for a SBA program- a clear gem bag with 100 pieces

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Season/Project** | **Item Type** | **Item Description** | **Piece Count, Size or Assorted** | **Color, Style, or Material** |
|  | GEM |  | 100 PCS | CLEAR |