



FMCG marketplace

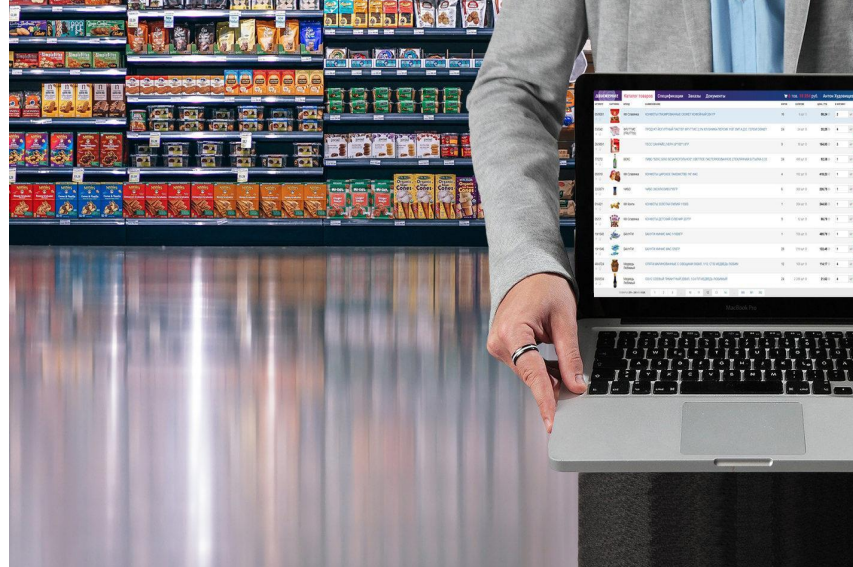
Listex

Platform for the Management, Distribution
and Collection of Product Information

What is Listex.Online?

Listex.Online is a digital catalog of consumer goods. Listex.Online is an open source that can be used by retailers, suppliers, distributors, and customers.

The purpose of the catalog is to provide accurate product characteristics to all participants in the supply chain.



Data is collected in the main five categories:

- Food&Beverages
- Non-food
- Health&Beauty
- Pharmaceuticals

Algorithm of digitization of goods



Studio photography of goods (photos from 2/4/6 sides, 360-degree photos (so-called 3D photos), photo for planograms).



Measurement of weight and dimensional characteristics (height, width, depth, weight) of goods and transport packaging on a high-precision instrument Cubiscan 125.



Placement and storage of information in an open catalog, setting up the integration and automatic exchange of data about the product (including regular automatic updating of data and maintaining their relevance).



A complete description of the goods in several languages and/or the original language (the creation and filling of all the necessary attributes (fat, calorie, production address, composition, shelf life, storage conditions, etc.)



Digital catalog of consumer goods



Our solution



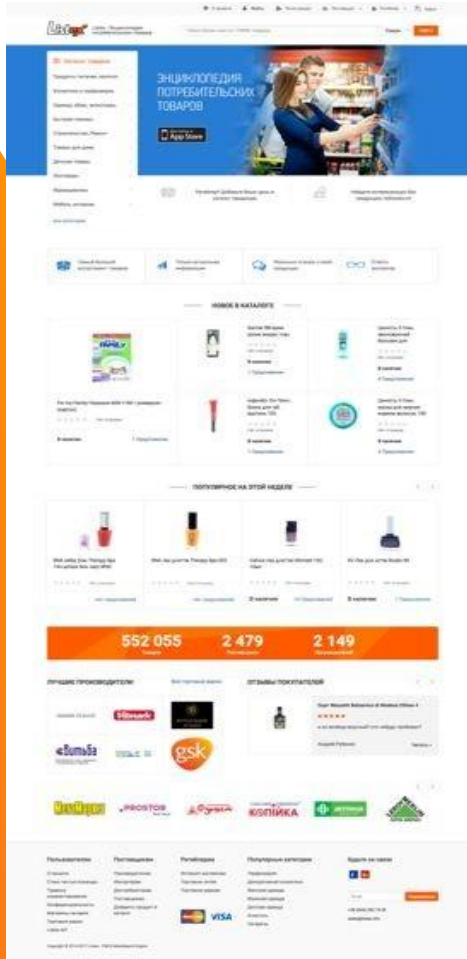
Our solution for

Retail networks:

- ✓ reducing the cost of correcting errors of irrelevant data;
- ✓ reduction in the seller's non-delivery and lack of goods on the shelf;
- ✓ correct construction of planograms;
- ✓ quick and convenient proposal targeting for buyers.

Suppliers, manufacturers, distributors:

- ✓ the maintenance of the relevance of product data throughout the supply chain;
- ✓ saving resources for preparing data for different partners and needs - storing complete information about a product in one place;
- ✓ presentation of goods on the Internet for end-users;
- ✓ unification of processes.



Our solution for

Logistics and transport companies:

- ✓ Accurate and relevant VGH goods and transport packaging;
- ✓ Optimization of storage space;
- ✓ Traffic optimization.

E-commerce:

- ✓ Saving for preparing data for different partners and needs - storing complete information about a product in one place;
- ✓ Quick update and easy maintenance of the relevance of product data on the resource;
- ✓ Unification of processes.

Benefits for retailers

Benefits for retailers

The growing maintenance of digital content is up to date. The catalog is responsible for the relevance of data on products, independently requesting from suppliers of new items, as well as products that have changed the packaging, label, unit parameters or the nesting of transport packaging.

Reduction of time for category managers from routine work of collecting and processing product data from suppliers, as well as saving resources for preparing data for various partners and needs — storing product information in one place.



Benefits for retailers

- ✓ Simplifying the entry of new products: product data is automatically transferred to the network before the assortment committee, as well as the first delivery to the distribution center, which reduces the cost of correcting irrelevant data errors, and also plans to enter product data in all departments.
- ✓ Outsourcing content creation to GS1 standards.

НОВОЕ В КАТАЛОГЕ		
 <p>LENOR Концентрований кондиціонер для білизни Лаванда 1.785л</p> <p>★★★★★ Нет отзывов</p> <p>В наличии 1 предложение</p>	 <p>ORAL_B Зубна щітка Ультратонка Антибактеріальний захист Золото Екстра м'яка</p> <p>★★★★★ Нет отзывов</p> <p>В наличии 1 предложение</p>	 <p>ORAL_B Зубна щітка Ультратонка Антибактеріальний захист Срібло Екстра м'яка 1шт</p> <p>★★★★★ Нет отзывов</p> <p>В наличии 1 предложение</p>
	 <p>PAMPERS Дитячі підгузники Premium Care Junior (11-16 кг) Упаковка 17</p> <p>★★★★★ Нет отзывов</p> <p>В наличии 1 предложение</p>	 <p>ORAL_B Електрична зубна щітка PRO_750 CrossAction D16.513.UX (типу 3756) + футляр</p> <p>★★★★★ Нет отзывов</p> <p>В наличии 1 предложение</p>

Benefits for suppliers



Benefits for suppliers

SALES DEPARTMENT / RETAILERS

- ✓ Simplify the exchange of data with retail networks in the form and number of attributes convenient to both parties;
- ✓ Setting up automatic data exchange between manufacturers and customers in the desired form;
- ✓ Accurate calculation of planograms and presentation of data in a form close to real, with photographs of the goods on the shelf;
- ✓ Regular and automatic updating of information about products in the open catalog and retail networks;
- ✓ Presentation of goods on the Internet for end-users;
- ✓ The release of managers from the routine work of preparing product data for retail chains.
- ✓ Reducing the time to enter new products.

Benefits for suppliers

LOGISTICS DEPARTMENT

- ✓ Accurate calculation of planograms and image data in the form of color photographs on the store shelf (accelerating the work of merchandisers);
- ✓ Actual and accurate weight-and-size features of goods (including transport and interim packages) for easy and convenient planning of product delivery and optimal filling of storage space;
- ✓ The ability to quickly delivering accurate and relevant information about weight and dimension features of goods to transport companies and other partners for convenient work planning;
- ✓ Optimization of storage of goods in warehouses;
- ✓ Usage of accurate, correct, relevant and identical data by all participants of the supply chain.





Benefits for suppliers

MARKETING DEPARTMENT

- ✓ Monitoring of competitors;
- ✓ Increasing brand awareness; Listex.Online is an open-access catalog where the end-user can find the product of interest. Information about trade points, where goods can be bought and links to the pages of sellers is placed on each card of the goods, helping the manufacturer to increase the traffic of his own online store;
- ✓ Usage of banner advertising in the catalog; merchant can place his promotions and novelties both on the main page, and in the category he is located; the average attendance of the site is near 60 000 visitors per month and is constantly increasing;
- ✓ Availability of information for printing;
- ✓ Access statistics in a cut of categories.

Advantages for E-commerce:

- ✓ Easy and fast receipt of data about products in finished form in the requested volume and number of attributes;
- ✓ The possibility of reusing information received, scaling up activities;
- ✓ Regular and automatic update of product information ;
- ✓ Reduction of the work of content managers in the part of the routine work of filling out product data.



There is following algorithm of work with retailers

1



Receiving a list of products from the network

2



Determining the requirements for content

3



Analytical cut according to the availability of the assortment

4



Proposal for cooperation with suppliers

5



Request samples from suppliers

6



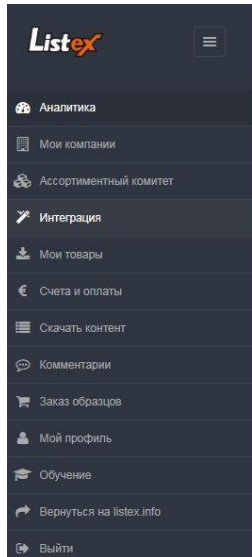
Obtaining samples and information in the catalog

7



Updating the assortment

The convenience of work in the personnel office



Аналитика

Отчет

Мои атрибуты



На модерации: 1
Нет фото Нет ВГХ: 7
ВГХ в обработке: 2
Есть ВГХ (Нет фото): 9
Есть ВГХ, фото в обработке: 17
Есть фото (Нет ВГХ): 1

93

товара в каталоге

58 из которых опубликованы на сайте



19

товаров без фото или ВГХ

пожалуйста, передайте их в нашу фотостудию



Listex-100

Изменить тариф

до 100 SKU в каталоге

стоимость тарифа 24532 UAH в год

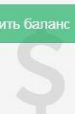


0.00 UAH

Пополнить баланс


на балансе аккаунта

Нет неоплаченных счетов



Наталья Гук [эксперт]

The convenience of work in the personnel office



- Аналитика
- Мои компании
- Ассортиментный комитет
- Интеграция
- Мои товары
- Счета и оплаты
- Скачать контент
- Комментарии
- Заказ образцов
- Мой профиль
- Обучение
- Вернуться на listex.info
- Выйти

← Редактирование товара #93016

Наталья Гук [эксперт]

Вermишель Чумак Павутинка 400г

Все значения атрибутов | Мои атрибуты

* Ябло - атрибут неприменим для данного товара, #dcs - атрибут будет заполнен позже
** Правила и примеры заполнения см на [стр документации](#)
*** Скрыты приватные атрибуты сетей
**** Жирным отображаются данные, полученные в сертифицированных лабораториях

Пользовательские ВГХ								
	Штрихкод	Количество в упаковке	Ед. изм.	Высота, см	Ширина, см	Глубина, см	Вес, кг	Шоубокс
Единица товара	4820156766478	1.00	шт	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
	4820156766478	1.00	шт	22,3	14,0	6,6	0,386	
Блок	<input type="text"/>	<input type="text"/>	шт	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Выбрать
Короб	<input type="text"/>	<input type="text"/>	шт	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Выбрать
	4820156766942	24.00	шт	18,0	37,8	53,4	9,316	
Слой	<input type="text"/>	<input type="text"/>	шт	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Выбрать
Палета	<input type="text"/>	<input type="text"/>	шт	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Выбрать

Название товара

<https://account.listex.info>

Additional services: photo for planograms



Configuring integration

All accumulated content can be provided to the user through the API or other methods of information exchange:

- ✓ REST-API interface;
- ✓ YML (and any custom XML, JSON, and other structured formats);
- ✓ Support for HTTP (S), FTP (S), JMS, AS2, MySQL protocols;
- ✓ Wide toolkit for mapping categories, product identifiers, etc.;
- ✓ Export /import Excel files (CSV, etc.).



Our equipment



Server and data storage



Measuring and weighing systems



Ortery.
Technologies Inc.

Photostable and lighting



Our equipment



PhotoRobot

Listex introduces technology into its work, being the first in the Ukrainian market to use innovative equipment for digitizing goods.

The creation of photo content in the studio Listex occurs through the integration of new equipment PhotoRobot, which is characterized by efficiency and a new approach to the process of shooting and postproduction.



Our partners

NOVUS



PROSTOR





What is Listex.Online?

- Professional data source: safety convenient for retailers and merchants; with handy payment form and simple API;
- Unique and relevant digital content, assembled from available databases, updated and double-checked;
- Data that requires extreme accuracy are creating by our content managers;
- We can operate with any requirements, meet them by 100% and constantly support their relevance;
- The database is easy to use and completely public for retailers, merchants, and customers;
- Communication with the market is carried out by reviews and rankings of products from real consumers.

THANK YOU

for your attention!

<https://listex.online> | sales@listex.online | +1 415.890.2097

70

retailers

3000

trademarks

160000

goods