

Datafeed requirements

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Instructions for creating the data feed

In this document, we have summarized all technical possibilities for integrating your data feed.

As a service-oriented provider, we can process many feed-formats.

All modern shop systems have a module to export product data as CSV- or XML-feed. Often there are already configurations for search engines (like Google). We are able to process these feeds. But, in many cases, they are not optimal because not all available product information is exported.

As a general rule:

To make sure we can process your product data optimally, you should export as much information as possible. The more product attributes we get, the better we can assign the right categories and facets (filters or filter attributes).

The better the mapping of your product data is, the more qualified the traffic you receive through us.

Product integration

Supported feed format

- Text-feeds (file extension: "csv", "tsv" or "txt")
- Zipped text-feeds (file extension: "zip", "gz" or "7z")
- JSON-files (file extension: "json")
- XML-feeds (file extension: "xml")
- Google Spreadsheet-feeds

Supported formats

- HTTP
- HTTPS (SSL certificates must be valid and signed by an official certificate authority)
- FTP
- FTPS (SSL certificates must be valid and signed by an official certificate authority)
- SFTP
- SFTPS (SSL certificates must be valid and signed by an official certificate authority)

Password protection:

HTTP-basic-auth and FTP logins are supported.

Supported character encoding:

- UTF-8 (with and without BOM – BOM is removed before processing) – preferred encoding
- ISO-8859-1
- ISO-8859-15

Supported end-of-line-formats:

- Windows (DOS)
- UNIX
- Mac

Updating / synchronization of your product data:

Your data feed is recalled several times a day.

Example-Feed-URL:

<http://www.yourdomain.com/yourproducts.csv>

File structure

- The file can be created without special software!
- The file name can be chosen freely but should not contain any umlauts (ä, ö, ü), spaces or special characters and should be saved as UNIX/ MAC/ DOS (CR/CRLF) file.
- The column names called **headers** are specified in the first line of the feed. There are no rules for naming, nor a specific order.
- There must not be any line breaks in all table fields of your data.
- If you use an **enclosure** in your data feed, each value must be enclosed in double quotes.
- A CSV-file **should use or not use enclosures throughout**. Mixing columns with and without enclosures is supported, but makes it difficult to continue processing cleanly after syntax errors. **We recommend not using enclosures.**
- **Enclosures** must be **escaped** in all column values. For this, double inverted comma can be used. The escape character can also be the enclosure itself.
- It must remain the same throughout the feed.
- All fields of the data feed must be separated by a separator (i.e.: | [Pipe]; [Semicolon] or [Tab]).
Our recommendation: Pipe symbol ("|"). This separator may no longer occur in the product data without enclosures

Example:

- "art_nr"|"art_name"|"art_description"|"art_price"
- „12345"|"Sofa-2-Seater Iris"|"Comfortable 2-Seater sofa in red microfiber cover"|"1250.00"

Please note the following information:

- ! A CSV-file must contain a header. **Significant column headers** simplify the mapping of your data. If possible, please use our label. This makes it easier to identify errors or changes of the feed structure.
- ! There must be chosen one header that applies to all columns of your CSV-file.
- ! If you want to add new columns to your feed, please contact us at least 48 hours before adding them. Otherwise, we cannot guarantee that your data is processed faultlessly. If your products are not yet live at our portal, you do not need to let us know about any changes.
We do not process changes we do not know about.
- ! Commas and colons are not recommended as separators.
- ! Your CSV file should **not contain syntax errors**.

General requirements

- The **URL of a feed must always remain the same**.
- The **structure of the feed must always remain the same**. If you need to make any changes, please contact us at least 48 hours in advance.
- Feeds should be stored as **static files** on a server and be updated by a cronjob regularly.
The cronjob should only rewrite the **static file** if something in it has actually **changed**. Otherwise, it is unnecessarily downloaded again by the moebel.de import service due to the changed date. If your cronjob rewrites a large unchanged file every few minutes and our import service downloads it every few minutes, this causes unnecessary traffic and thus unnecessary costs.
- Each data set (i.e. each product and product variant) must contain a **unique product ID**.
- **HTML-tags** and **HTML-entities** are not allowed. If such appear in your feed, they will be removed by us.
- The timeout is 60 seconds for the data feed-recall and 2 seconds for images.
 - This time refers to the response time of your server. The download does not have to be completed meanwhile.

Products – presentation and attributes

Mandatory fields

The following fields are mandatory to ensure a listing of your product on our portal, these must be filled out. A more detailed description of these fields, including examples, can be found here.

If one of these fields is not filled, we will unfortunately not be able to list your product(s)

- Unique item number (mandatory field: **"art_nr"**)
- Product title (mandatory field: **"art_name"**)

We recommend enriching the title with the most important product attributes such as "color", "material" or "reclining area".

Examples of product titles:

- Bad: "Iris"
- Ok: "Sofa Iris"
- Good: "2-Seater Sofa Iris"
- Ideal: "2-Seater Sofa Iris – red – microfiber"

The product title must not contain the name of the partner or partner's shop

- Product description (mandatory field **"art_description"**)
- Target URL to redirect the product to your shop (mandatory field: **"art_url"**)
- Main image of your product (mandatory field: **"art_img_url"**)
- Currency of the price (mandatory field: **"art_currency"**)
- Price of the product (mandatory field: **"art_price"**)
- Delivery costs (mandatory field: **"art_shipping_cost"**)

Category Mapping

The category assignment is usually made via the data of the product title. The product title should therefore not only consist of a proper name, but also contain the generic designation.

In addition to the product title, other fields can also be used for category mapping, for example the category of your online shop. With this information, we can optimize the category mapping of your products on our portal.

If you would like your products to be categorized via your shop categories, please inform us and add the relevant information as an extra column to your feed. We will then check whether an efficient categorization of your products is possible with the data you supplied

Product attributes

In addition to mandatory fields such as product name, description, price, etc., there is the opportunity of adding as many product attributes as you wish in the extra table elements.

The most important product attributes are

- Color
- Material
- Style
- Brand
- Width
- Height
- Depth

You should specify these attributes separately (i.e., in the case of CSV feeds, in separated and suitable named columns).

Images:

Each product requires **at least one image**, otherwise the product will not be listed. Please use **separate table elements for each image URL** and define their order by numbering

Example:

- | | |
|---|----------------|
| • Image URL of the 1 st image in data feed field | "art_img_url" |
| • Image URL of the 2 nd image in data feed field | "art_img_url2" |
| • Image URL of the 3 rd image in data feed field | "art_img_url3" |
| • Image URL of the 4 th image in data feed field | "art_img_url4" |
| • Image URL of the 5 th image in data feed field | "art_img_url5" |
| • Image URL of the 6 th image in data feed field | "art_img_url6" |
| • Image URL of the 7 th image in data feed field | "art_img_url7" |
| • Image URL of the 8 th image in data feed field | "art_img_url8" |
| • Image URL of the 9 th image in data feed field | "art_img_url9" |

The **1st image** is used for our product listing and is immediately visible for our user. We recommend using an **atmospheric milieu image**.

Supply **high-resolution images** if possible. The minimum dimensions of 600x800 pixels (portrait format) or 800x600 pixels (landscape format) should not be undercut.

The product images should be neutral. No shop logos, shop names, brands etc. may be seen on them

Product variants

- **Each variant of a product can be specified.** In other words, a unique identification and allocation of articles in several variants (color, size, material, etc.) is possible. For this, please add the column "**art_serial_number**" to your feed, in which you enter a master number to identify variant articles. This number should be the same for all variants of an article.
- Each variant of an article must still have a unique article number.
- It is recommended to send an individual image URL to represent different variations (i.e. color) to improve the traffic.

Good product data:

In order to pre-qualify user as well as possible on our side, we need the help of yours. Please provide us the best product data you can deliver.

The following applies: The more product data is provided, the better. Because it significantly increases the chance of your products appearing in the relevant filters on our category sites.

The more filters a user uses on our portal, the more likely he or she is to buy on your website later on, because the product fits his or her requirements the most.

We have listed the filters that are most important to our users or are used most frequently in the column "Weighting quality factor".

"+++" – means: "very relevant"

"++" – means "relevant"

"+" – means: "nice to have"

Datafields

The following table provides an overview of all possible data fields of a feed. Please note that for all your products, the mandatory fields must always be filled correctly.

Without completed mandatory fields, a product cannot not be listed!

Mandatory fields

Field name	Format	Examples	Description
art_nr	Number/Text	00205-03a5E	Unique number for your product, usually the item number.
art_name	Text	2-Seater Sofa iris – red - microfiber	Product name max. 65 characters incl. spaces
art_beschreibung	Text	Cozy 2-seater sofa with optional sleep function in the trendy red color.	Brief description of the product. Highlighting the essential product features.
art_url	Text	http://www.yourshop.com/product/sofa-red.html	Deeplink, which leads directly to the product incl. possible parameters for tracking the clicks on your page
art_img_url	Text	http://www.yourshop.com/img/gr/sofa-red.jpg	Image of the product for our website. Supported formats are JPG or PNG. The image size should be at least 600x800 pixels in portrait format or 800x600 pixels in landscape format . Preferably as large as possible. We recommend an atmospheric milieu image!
art_waehrung	Text	EUR, CHF, GBP	Currency
art_preis	Decimal	69,50	The price the user pays when buying the product. The separation between euros and cents can be made either by a comma or by a full stop. For products "on sale ", the lower price must always be transmitted in this field.
art_lieferkosten	Decimal	2,99	Shipping costs. If this field is left blank, we assume that the product will be shipped to the customer free of shipping costs. The separation between euros and cents can be made either by a comma or by a full stop.
art_lieferzeit	Text	3 Weeks	Representation of the expected delivery time incl. unit (days, weeks, etc.). Please note that we cannot process a specific date entry (e.g., "available from 12 November").

Additional product information

Feldname	Format	Beispiele	Beschreibung	Gewichtung Qualitätsfaktor
art_stamm	Text	00205	Master number of the product. This is necessary for our future feature of "variant products". Please add products that are variants of each other with an identical number. E.g.: "Sofa Anna in red" has master number "123". "Sofa Anna in blue" then also has master number "123"	+++
art_ean	Text	1234567890123	Enter the EAN of the manufacturer for the product here. Please enter only one EAN number.	+++ Mandatory for Google shopping
art_Google_Shopping_Target_URL	Text	http://www.yourshop.com/produkt/sofa-rot.html	If you use our Google Shopping service, the deep link to your product should be transmitted here, which leads directly to the product incl. the parameters you require for Google Shopping to track the clicks on your page.	+++ Optional for Google shopping
art_Clear_Product_URL	Text	http://www.yourshop.com/produkt/sofa-rot.html	If you use our Google Shopping service, please enter your deep link to your product here, without any tracking parameters. This is required by Google to validate the Google Shopping ad.	+++ Mandatory for Google shopping
Top-mid-low	Text	top	Here you can mark products that are particularly important to you ("top"), or "normal" products ("mid") as well as rather unimportant ("low").	++
art_eCPC	Decimal	0,75	Your enhanced CPC bid for your product, which moebel.de Einrichten & Wohnen GmbH adjusts for you in real time. If you need further information about our product bidding, contact us. The separation between euros and cents can be made either by a comma or by a full stop.	+++ Mandatory for product bidding

Price and payment information

Feldname	Format	Beispiele	Beschreibung	Gewichtung Qualitätsfaktor
art_streichpreis	Decimal	99,99	Old sale price - this is used to mark products as reduced and make them findable via the filter. The separation between euros and cents can be made either by a comma or by a full stop. This price must be the lowest price offered in the last 30 days and must always be higher than the sale price (art_price).	+++ Mandatory if product is on sale
Partner.paymentMethods	Text	PayPal, financing, prepayment	Please enter here all payment methods that you offer to users in your shop.	+++
art_grundpreis	Decimal	7,79	Price indication per unit of quantity, e.g. per meter or per liter, according to the Price Indication Ordinance The separation between euros and cents can be made either by a comma or by a full stop.	+
art_grundpreis_einheit	Text	Meter	The unit for the basic price.	+

Service and shipping information

Feldname	Format	Beispiele	Beschreibung	Gewichtung Qualitätsfaktor
art_lieferoptionen	Text	Delivery to the place of use, parcel shipment, delivery to the front door	Here, you can list all delivery options that you offer the user for this product. This can also be for an additional charge, as soon as you offer these services to your customers, this information can be noted here.	+++
art_services	Text	Extended return policy, shipping of fabric/leather samples, set-up service, free return shipping.	Here you can list all the services you offer the user for this product. This can also be for an additional charge, as soon as you offer these services to your customers, this information can be noted here.	+++
art_gutscheincode	Text	Bonus15	Code needed to redeem the corresponding voucher on your site.	++
art_gutscheincode1	Text	Bonus15	Code needed to redeem the corresponding voucher on your site.	++
art_gutscheincode2	Text	Bonus15	Code needed to redeem the corresponding voucher on your site.	++

Service and shipping information

Feldname	Format	Beispiele	Beschreibung	Gewichtung Qualitätsfaktor
art_gutschein_text	Text	Staff discount	Here, you can name the corresponding promotion and specify its validity or the conditions that must be met in order to redeem the voucher code. ATTENTION: This field is limited to 15 characters. If this limit is exceeded, the text will be shortened in the frontend.	+++ Mandatory for vouchers
art_gutschein_text1	Text	Staff discount	Here, you can name the corresponding promotion and specify its validity or the conditions that must be met in order to redeem the voucher code. ATTENTION: This field is limited to 15 characters. If this limit is exceeded, the text will be shortened in the frontend.	+++ Mandatory for vouchers
art_gutschein_text2	Text	Staff discount	Here, you can name the corresponding promotion and specify its validity or the conditions that must be met in order to redeem the voucher code. ATTENTION: This field is limited to 15 characters. If this limit is exceeded, the text will be shortened in the frontend.	+++ Mandatory for vouchers
art_gutscheinwert_eur	Integer	500	Please enter the value of the voucher here in full price and without decimal places. Please do not deduct the value from the product price! ATTENTION: If "art_voucher_value" and "art_voucher_value_percentage" are filled, only "art_voucher_value_percentage" will be processed.	++
art_gutscheinwert_eur1	Integer	500	Please enter the value of the voucher here in full price and without decimal places. Please do not deduct the value from the product price! ATTENTION: If "art_voucher_value" and "art_voucher_value_percentage" are filled, only "art_voucher_value_percentage" will be processed.	++
art_gutscheinwert_eur2	Integer	500	Please enter the value of the voucher here in full price and without decimal places. Please do not deduct the value from the product price! ATTENTION: If "art_voucher_value" and "art_voucher_value_percentage" are filled, only "art_voucher_value_percentage" will be processed.	++

Service and shipping information

Feldname	Format	Beispiele	Beschreibung	Gewichtung Qualitätsfaktor
art_gutscheinwert_prozent	Decimal	33,33	Please enter the value of the voucher as a percentage here. Please do not deduct the value from the product price! ATTENTION: If "art_voucher_value" and "art_voucher_value_percentage" are filled, only "art_voucher_value_percentage" will be processed	++
art_gutscheinwert_prozent1	Decimal	33,33	Please enter the value of the voucher as a percentage here. Please do not deduct the value from the product price! ATTENTION: If "art_voucher_value" and "art_voucher_value_percentage" are filled, only "art_voucher_value_percentage" will be processed	++
art_gutscheinwert_prozent2	Decimal	33,33	Please enter the value of the voucher as a percentage here. Please do not deduct the value from the product price! ATTENTION: If "art_voucher_value" and "art_voucher_value_percentage" are filled, only "art_voucher_value_percentage" will be processed	++
art_gutscheinbedingungen	Text	For furniture only not applicable on sale products. Not combinable with other vouchers, valid until 01/05/24	Terms and conditions of the voucher.	++
art_gutscheinbedingungen1	Text	For furniture only not applicable on sale products. Not combinable with other vouchers, valid until 01/05/24	Terms and conditions of the voucher.	++
art_gutscheinbedingungen2	Text	For furniture only not applicable on sale products. Not combinable with other vouchers, valid until 01/05/24	Terms and conditions of the voucher.	++

General product features

Feldname	Format	Beispiele	Beschreibung	Gewichtung Qualitätsfaktor
art_farbe	Text	Green	Color of the offered product. If the product is available in several colors, and you do not provide variants as separate products in your feed, you can add alternative colors in the description.	+++
art_hauptfarbe	Text	White	Dominant color of a product, if it has two or more.	+++
art_material	Text	Solid wood, glass, chrome	Product materials	+++
art_hauptmaterial	Text	Solid wood	What is the main material? For a solid wood chest with brass handles, this would be "solid wood".	+++
art_holzart	Text	Oak, Beech	If the main material is wood (decor), then specification of the type of wood.	+++
art_stil	Text	Modern, Scandinavian, Urban	Style of the product	+++
art_kategorie	Text	Living > Sofas > 2-seater	Category of the product in your shop. The lowest category level or the entire category path can be specified.	+++
art_marke	Text	Rolf Benz	If you want your product to be found in our brand filter, this field must be filled in. Our import system cannot consider other fields for reading information about a brand because of generic brand names.	+++
art_bewertung	Decimal	4,5	Average rating of the product (Value must be between 1 and 5, where 5 is the best rating and 1 is the worst rating).	+++
art_bewertungsanzahl	Number	123	Number of product rating - regarding the average rating above.	+++
art_extras	Text	Castors, drawers, extendable, height adjustable, illuminated, washable cover	Everything that makes the product special and is an add-on to the standard version of this product. Specification in key points	+++
art_siegel	Text	Made in Germany, FSC	If the product has a seal / product test, state it here. In many categories this is a very important purchase criterion (e.g. mattresses).	+++
art_oberflaeche	Text	High-gloss, oiled, stained, deep-drawn fronts	The machining of the surface of the product	+++
art_ausrichtung	Text	Left, right	Such as corner sofas/upholstered corners, corner kitchens, corner bench groups, etc. The side on which the corner is to be found is indicated when standing in front of the product.	++

General product features

Feldname	Format	Beispiele	Beschreibung	Gewichtung Qualitätsfaktor
art_muster	Text	striped, plain, checkered, dotted	Sample of the product - especially important for upholstered products or home textiles.	++
art_sitzplaetze	Number	6	Number of people that can be seated (e.g. dining group, sofas, garden groups, etc.)	++
art_geschlecht	Text	Boy, girl, unisex	Relevant for children's and baby room products. Also possible for other gender related products if required.	++
art_einzelstueck	Text	1	Please enter a 1 here if it is an individually made, high-quality one-off piece that does not originate from series production. If this is not the case, simply leave blank.	+
art_austellungsstueck	Text	1	Please enter 1 here if the item is a sale product from your showroom. If this is not the case, you can simply leave this field blank.	+
art_handgefertigt	Text	1	Please enter 1 here if this is a handmade product that is not mass-produced by machine. If this is not the case, simply leave blank.	+

Additional media data

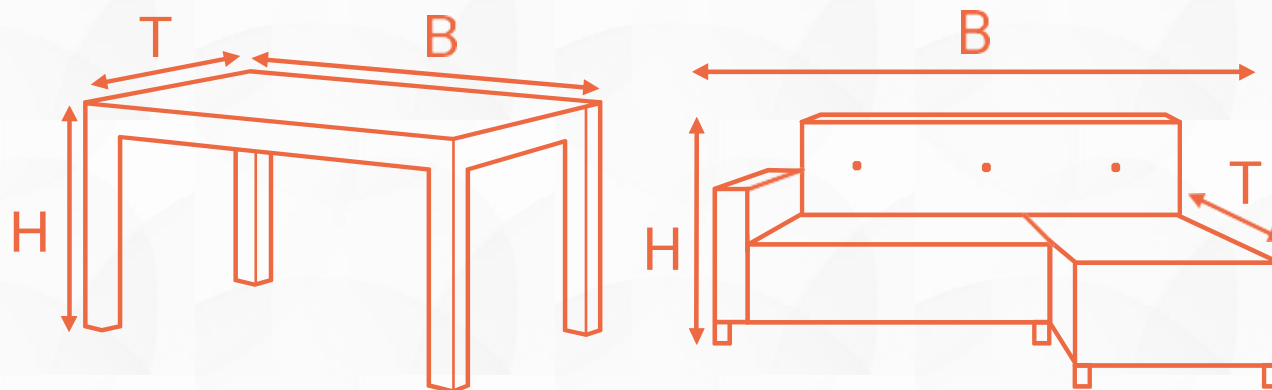
Feldname	Format	Beispiele	Beschreibung	Gewichtung Qualitätsfaktor
art_img_url2	Text	http://www.yourshop.com/img/gr/sofa-red2.jpg	Supplementary image of the product (e.g., different perspective, cropped image, detail shot, image with dimensions, etc.). Supported formats are JPG or PNG. Please note the minimum size of 600x800 or 800x600 pixels. The larger, the better.	+++
art_img_url3	Text	http://www.yourshop.com/img/gr/sofa-red32.jpg	Supplementary image of the product Supported formats are JPG or PNG. Please note the minimum size of 600x800 or 800x600 pixels. The larger, the better.	+++
art_img_url4	Text	http://www.yourshop.com/img/gr/sofa-red4.jpg	Supplementary image of the product Supported formats are JPG or PNG. Please note the minimum size of 600x800 or 800x600 pixels. The larger, the better.	+++
art_img_url5	Text	http://www.yourshop.com/img/gr/sofa-red5.jpg	Supplementary image of the product Supported formats are JPG or PNG. Please note the minimum size of 600x800 or 800x600 pixels. The larger, the better.	+++
art_img_url6	Text	http://www.yourshop.com/img/gr/sofa-red6.jpg	Supplementary image of the product Supported formats are JPG or PNG. Please note the minimum size of 600x800 or 800x600 pixels. The larger, the better.	+++
art_img_url7	Text	http://www.yourshop.com/img/gr/sofa-red7.jpg	Supplementary image of the product Supported formats are JPG or PNG. Please note the minimum size of 600x800 or 800x600 pixels. The larger, the better.	+++
art_img_url8	Text	http://www.yourshop.com/img/gr/sofa-red8.jpg	Supplementary image of the product Supported formats are JPG or PNG. Please note the minimum size of 600x800 or 800x600 pixels. The larger, the better.	+++
art_img_url9	Text	http://www.yourshop.com/img/gr/sofa-red9.jpg	Supplementary image of the product Supported formats are JPG or PNG. Please note the minimum size of 600x800 or 800x600 pixels. The larger, the better.	+++

Dimension and shape

Feldname	Format	Beispiele	Beschreibung	Gewichtung Qualitätsfaktor
art_breite	Decimal	215	Total width of the product Please refrain from specifying detailed widths here. The width always refers to the measurement from left to right of a product. Please note that we do not support the indication of length, as this can be interpreted as either width or depth.	+++
art_breite_einheit	Text	cm	Unit of measurement of width Preferred unit is "cm".	+++
art_hoehe	Decimal	85	Total height of the product. Please refrain from giving detailed heights here. The height always refers to the measurement from top to bottom of a product.	+++
art_hoehe_einheit	Text	cm	Unit of measurement of height Preferred unit is "cm".	+++
art_tiefe	Decimal	55	Total depth of the product Please refrain from giving detailed depths here. The depth always refers to the measurement from front to back of a product. Please note that we do not support the indication of length, as this can be interpreted as either width or depth.	+++
art_tiefe_einheit	Text	cm	Unit of measurement of depth. Preferred unit is "cm".	+++
art_durchmesser	Decimal	100	Largest diameter of the product Please refrain from specifying detailed diameters here.	++
art_durchmesser_einheit	Text	cm	Unit of measurement of the diameter Preferred unit is "cm".	++
art_masse	Text	85x215x100 cm" or „85/215/100 cm"	HxWxD (height x width x depth in german HxBxT) with measurement units. Please fill out this field only if you have no other way to provide us with the dimensions in the corresponding individual fields. Unfortunately, we cannot guarantee that your product will be displayed in our user frontend with the corresponding sliders and filter values.	++

Dimension and shape

Feldname	Format	Beispiele	Beschreibung	Gewichtung Qualitätsfaktor
art_form	Text	rectangular, round, square, L-shape, U-shape	Here please specify what shape the piece of furniture.	++
art_sitztiefe	Dezimal	80	Seat depth of the product (for all seating furniture, such as chairs, benches and sofas).	++
art_sitztiefe_einheit	Text	cm	Unit of measurement of the seat depth.. Preferred unit is cm.	++
art_sitzhoehe	Dezimal	80	Seat height of the product (for all seating furniture, such as chairs, benches and sofas).	++
art_sitzhoehe_einheit	Text	cm	Unit of measurement of seat height.. Preferred unit is cm..	++



Please, note that we always require the complete dimensions of the assembled product in the corresponding fields "art_width" (B), "art_height" (H) and "art_depth" (T) - please do not enter any detailed dimensions there.

Please also check the designation regarding "length" - this measurement is not supported by us, as a length can represent both a width and a depth!

Additional information for upholstered furniture

Feldname	Format	Beispiele	Beschreibung	Gewichtung Qualitätsfaktor
art_material_fuesse	Text	Chrome-plated, wood, iron	Material of the case leg of upholstered furniture	++
art_liegeflaeche	Text	90x200 cm	Specification of the lying area if the product has got a sleeping function.	++
art_polsterung	Text	Coald foam	The kind of upholstery of the product	++
art_pflege	Text	Stain protection	Please indicate here more detailed characteristics that facilitate the care of the product.	++

Please note the following information:

- ! When submitting the information of your upholstered furniture, in addition to the mandatory fields and the field mentioned above, we recommend to also add all fields from the headings:
- Additional product information
 - Price and payment information
 - Service and shipping information
 - General product features
 - Additional media data
 - Dimension and shape

Examples:

- ! **Optional extras**, such as sleep function, adjustable armrests, relax function, stand-up aid, massage function, lighting, storage surfaces, headrests etc., can simply be submitted in the general field "**art_extras**".
- ! If your product is, for example, an upholstered corner unit, you can simply enter "L-shape" in the general field "**art_shape**", or "U-shape" for a living landscape

Additional information for beds, mattresses and slatted frames

Feldname	Format	Beispiele	Beschreibung	Gewichtung Qualitätsfaktor
art_liegeflaeche	Text	90x200cm	Indication of the size of the lying area of the mattress or bed. Please indicate only the measurement that the user receives for the price of this product. Alternative sizes can be given in the description if you do not give us the alternative sizes as separate products. Degree of hardness of the mattress. Please indicate here only the degree of hardness that the user receives for the price of this product.	+++
art_haertegrad_matratze	Text	H2, H3	Alternative hardness can be handed over in the description if you do not hand over the alternative hardness to us as separate products.	+++
art_matratzenart	Text	Latex, pocket spring, cold foam	Please specify the main material of the mattress here.	+++
art_liegezonen	Text	7-Zones, 5-Zones	Reclining zones of the mattress	++

Please note the following information:

- ! When submitting the information of your beds, mattresses and slatted frames, in addition to the mandatory fields and the field mentioned above, we recommend to also add all fields from the headings:
- Additional product information
 - Price and payment information
 - Service and shipping information
 - General product features
 - Additional media data
 - Dimension and shape

Examples

- ! **Optional extras** or features, e.g., suitable for allergy sufferers, bed drawers, lighting, washable cover, etc., can be entered in the general field "**art_extras**".

Additional information for wardrobes and chests of drawers

Feldname	Format	Beispiele	Beschreibung	Gewichtung Qualitätsfaktor
art_tueranzahl	Decimal	5	Number of doors	++
art_schubladenanzahl	Decimal	3	Number of drawers	++
art_faecheranzahl	Decimal	4	Number of open compartments	++
art_innenausstattung	Text	2 shelves per cabinet element, 1 clothes rail	Information about the standard interior fittings of the cabinet or drawer. Please give the information per cabinet compartment.	++

Please note the following information:

- ! When submitting the information of your wardrobes and drawers, in addition to the mandatory fields and the field mentioned above, we recommend to also add all fields from the headings:
- Additional product information
 - Price and payment information
 - Service and shipping information
 - General product features
 - Additional media data
 - Dimension and shape

Examples:

- ! **Special equipment** or features, such as push-to-open function, bar compartment, door dampers etc., can be transmitted in the general field "**art_extras**".

Additional information for tables

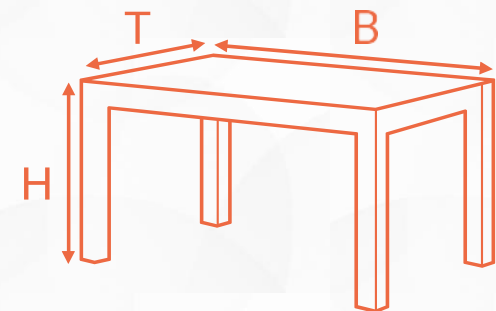
Feldname	Format	Beispiele	Beschreibung	Gewichtung Qualitätsfaktor
art_gestell_material	Text	Metal, chrome-plated	Material of the table legs or frame	++

Please note the following information:

- ! When submitting the information of your tables, in addition to the mandatory fields and the field mentioned above, we recommend to also add all fields from the headings:
- Additional product information
 - Price and payment information
 - Service and shipping information
 - General product features
 - Additional media data
 - Dimension and shape

Examples::

- ! Special equipment or features, e.g. extendable, add-on shelves, drawers, rotatable, with castors, etc., can be submitted in the general field "**art_extras**".
- ! The shape of the table (e.g. square, rectangular, organic, round, etc.) can be transmitted in the general field "**art_shape**".
- ! The material of the table-top (e.g. glass, solid wood, veneer etc.) please indicate in the field "**art_material**".
- ! Please enter the "length" of your table in our "width" (B) field "**art_breite**".



Additional information for kitchens

Feldname	Format	Beispiele	Beschreibung	Gewichtung Qualitätsfaktor
art_kuechenelektro	Text	Oven, refrigerator, dishwasher	The electrical appliances included in the price of the kitchen.	++
art_herdeigenschaften	Text	Convection, grill, pyrolysis	Features of the oven	++
art_kochfeld	Text	Ceran, induction	State here both the type of heating and the type of surface the hob has.	++
art_material_arbeitsplatte	Text	Oak, granite	Main material of the worktop.	++

Please note the following information:

- ! When submitting the information of your tables, in addition to the mandatory fields and the field mentioned above, we recommend to also add all fields from the headings:
- Additional product information
 - Price and payment information
 - Service and shipping information
 - General product features
 - Additional media data
 - Dimension and shape

Examples::

- ! **Optional extras** or features, e.g., suitable for allergy sufferers, bed drawers, lighting, washable cover, etc., can be entered in the general field "**art_extras**".
- ! Special fittings or features, such as an apothecary cupboard, push-to-open function, lighting, etc., can be transmitted in the general field "**art_extras**".
- ! The shape of the kitchen (e.g. L-shape, U-shape, island, row, etc.) can be transmitted in the general field "**art_shape**".
- ! Please enter the material of the wooden parts (e.g. reproduction, solid etc.) in the field "**art_material**".
Surface finishes (e.g. high-gloss, lacquered, etc.) can be entered in the field „**art_surface**".

Additional information for lamps and single electrical appliances

Feldname	Format	Beispiele	Beschreibung	Gewichtung Qualitätsfaktor
art_effizienzklasse	Text	A	Energy efficiency of the product, if it's a range from ... to ... please enter all values as single values separated by commas.	+++ Mandatory
art_fassung	Text	E14, E27	Please state the socket size of the lamp or bulb here	+++
art_lichtfarbe	Text	warmwhite	Light colour of lamp or bulb	++
art_watt	Decimal	800	Please enter the power of the electrical appliance or the illuminant here.	++
art_fassungsvermoegen	Text	600 L, 7 kg	Please indicate the volumetric capacity of the electrical appliance (e.g.: washing machine or refrigerator).	++
art_herdeigenschaften	Text	Umluft, Grill, Pyrolyse	Features of the oven	++
art_kochfeld	Text	Ceran, Induktion	Please state here both the type of heating and the type of surface the hob has.	++
art_eprel	Decimal	2172538	Please indicate the EPREL number (European Product Registry for Energy Labelling) under which the product is listed in the database.	+++ Mandatory

Please note the following information:

- ! When submitting the information of your tables, in addition to the mandatory fields and the field mentioned above, we recommend to also add all fields from the headings:
- Additional product information
 - Price and payment information
 - Service and shipping information
 - General product features
 - Additional media data
 - Dimension and shape

Examples:

- ! Special equipment or features, such as water stop, dimmable, with switch, etc., can be transmitted in the general field "**art_extras**".

Additional information for home textiles

Feldname	Format	Beispiele	Beschreibung	Gewichtung Qualitätsfaktor
art_aufhaengung	Text	Loop, Rail, Evelets	Curtain suspension	++
art_fuellmaterial	Text	Microfibre	Filling material for pillows, blankets etc.	++

Please note the following information:

- ! When submitting the information of your home textiles, in addition to the mandatory fields and the field mentioned above, we recommend to also add all fields from the headings:
- Additional product information
 - Price and payment information
 - Service and shipping information
 - General product features
 - Additional media data
 - Dimension and shape

Examples:

- ! **Special features** or characteristics, e.g., suitable for allergy sufferers, can be entered in the general field "**art_extras**".
- ! We recommend transmitting the field „**art_certificate**“, especially for this kind of products. It is an important criterion for the user's decision.

Optimized findability of your products

- To our users, we offer the possibility of using various filter on our portal in order to qualify the search results even better.
- In order for your products to be found with our filters, we need you to add the necessary information like color, width, height, depth, etc. in the matching fields.

Please note the following information::

- Please always send us your complete catalog when updating. For this it is important that your products can always be clearly assigned under the field "art_nr".
 - HTML tags must not be used for text fields.
 - -Each data catalog must always contain all "mandatory fields" completely filled with values, otherwise the catalogs cannot be imported.
- **Experience shows that the success of your products increases with the quality of the filters, because users filter just before buying!**

Service

For the creation, controlling and optimization of your feed, it can be helpful to have help of professional service providers. Proven partners in this area for example are: [Productsup](#), [Lengow](#), [ChannelPilot](#), [Channable](#) and [Feed Dynamix](#).

Phone +49 (0)40 23 72 44 130 partner@moebel.de

Contact

Send the link to your file, after completing the feed, to the following e-mail address:

If you have any questions or comments, feel free to contact us!

For the integration of your feed we need about one to five working days. If you still need to edit the feed so that we can put your products live on our portal, we will contact you.