

February 2008

RVAA Standards

Has Your Company Committed to RVAA's Graphics and Pricing Format Standards?

It has been said that "standards are only 'standard' when companies actually use them..." Every industry develops sets of standards for various business practices in the hopes that their acceptance will help to expedite certain processes and functions. In the long run, the adoption of standards is a "win-win" for all those who participate. The results ultimately can be seen in your company's bottom line, and ultimately filter down to the consumer level resulting in higher levels of customer satisfaction. So it is with RVAA's Graphics and Pricing Format Standards - the adoption of these two important standards by the association can and will provide greater workability between our member distributors and suppliers. Additionally, these standards will be reviewed on an ongoing basis. If changes need to be made, they will be reported to the entire membership of RVAA as soon as a standard has been revised.

For now, it is most important that members of RVAA make our graphics and pricing format standards a mandatory part of their business practices. As noted above, "standards only become standard when companies actually use them..." Our graphics and pricing standards are reproduced below. This information as well as sample excel files can be found at RVAA's website at www.rvaaftermarket.org.

RVAA Price Format Standards

RVAA Price Disk Standards

- Software for use: Microsoft Excel version 5.0 or higher
- Distribution Media: CD ROM
- CD ROM must be labeled with manufacturer's name and effective date
- Special Notes
 1. All UPC codes must include check digits
 2. Unit of measure is considered to be one
 3. Weight measurement is in lbs.
 4. Information included in parentheses (sample) for column headings layout does not need to be in Excel spreadsheet heading
 5. Vendor Part Number to be formatted as Text

Column Headings Description for Data:

- A. Distributor Part Number (if new product Supplier may not have this information)
- B. Vendor Part Number
- C. Description
- D. Product UPC Code (Retail)
- E. Master Pack (Non-retail) UPC Code I2 of 5 Format (UPC Code to identify master package Of same product)

- F. UPC Code Shipping Container (Non-retail)
- G. Category Code
- H. Country Of Origin (If USA please put USA)
- I. Hazardous Material (Y/N)
- J. Weight Per Unit (lbs.)
- K. Cube Per Unit (volume)
- L. Length of Retail Package
- M. Width of Retail Package
- N. Depth of Retail Package
- O. Unit Of Measure Per Unit
- P. Master Pack Qty.
- Q. Suggested List Price Per Unit
- R. Suggested Dealer Price Per Unit
- S. Distributor Quote Per Unit
- T. Distributor Price Per Unit
- U. Distributor Quantity Break Per Unit
- V. Distributor Quantity Price Break
- W. Distributor Quantity Break Per Unit (Additional Extended Unit Discounts)
- X. Distributor Quantity Price Break (Additional Extended Pricing Discounts)
- Y. Buy Quantity

RVAA GRAPHICS STANDARDS

Following are the RVAA Warehouse Distributor's guidelines for manufacturers submitting graphics and/or text for print and web use.

Formats

TEXT

Microsoft word files saved as (.txt)

PRINT GRAPHICS (Photos, Artwork, Etc.)

Supply all graphics as CMYK

High Resolution

300 dpi (Dots per inch)

3" x 3" Minimum (Larger is good, smaller is not)

Acceptable formats for images are .jpg - .tif - .eps (.eps format for Photoshop only).

RVAA Graphics Standards (Continued)

LINE DRAWING

Should be "Bitmap Tif" (1200 dpi) format.
Size of image 3" x 3" minimum.

ACCEPTABLE SOFTWARE

Acceptable design software includes QuarkXpress 6.5 or lower, Photoshop CS2 or lower, Illustrator CS 2 or lower, InDesign CS 2. (Publisher, Corell Draw, MacDraw or any other graphics programs are NOT acceptable).

SUBMISSION OF ART WORK/ADS

Each Submission(s):

- Must be designed in an acceptable software,
- Must have "native files" with layers,
- Must have a "pdf" file of finished page.

Working Folder:

- Printer fonts that are used in the page files.
- Postscript Type 1 Fonts: make sure you send both the screen font and printer font (two pieces);
- True Type Font: All of the font information is included in one file.
- ALL OTHER FONTS ARE NOT ACCEPTABLE.

PRODUCT SHOTS

All images should be shot on a white or natural background (white preferred).

For best results on a product shot: 8,000 meg. Pix camera, on a seamless light table. This will eliminate all shadows and enhance your product visually.

WEB GRAPHICS

All files for the web should be 72 dpi, RGB and saved as a .gif or .jpg file, size 3" x 3".

Note: Web graphics will not work for print files. If you are producing only one kind of files make sure it meets the print graphic requirements (CMYK listed above). It is easy to translate from CMYK to RGB, but not the other way around.

Saving Graphics

MEDIA DISKS

CD-ROM or DVD-ROM that are readable by Windows or Mac. Please do not use special compression software.

NAMING FILES

FIRST IDENTIFY THE FILE:

- with the manufacturer's UPC Product Code (Example: 047662630150.jpg), if not available,
- with the manufacturer's part number (Example: 3456-

1.jpg)

- Print Graphic words that will easily identify the file (Example: YourNameSewerHoseAd.pdf

SECOND IDENTIFY THE IMAGE IN THE FORMAT IT IS SAVED.

- Three letter suffix (Example: .jpg - .tif - .eps - .pdf etc.)
- Tiff files can be saved as window files and will on a Mac platform correctly (the only difference between the two is the preview). Tiff format should be chosen when there is no clipping path on the photo. Tiff files should be saved as .tif NOT .tiff.
- EPS files are ideal for vector graphics and raster images (photos) with clipping paths. Save all EPS files with a "Tiff Preview" to allow cross platform use of the files.

FILING IMAGES ON A DISK

Labeling your files on a disk is most important.

FIRST, IDENTIFY THE CONTENTS OF THE FILE SPECIFICALLY, NOT GENERICALLY. (Example: NOT "Images", YES "2007 New Images")

- Subdivide the images within the master folder if you have multiple product lines. (Example: "07 Sewer" "07 Towing" "07 Mirrors" etc.)
- Inside subdivided folders listing of images that are new for 07. (Example: 047662630150.jpg, 047662630153.jpg, 0476626301660.jpg, 047662630240.jpg, 047662630333.jpg, etc.)

SECOND, EACH GROUP OF IMAGES SHOULD BE LABELED SPECIFICALLY AND EASILY IDENTIFIED. (Example: 2007 New Product Images, 2007 Ads, Archived Images and Ads, Etc.).

- Archived files should be items that are older than one year.
- Do not leave identifying the image up to your customer. They will get it wrong. When identifying ads tell the location ad should be placed (Example: 1/3pageRHTTowingAd.jpg)

READ ME FILE

Graphic should be accompanied by a Read Me file containing descriptions of the artwork, graphics and/or text. Document should indicate whether the submission is a change or new and if there are archived files from previous years.

PAGE PROOF

A color or black&white laser printout at 100% of the graphic should accompany all new submissions. All archival images can be printed multiple-up as thumbnails.

Reviewing RVAA's Standards.. An Ongoing Process

RVAA will convene a task force on an annual basis to review its existing standards for any possible updates or additional requirements that need to be included. Any changes to standards will be reported to RVAA members through the RV Aftermarket Update and posted on the association's website at www.rvaftermarket.org. Feedback from members is helpful in the process and will be considered during any review of the association's standards. Send your suggestions to RVAA via email at: karl@rvaahq.com. Your ideas will be forwarded to the Standards Task Force Chair to be considered during the review process.

..For an Excel File of RVAA's Pricing Format Standard, Click on the "Standards" Button of the RVAHQ.COM website!