

# Product Syndication

PATENT PENDING # 11/939,567

Bridging the information gap through advanced information exchange

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**Increased Revenue  
Expanded Distribution  
Improved Data  
Efficiencies  
Strengthen Relationship**



# Product Syndication

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## PROBLEM 1: BRIDGING THE INFORMATION GAP BETWEEN MANUFACTURER AND DISTRIBUTOR

Manufacturers have a pain staking ordeal of passing on information to their distribution channels. Updating pricing, pictures, descriptions, sku's and most notably complex products are a major hassle for distributors and manufacturers.

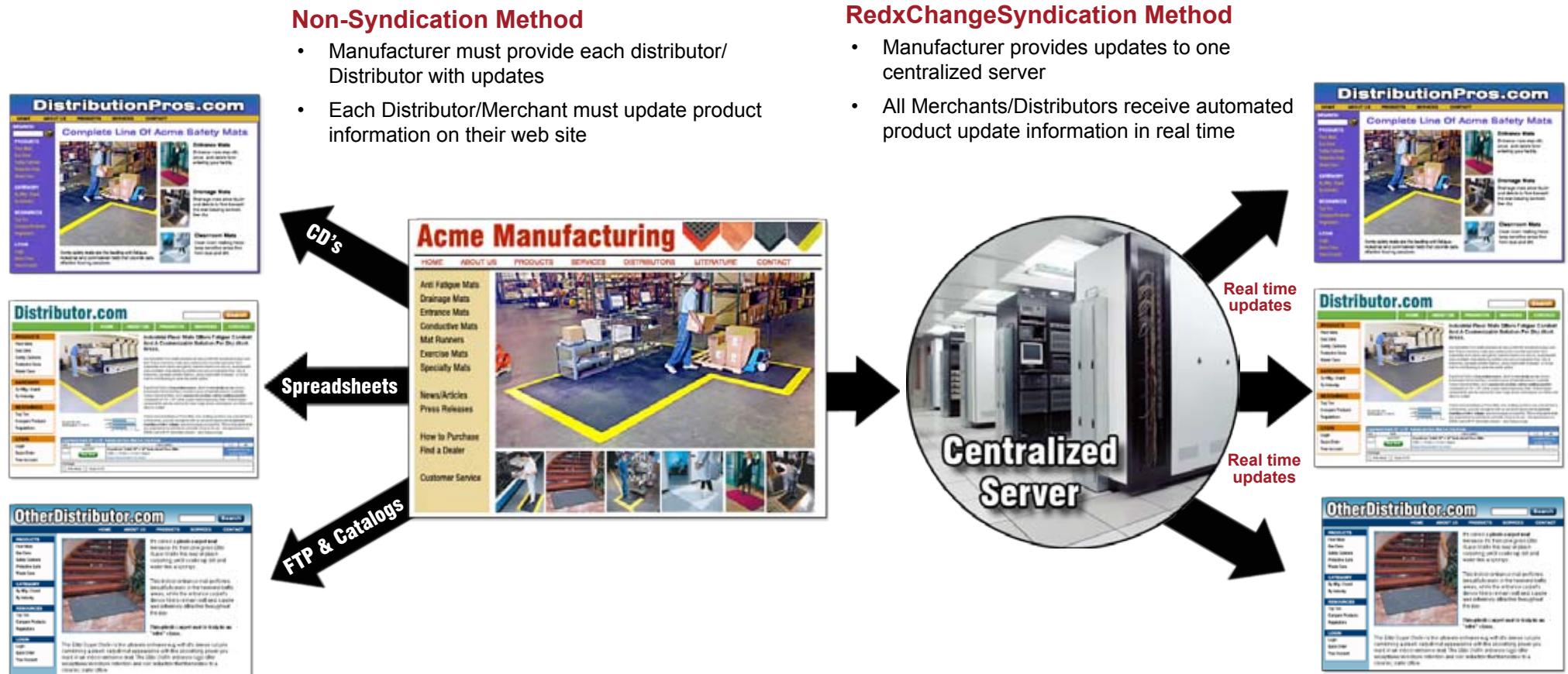


Diagram of Product Syndication - PATENT PENDING # 11/939,567

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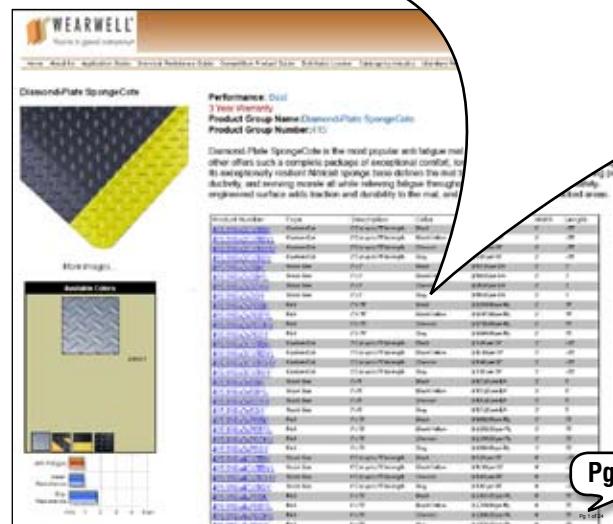
## PROBLEM 2: SELLING COMPLEX PRODUCTS

Distributors who want to sell this product on the internet have to sell each combination of variations as a separate product.

First, the Distributor must be able to attach the required levels of variations to a product such as size, color, thickness, length, width, etc. For each variation level, the Distributor must be able to specify whether the variation is mandatory or optional. A mandatory variation requires that the customer select at least one choice from the list of variations. An optional variation can be selected, but is not required. Lastly, the Distributor must be able to specify whether a variation can only be uniquely selected, in other words, only one choice can be made.

It would be more efficient to sell it as one product and let the customer select desired variations.

However, this is a daunting task for most Distributors because of the complexity of interdependent variations and complex pricing models.



Pg 1 of 24

**Large tables frustrate visitors and deter from buying!**

**Mind-numbing tables that line list every possible variation make it extremely difficult for the consumer to find the specific item they are looking for.**

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## PROBLEM 3: BRIDGING THE INFORMATION GAP FOR ERP SYSTEMS

A common problem for many business is trying to have their web sites exchange data in real time to their ERP systems. Usually most data is updated and changed by the distributor's manufacturer. If the manufacturer changes copy on a product, pricing, SKU, picture, MSDS or any other information, the distributor still needs to get this information readily from the manufacturer. Regardless if the distributor already has the capabilities of data exchange between their web site and ERP system this does not solve the real time issue of getting the data from the manufacturer into the distributor's system (some kind of human exchange needs to still occur).

The distributor still needs to be provided this information from the manufacturer in an efficient manner. It could take months or even years before a distributor posts all the correct and new information pertaining to a product on the distributor's web site and ERP system. If a price, stock quantity or other information is changed on the web or the ERP system both need to share the exact same data in real time. There needs to be one place where all this data gets entered and exchanged between both places, the web site and the back end office ERP system.

Imagine if this was all done for the distributor, in real time by the manufacturer! When the manufacturer makes a change to their product data, this information trickles down in real time to the distributor's web site and ERP system.



update distributor inventory  
update distributor product description  
update distributor cost and vendor sku

update distributor retail price

update special discount pricing

**Stock Item Information for ROL421**

|  |        |             |  |                |    |                 |   |              |    |                     |   |                     |   |                                       |   |
|--|--------|-------------|--|----------------|----|-----------------|---|--------------|----|---------------------|---|---------------------|---|---------------------------------------|---|
| Stock Number   | ROL421 | Description | HEAVY-WEIGHT ABSORBENT GRAY ROLL - DIM: 30" W X 150' L<br>ABSORBS 49 GALLONS/BAG - 1 UNIVERSAL PERFORATED ROLL/BAG |                |    |                 |   |              |    |                     |   |                     |   |                                       |   |
| <input type="button" value="General"/> <input type="button" value="Inventory"/> <input type="button" value="Breakout"/> <input type="button" value="Coupon"/>  |        |             |  |                |    |                 |   |              |    |                     |   |                     |   |                                       |   |
| <b>Current Stock Information</b> <table border="1"> <tr> <td>Units In Stock</td> <td>32</td> </tr> <tr> <td>Units Committed</td> <td>0</td> </tr> <tr> <td>Net on Shelf</td> <td>32</td> </tr> <tr> <td>Unprocessed Returns</td> <td>0</td> </tr> <tr> <td>Units On Back Order</td> <td>0</td> </tr> <tr> <td>Units On Back Order For Drop-Shipment</td> <td>0</td> </tr> </table> |        |             |  | Units In Stock | 32 | Units Committed | 0 | Net on Shelf | 32 | Unprocessed Returns | 0 | Units On Back Order | 0 | Units On Back Order For Drop-Shipment | 0 |
| Units In Stock   | 32     |             |  |                |    |                 |   |              |    |                     |   |                     |   |                                       |   |
| Units Committed  | 0      |             |  |                |    |                 |   |              |    |                     |   |                     |   |                                       |   |
| Net on Shelf   | 32     |             |  |                |    |                 |   |              |    |                     |   |                     |   |                                       |   |
| Unprocessed Returns  | 0      |             |  |                |    |                 |   |              |    |                     |   |                     |   |                                       |   |
| Units On Back Order  | 0      |             |  |                |    |                 |   |              |    |                     |   |                     |   |                                       |   |
| Units On Back Order For Drop-Shipment  | 0      |             |  |                |    |                 |   |              |    |                     |   |                     |   |                                       |   |
| <input type="checkbox"/> Use warehouse closest to customer<br><input type="radio"/> Always use warehouse <input type="text"/><br><input type="checkbox"/> Use an alternate warehouse if product is available elsewhere   |        |             |  |                |    |                 |   |              |    |                     |   |                     |   |                                       |   |
| <b>Bin Preference</b><br>Bin Number: IN STOCK: 32.00 U <input type="button" value="Edit"/><br><input type="checkbox"/> Back order item if it cannot fill completely from a single bin  |        |             |  |                |    |                 |   |              |    |                     |   |                     |   |                                       |   |

**Stock Item Information for ROL421**

| Stock Number  | ROL421            | Description | HEAVY-WEIGHT ABSORBENT GRAY ROLL - DIM: 30" W X 150' L<br>ABSORBS 49 GALLONS/BAG - 1 UNIVERSAL PERFORATED ROLL/BAG |            |             |           |                                     |            |       |           |      |        |                   |      |      |         |   |    |                                     |
|---|-------------------|-------------|--|------------|-------------|-----------|-------------------------------------|------------|-------|-----------|------|--------|-------------------|------|------|---------|---|----|-------------------------------------|
| <input type="button" value="General"/> <input type="button" value="Inventory"/> <input type="button" value="Breakout"/> <input type="button" value="Coupon"/> <input type="button" value="Supplier"/> <input type="button" value="Pricing"/> <input type="button" value="Est Info"/> <input type="button" value="Misc"/> <input type="button" value="SiteLink"/> <input type="button" value="Auction"/> <input type="button" value="gCom"/> |                   |             |  |            |             |           |                                     |            |       |           |      |        |                   |      |      |         |   |    |                                     |
| Re-Order When Stock Is Below: 60<br>Units On Order For In-House Stock: 54<br>Units On Order for Drop Shipment: 0<br>Next Expected Delivery Date: //<br>Minimum Re-Order Quantity: 72<br>Current Unit Cost Basis: 61.75000   |                   |             |  |            |             |           |                                     |            |       |           |      |        |                   |      |      |         |   |    |                                     |
| <b>Purchasing Level and Supplier List</b> <table border="1"> <tr> <th>Supplier</th> <th>Description</th> <th>Equiv.</th> <th>Qty.</th> <th>Unit Price</th> <th>Disc.</th> <th>Lead Time</th> <th>Info</th> </tr> <tr> <td>SPC001</td> <td>MR030-0P - BAGGED</td> <td>1.00</td> <td>1.00</td> <td>61.7500</td> <td>0</td> <td>18</td> <td><input type="button" value="Edit"/></td> </tr> </table>  |                   |             |  | Supplier   | Description | Equiv.    | Qty.                                | Unit Price | Disc. | Lead Time | Info | SPC001 | MR030-0P - BAGGED | 1.00 | 1.00 | 61.7500 | 0 | 18 | <input type="button" value="Edit"/> |
| Supplier  | Description       | Equiv.      | Qty.   | Unit Price | Disc.       | Lead Time | Info                                |            |       |           |      |        |                   |      |      |         |   |    |                                     |
| SPC001  | MR030-0P - BAGGED | 1.00        | 1.00   | 61.7500    | 0           | 18        | <input type="button" value="Edit"/> |            |       |           |      |        |                   |      |      |         |   |    |                                     |

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|---|---------|-------------|--|------------|------|-----------------|------------|------------|------------|-----------|------------|----------|-------------|----------|-------------|------|------|-----------------|------------|-----------|------------|-----------|------------|----------|-------------|---|---------|---|---|---|--|---|---|------|--|--|----|----|------|---|---------|---|---|--|--|---|---|------|--|--|----|----|------|---|--------|---|---|--|--|------|---|------|--|--|----------|----------|------|---|--------|---|---|--|--|------|---|------|--|--|----------|----------|------|---|---------|---|---|--|--|------|---|------|--|--|----------|----------|------|---|--------|---|---|--|--|------|---|------|--|--|----------|----------|------|
| <input type="button" value="General"/> <input type="button" value="Inventory"/> <input type="button" value="Breakout"/> <input type="button" value="Coupon"/> <input type="button" value="Supplier"/> <input type="button" value="Pricing"/> <input type="button" value="Est Info"/> <input type="button" value="Misc"/> <input type="button" value="SiteLink"/> <input type="button" value="Auction"/> <input type="button" value="gCom"/>   |         |             |  |            |      |                 |            |            |            |           |            |          |             |          |             |      |      |                 |            |           |            |           |            |          |             |   |         |   |   |   |  |   |   |      |  |  |    |    |      |   |         |   |   |  |  |   |   |      |  |  |    |    |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |   |         |   |   |  |  |      |   |      |  |  |          |          |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |
| Normal Retail Selling Price: 119.0000<br>Mix & Match Code: <input type="text"/>   |         |             |  |            |      |                 |            |            |            |           |            |          |             |          |             |      |      |                 |            |           |            |           |            |          |             |   |         |   |   |   |  |   |   |      |  |  |    |    |      |   |         |   |   |  |  |   |   |      |  |  |    |    |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |   |         |   |   |  |  |      |   |      |  |  |          |          |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |
| <b>Special Situation Price List</b> <table border="1"> <thead> <tr> <th colspan="2">Pricing</th> <th colspan="2">Customer</th> <th colspan="2">Qualifiers</th> <th colspan="2">Order</th> </tr> <tr> <th>Seq #</th> <th>Unit</th> <th>Discount</th> <th>Cost Plus %</th> <th>Type</th> <th>Code</th> <th>Customer Number</th> <th>RIFM Value</th> <th>Min. Qty.</th> <th>Source Key</th> <th>Cat. Code</th> <th>Start Date</th> <th>End Date</th> <th>Order Total</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>115.000</td> <td>0</td> <td>0</td> <td>1</td> <td></td> <td>0</td> <td>0</td> <td>3.00</td> <td></td> <td></td> <td>//</td> <td>//</td> <td>0.00</td> </tr> <tr> <td>2</td> <td>109.000</td> <td>0</td> <td>0</td> <td></td> <td></td> <td>0</td> <td>0</td> <td>6.00</td> <td></td> <td></td> <td>//</td> <td>//</td> <td>0.00</td> </tr> <tr> <td>3</td> <td>88.000</td> <td>0</td> <td>0</td> <td></td> <td></td> <td>2365</td> <td>0</td> <td>1.00</td> <td></td> <td></td> <td>10/25/05</td> <td>12/30/06</td> <td>0.00</td> </tr> <tr> <td>4</td> <td>88.000</td> <td>0</td> <td>0</td> <td></td> <td></td> <td>2661</td> <td>0</td> <td>1.00</td> <td></td> <td></td> <td>10/25/05</td> <td>12/30/06</td> <td>0.00</td> </tr> <tr> <td>5</td> <td>100.000</td> <td>0</td> <td>0</td> <td></td> <td></td> <td>1350</td> <td>0</td> <td>1.00</td> <td></td> <td></td> <td>01/01/06</td> <td>12/31/08</td> <td>0.00</td> </tr> <tr> <td>6</td> <td>85.000</td> <td>0</td> <td>0</td> <td></td> <td></td> <td>5003</td> <td>0</td> <td>1.00</td> <td></td> <td></td> <td>10/25/05</td> <td>12/30/06</td> <td>0.00</td> </tr> </tbody> </table> |         |             |  | Pricing    |      | Customer        |            | Qualifiers |            | Order     |            | Seq #    | Unit        | Discount | Cost Plus % | Type | Code | Customer Number | RIFM Value | Min. Qty. | Source Key | Cat. Code | Start Date | End Date | Order Total | 1 | 115.000 | 0 | 0 | 1 |  | 0 | 0 | 3.00 |  |  | // | // | 0.00 | 2 | 109.000 | 0 | 0 |  |  | 0 | 0 | 6.00 |  |  | // | // | 0.00 | 3 | 88.000 | 0 | 0 |  |  | 2365 | 0 | 1.00 |  |  | 10/25/05 | 12/30/06 | 0.00 | 4 | 88.000 | 0 | 0 |  |  | 2661 | 0 | 1.00 |  |  | 10/25/05 | 12/30/06 | 0.00 | 5 | 100.000 | 0 | 0 |  |  | 1350 | 0 | 1.00 |  |  | 01/01/06 | 12/31/08 | 0.00 | 6 | 85.000 | 0 | 0 |  |  | 5003 | 0 | 1.00 |  |  | 10/25/05 | 12/30/06 | 0.00 |
| Pricing   |         | Customer    |  | Qualifiers |      | Order           |            |            |            |           |            |          |             |          |             |      |      |                 |            |           |            |           |            |          |             |   |         |   |   |   |  |   |   |      |  |  |    |    |      |   |         |   |   |  |  |   |   |      |  |  |    |    |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |   |         |   |   |  |  |      |   |      |  |  |          |          |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |
| Seq #   | Unit    | Discount    | Cost Plus %  | Type       | Code | Customer Number | RIFM Value | Min. Qty.  | Source Key | Cat. Code | Start Date | End Date | Order Total |          |             |      |      |                 |            |           |            |           |            |          |             |   |         |   |   |   |  |   |   |      |  |  |    |    |      |   |         |   |   |  |  |   |   |      |  |  |    |    |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |   |         |   |   |  |  |      |   |      |  |  |          |          |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |
| 1   | 115.000 | 0           | 0  | 1          |      | 0               | 0          | 3.00       |            |           | //         | //       | 0.00        |          |             |      |      |                 |            |           |            |           |            |          |             |   |         |   |   |   |  |   |   |      |  |  |    |    |      |   |         |   |   |  |  |   |   |      |  |  |    |    |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |   |         |   |   |  |  |      |   |      |  |  |          |          |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |
| 2   | 109.000 | 0           | 0  |            |      | 0               | 0          | 6.00       |            |           | //         | //       | 0.00        |          |             |      |      |                 |            |           |            |           |            |          |             |   |         |   |   |   |  |   |   |      |  |  |    |    |      |   |         |   |   |  |  |   |   |      |  |  |    |    |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |   |         |   |   |  |  |      |   |      |  |  |          |          |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |
| 3   | 88.000  | 0           | 0  |            |      | 2365            | 0          | 1.00       |            |           | 10/25/05   | 12/30/06 | 0.00        |          |             |      |      |                 |            |           |            |           |            |          |             |   |         |   |   |   |  |   |   |      |  |  |    |    |      |   |         |   |   |  |  |   |   |      |  |  |    |    |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |   |         |   |   |  |  |      |   |      |  |  |          |          |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |
| 4   | 88.000  | 0           | 0  |            |      | 2661            | 0          | 1.00       |            |           | 10/25/05   | 12/30/06 | 0.00        |          |             |      |      |                 |            |           |            |           |            |          |             |   |         |   |   |   |  |   |   |      |  |  |    |    |      |   |         |   |   |  |  |   |   |      |  |  |    |    |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |   |         |   |   |  |  |      |   |      |  |  |          |          |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |
| 5   | 100.000 | 0           | 0  |            |      | 1350            | 0          | 1.00       |            |           | 01/01/06   | 12/31/08 | 0.00        |          |             |      |      |                 |            |           |            |           |            |          |             |   |         |   |   |   |  |   |   |      |  |  |    |    |      |   |         |   |   |  |  |   |   |      |  |  |    |    |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |   |         |   |   |  |  |      |   |      |  |  |          |          |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |
| 6   | 85.000  | 0           | 0  |            |      | 5003            | 0          | 1.00       |            |           | 10/25/05   | 12/30/06 | 0.00        |          |             |      |      |                 |            |           |            |           |            |          |             |   |         |   |   |   |  |   |   |      |  |  |    |    |      |   |         |   |   |  |  |   |   |      |  |  |    |    |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |   |         |   |   |  |  |      |   |      |  |  |          |          |      |   |        |   |   |  |  |      |   |      |  |  |          |          |      |

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THE SOLUTION TO BRIDGING THE INFORMATION GAP  
AND SELLING COMPLEX PRODUCTS:

## RedxChange™ Product Syndication



To simplify the selling of complex products and its associated content such as; photos, copy, pricing and specifications, manufacturers publish this product information as 'objects' on centralized web servers, which are then delivered upon request to Distributor web sites, to which selected Distributors would subscribe. The distributor can then allow any data change by the manufacturer to flow directly to the distributors web site in real time.

There may be millions of products in syndication, distributed to tens of thousands of Distributor web sites, thousands of times per second.

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## SRC REQUEST FROM DISTRIBUTOR WEB SITE TO CENTRALIZED SERVER

Each Distributor would set their own pricing, style and messaging but the underlying code that controls the selection of variations would remain on the product syndication server.

### Product Encoding

The product is encoded as a Javascript or flash object and delivered directly to the web site, where it is rendered into a readable product. The customer is unaware of any difference in how the product is displayed.



When a visitor accessed a page on a Distributor site, a small 'snippet' of code would request a particular product from the product syndication server, which would read the appropriate database record, encode the product in Javascript or Flash, and transmit it directly to the customer's browser. The browser would then interpret the code and render the visible product, complete with descriptions, images, pricing, and any dynamic coding needed to control how the customer selects interdependent variations if a complex product was selected.



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## PROBLEM 1 - INFORMATION GAP SOLVED.

All information including pictures, copy, pricing and more is updated in real time by the manufacturer and syndicated in real time to the distributor. An example would be if a manufacturer updated the distributors cost by 5%, inputting the price changes into the centralized server. The distributor can then allow all price increases to reflect retail price changes by whatever gross margins the distributor desires, both to the distributor's web site and ERP system.



Manufacturer makes changes to products. Changes made to database on centralized server



Changes received by Distributor Web Site.  
Distributor Web Site updated with new complex product data, body copy, images, colors and pricing.

The screenshot shows a product page for 'Diamond Plate Floor Mat'. Key elements include:

- Updated copy:** A callout points to a section of text describing the mat's performance and long-term benefits.
- Updated Image:** A callout points to a larger image of the mat.
- New Color Added:** A callout points to a section showing additional color options: Black/Yellow, Black, Gray, and Black Chevron.
- Complex Product:** A callout points to a detailed chart comparing different product models based on factors like AntiFatigue, Wear Resistance, Slip Resistance, and Price.
- New Pricing:** A callout points to a section where price ranges are listed for 1-3 and 4+ units.

RedxChange™ Product Syndication updates product information from the manufacturer to distributors in real time

# Product Syndication

**PATENT PENDING # 11/939,567**

## Bridging the information gap through advanced information exchange

## PROBLEM 2 - COMPLEX PRODUCT UPDATES SOLVED.

Distributor can easily sell complex products effectively and efficiently.  
Manufacturer can feel comfortable that all product variations are being sold correctly in one efficient syndicated, easy-to-read object



Pg 1 of 24

# Database Objects

Each complex product is stored as a database object on the centralized web server. When queried by a Distributor web site, the database record is used to create a customized object which is converted to transmittable code such as javascript or flash and delivered to the web site.

| Safety Mats  |  |   |   |   |  |
|--|--|---|---|---|--|
| Diamond-Plate SpongeCote   |  |  Print Page  |   |   |  |
|   |  | <b>Performance:</b> Best<br>3 Year Warranty<br><b>Product Group Name:</b> Diamond-Plate SpongeCote<br><b>Product Group Number:</b> 415                              |   |   |  |
| <b>SKU</b> MAT-415.916x3x5BYL  |  | <b>Description</b> Diamond-Plate SpongeCote • Length: 5 ft, width: 3 ft, thickness: 9/16 in, color: black/yellow  |   |   |  |
| <input type="button" value="Buy Now"/>   |  | Quantity: <input type="text" value="1-5"/> 1-5 <input type="text" value="6-10"/> 6-10 <input type="text" value="11-20"/> 11-20 <input type="text" value="21+"/> 21+ |   |   |  |
| Pricing: <input type="text" value="130.34"/> 130.34 <input type="text" value="123.48"/> 123.48 <input type="text" value="116.62"/> 116.62 <input type="text" value="109.76"/> 109.76                                       |  |   |   |   |  |
| Style  |  |   | Width   |   |  |
| <input checked="" type="radio"/> Diamond-Plate SpongeCote<br><input type="radio"/> Diamond-Plate w/ GritWorks!<br><input type="radio"/> SR (Slip Resistant) Diamond-Plate<br><input type="radio"/> UltraSoft Diamond-Plate |  |   | <input type="radio"/> 2 ft<br><input checked="" type="radio"/> 3 ft<br><input type="radio"/> 4 ft<br><input type="radio"/> 5 ft<br><input type="radio"/> 6 ft |   |  |
| Length   |  | Thickness   |   | Color   |  |
| <input checked="" type="radio"/> 5 ft<br><input type="radio"/> 75 ft (full roll)<br><input type="radio"/> Custom length  |  | <input checked="" type="radio"/> 9/16 in  |   | <input type="radio"/> Black<br><input checked="" type="radio"/> Black/Yellow<br><input type="radio"/> Chevron<br><input type="radio"/> Gray |  |

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### **PROBLEM 3 - CONNECTING INTO DISTRIBUTORS AND MFG ERP SYSTEM**

This is accomplished through system updates by the manufacturer one time in one place. Both web and ERP systems updated with data.

# Behind The Scenes – ERP Updates Solved!

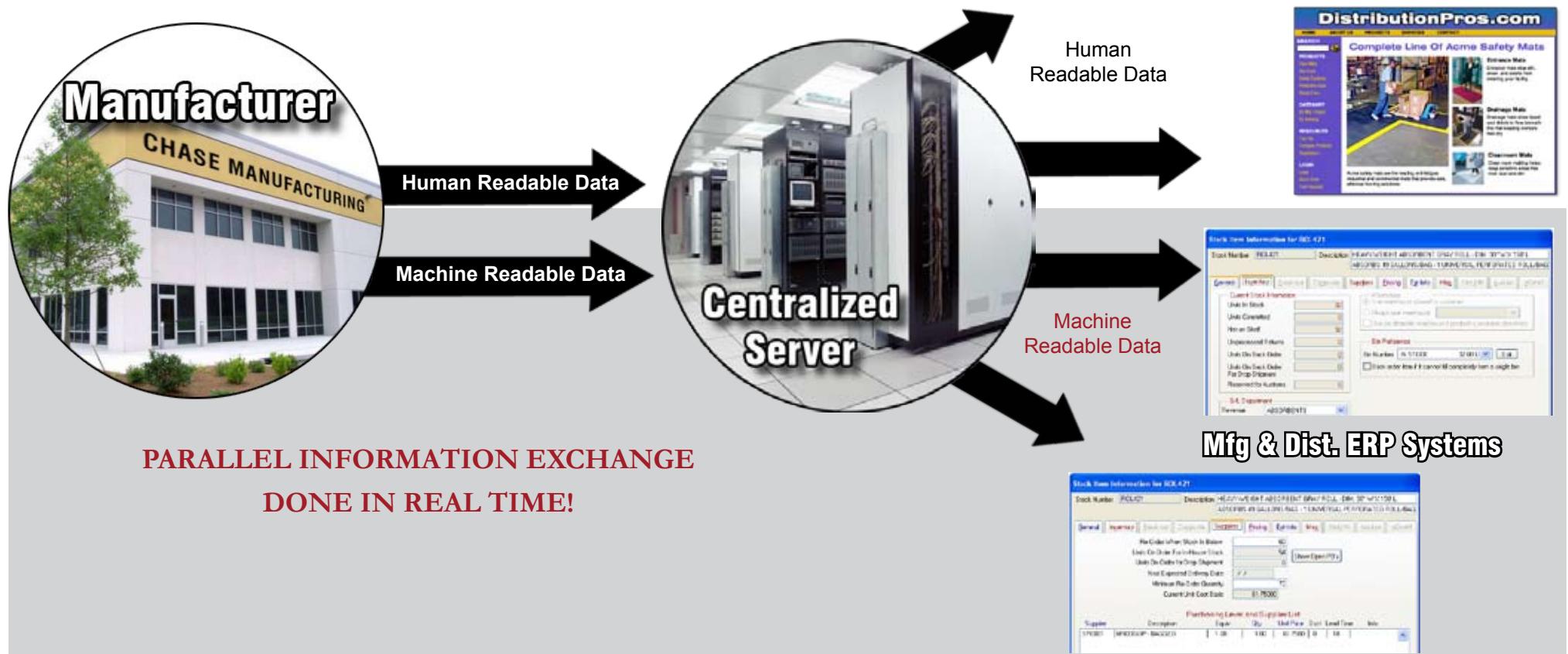
When the manufacturer updates data on the centralized server, both human readable data (HRD) and machine readable data (MRD) are sent to the Merchant/distributor web and ERP systems in real time.

Manufacturer can also update their own web and ERP through the centralized server.

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## **Mfg & Dist. Web Sites**



# Product Syndication

PATENT PENDING # 11/939,567

Bridging the information gap through advanced information exchange

**EXAMPLE:** How These Gas Cans Are Being Sold The Old Way vs New Syndicated Method

### SELLING GAS CANS THE OLD WAY.

Cluttered price boxes filled with separate sku's for each product variation are labor intensive to maintain and a difficult and exhausting customer experience.

**LSS.com Industrial & Safety Supplies**

1-800-356-0783

Sign In | Why Register? | Promos | My Cart

Search: GO

Sign up for e-newsletters, exclusive offers & more!

Home Products Clearance Customizit Info Library About Us Free Catalogs New Products

**JUSTRITE® Type I and Type II Safety Cans**

**JUSTRITE®**

Type I coated steel cans are best for petroleum-based solvents when solvent purity is not a factor. Polyethylene cans are best for tech-grade and high-purity chemicals.

**Construction: Type I Coated**

Steel Cans are 24-ga. steel with red powder-coat finish on all exterior surfaces. Small cans (1 gal. and less) have trigger handles. Large cans have swinging handles for easy handling of 60 lbs. or more. All sizes include free-flowing, double-mesh flame arrestor and spring-mounted relief-vent mechanism. Synthetic cap gasket is unaffected by flammable, volatile or viscous liquids.

**Type II Coated**

Steel cans are 24-ga. steel with red powder-coat finish on all exterior surfaces. Small cans (1 gal. and less) have trigger handles. Large cans have swinging handles for easy handling of 60 lbs. or more. All sizes include free-flowing, double-mesh flame arrestor and spring-mounted relief-vent mechanism. Synthetic cap gasket is unaffected by flammable, volatile or viscous liquids.

**FIND IT**

**JUSTRITE® UNO™ Type II Safety Can for Compressed Gases**

**JUSTRITE®**

UNO™ Safety Cans feature a single-point handle for easy carrying and a built-in pressure relief valve. Just pull the handle to release pressure and prevent over-pressurization. Comes with a quick-fit, self-closing hose. Double-walled construction provides added protection from damage. Perfect for compressed gases like CO<sub>2</sub>, N<sub>2</sub>, O<sub>2</sub>, Argon, Helium, and more.

**Industrial & Safety Supplies**

**JUSTRITE® UNO™ DOT Type II Safety Cans**

**JUSTRITE®**

UNO™ Safety Cans feature a single-point handle for easy carrying and a built-in pressure relief valve. Just pull the handle to release pressure and prevent over-pressurization. Comes with a quick-fit, self-closing hose. Double-walled construction provides added protection from damage. Perfect for compressed gases like CO<sub>2</sub>, N<sub>2</sub>, O<sub>2</sub>, Argon, Helium, and more.

**Old Way:**  
Requires maintaining 3 different pages and 55 separate sku's.

### SELLING GAS CANS USING RED DOOR!

RedxChange™ Product Syndication provides an incredibly powerful and efficient way to sell these complex products online enhancing the customer experience and giving the distributor a tool not available in the industry today all syndicated from the manufacturer to the distributors "own" web site. [View Demo](#)

The Spill Control People

Dawgie Padding To Spill Control!

Kennel Sale... Secured by Thawte Enhanced Product Search mal415 GO

Quick Order Item # Qty GO

FREE Daily Special Quarterly E-Newsletter

Browse Products Absorbents

**Safety Cans**

Accurate pouring and filling in a variety of safety colors.

Enjoy the unique benefits of Justrite's Type II safety cans in a variety of colors that are suitable for the storage of flammable liquids. Now it's easy to differentiate between flammables when more than one type is used at a particular work site.

Some commonly used color choices:

- Red is the most widely used choice for flammable liquids
- Blue cans are frequently used for the storage of kerosene
- Yellow cans can be used to designate the storage of diesel fuel
- Green cans are often used for the storage of oils

| SKU   | Description   |   |
|---|---|---|
| CAN-10826   | Type II Safety Can • 5 gallon steel safety can with hose • Hose Dimensions: 1" x 9" • Can Dimensions: 11.5" x 17" • Green |   |
| <b>Buy Now</b>                                      |   |   |
| Quantity: 1-5 6-10 11-20 21+                        |   |   |
| Pricing: 28.49 26.99 25.49 23.99                    |   |   |
| Style   | Capacity  | Color                                   |
| <input checked="" type="radio"/> Type II Safety Can | <input type="radio"/> 1 gallon  | <input type="radio"/> Blue              |
| <input type="radio"/> Uno Type II D.O.T. Safety Can | <input type="radio"/> 2 gallon  | <input type="radio"/> Green             |
| <input type="radio"/> Uno Type II Safety Can        | <input type="radio"/> 3 gallon  | <input type="radio"/> Red               |
|   | <input type="radio"/> 5 gallon  | <input checked="" type="radio"/> Yellow |

# Product Syndication

**PATENT PENDING # 11/939,567**

## Bridging the information gap through advanced information exchange

**EXAMPLE:** How These Safety Hats Are Being Sold The Old Way vs New Syndicated Method

# **SELLING SAFETY HATS THE OLD WAY.**

For products that offer many variations such as color and size, having separate sku's and price boxes for each variation can be tediously difficult for the consumer to find the specific size and color they want.

Customized products will only make the number of combinations of variations increase.

Having to update and maintain all of the copy, images and pricing data is counter productive.

You searched > **hard hats** > Hard Hats

Results Displayed: 1 - 15 of 159

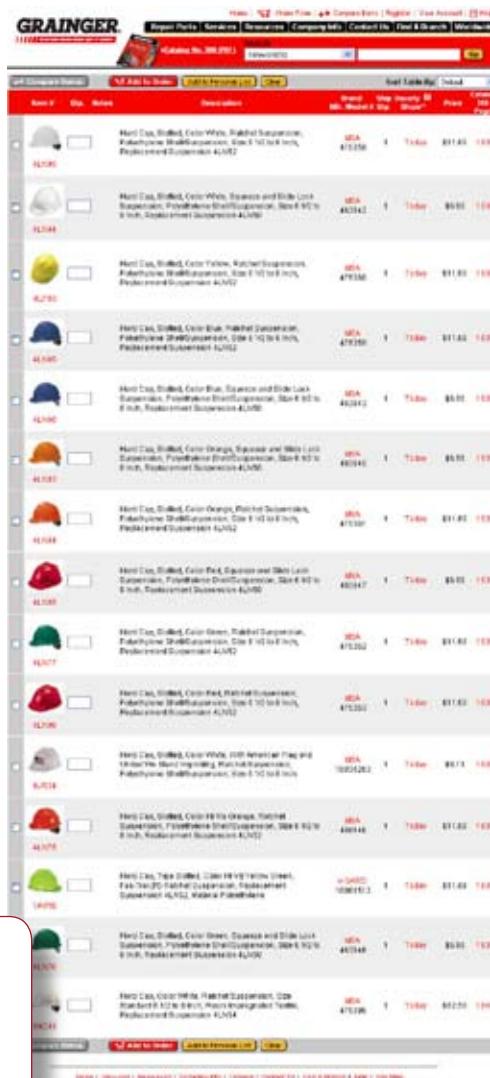
**Compare Items**   **Add to Order**

| Item # | Qty. | Notes |
|--------|------|-------|
|--------|------|-------|

| Go to Page:  | <input type="text"/> | <b>Go</b> | Page 1 of 11 >       |
|--|----------------------|-----------|----------------------|
| <b>Sort Table By:</b> Default <input type="button" value="▼"/> |                      |           |                      |
| Brand  | Ship Usually         | R         | Catalog              |
| Mfr. Model #   | Qty.                 | Ships**   | Price<br>399<br>Page |
| MSA  | 1                    | Today     | \$24.45 2277         |

## Old Way:

Requires customers to search through 159 sku's line listed in mind numbing tables across 11 different pages.



# **SELLING SAFETY HATS USING RED DOOR!**

RedxChange™ condenses ALL the combinations of product variations into one easy to navigate price box allowing for updates in real time. [View Demo](#)

The Spill Control People®

Your Secure Shopping Cart is Empty

## Dawgie Padding To Spill Control

**Kennel Sale**

**Secured by ihawke**

**Enhanced Product Search**

mat415 **GO**

**Quick Order**

Item # **Qty** **GO**

**DAILY GROWL** **FREE**  
Daily Growl Quarterly E-Newsletter

**Browse Products**

Absorbents  
Bear Proof Cans  
Cans & Cabinets  
Cigarette Receptacles  
Cleaners/Degreasers  
Facility Protection  
First Aid Kits  
Floor Safety Anti Fatigue  
Material Handling  
Personal Protection  
Safety Training  
Signs and Labels  
Spill Containment  
Spill Kits  
Stormwater Products  
Waste Disposal  
Waste Minimization  
Wipers

**Protective Helmets**

### Sentry III

- Universal slots connect to hearing, welding and visor accessories
- Available with ratchet or pinlock suspension
- 6 Ft nylon suspension with cloth sweatband
- Ratchet suspension option for secure fit
- Pin-Lock model has wide nappe strap for secure fit
- Standard package 12

| SKU                     | Description  | 1-5   | 6-10  | 11-20 | 21+   |
|-------------------------|--|-------|-------|-------|-------|
| HEL-3000066<br><b>1</b> | Protective helmets in various styles, suspensions and colors.<br>Style: Sentry III<br>Suspension: 6 PT<br>Pin-Lock | 22.79 | 21.59 | 20.39 | 19.20 |

**Buy Now**

| Style   | Suspension   | Color   |
|---|--|---|
| <input type="radio"/> Charger<br><input type="radio"/> Charger VAC<br><input checked="" type="radio"/> Sentry III | <input checked="" type="radio"/> 6 PT Pin-Lock<br><input type="radio"/> 6 PT Ratchet | <input type="radio"/> Blue<br><input checked="" type="radio"/> Gray<br><input type="radio"/> Green<br><input type="radio"/> Hi-Viz Orange<br><input type="radio"/> Lime<br><input type="radio"/> Orange<br><input type="radio"/> Red<br><input type="radio"/> Sky Blue<br><input type="radio"/> White<br><input type="radio"/> Yellow |

**New Way:**  
This one syndicated object contains 61 sku's for 3 different styles of Safety Hats including all possible variations for each style.

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## SELLING SAFETY MATTING THE OLD WAY.

A selection of standard sized mats is spread across several pages with multiple sku's on each page. Custom sizes are either available by quote only or simply not offered at all.

**New Pig**  
Your Partner for a Clean & Safe Workplace

**Anti-Fatigue Mats**

**Diamond-Plate SpongeCote® Anti-Fatigue Mat**  
Anti-slip/anti-fatigue mat combines maximum comfort and durability.  
FLM447 2' x 3', choose color  
FLM448 3' x 5', choose color  
FLM449 3' W, sold by the linear foot, choose color  
FLM450 4' W, sold by the linear foot, choose color

**Diamond Sof-Tred™ Anti-Fatigue Mat**  
Enhanced traction plus moisture resistance!  
FLM270 2' x 3', choose color  
FLM271 3' x 5', choose color  
FLM272 2' W, sold by the linear foot, choose color  
FLM273 3' W, sold by the linear foot, choose color  
FLM274 4' W, sold by the linear foot, choose color

**Diamond-Plate with Gritworks® Anti-Fatigue Mat**  
High-traction Anti-Fatigue Mat provides a slip-resistant, comfortable work surface.  
FLM385 2' x 3' x .56", standard  
FLM387 3' x 5' x .56", standard  
FLM386 2' x 3' x .94", ultrasoft  
FLM388 3' x 5' x .94", ultrasoft

**Supreme SlipTech™ Anti-Fatigue**  
Unique bonded Anti-Fatigue Mat provides longer than glued mats.  
FLM362 2' x 3', choose color  
FLM363 3' x 5', choose color  
FLM364 3' x 10', choose color

**Old Way:**  
Requires maintaining 4 types of mats on 15 different pages, yet they do not offer the Mfg's full product offering, only 26 sku's. No custom mats are offered at all.

Bridging the information gap through advanced information exchange

## DISTRIBUTOR OVERVIEW

# Product Syndication

## SELLING SAFETY MATTING WITH RED DOOR!

RedxChange™ combines multiple styles of mats with many variations, including custom sizes into one convenient price box. This allows the distributor to offer a more comprehensive selection for the customer, hence a much better customer experience and increased sales. [View Demo](#)

**DAWG** Doing Away With Grime! The Spill Control People®

**Kennel Sale**

**Enhanced Product Search**  
mat415

**Quick Order**  
Item # Qty

**DAILY GROWL** FREE Daily Groul Quarterly E-Hesletter

**Safety Anti-Fatigue Mats**

**Diamond-Plate with GritWorks!**

**NEW!** Product Group Name: Diamond GritWork Product Group Number: 416

**SKU** Description

MAT-416.916x3x5BK Diamond-Plate w/ GritWorks! UltraSoft • Length: 5 ft, width: 3 ft, thickness: 9/16 in, color: black

**Buy Now**

| Quantity: | 1-5    | 6-10   | 11-20  | 21+    |
|-----------|--------|--------|--------|--------|
| Pricing:  | 243.87 | 231.03 | 218.20 | 205.36 |

| Style  | Width                                 |
|--|---------------------------------------|
| <input type="radio"/> Diamond-Plate SpongeCote               | <input type="radio"/> 2 ft            |
| <input checked="" type="radio"/> Diamond-Plate w/ GritWorks! | <input checked="" type="radio"/> 3 ft |
| <input type="radio"/> SR (Slip Resistant) Diamond-Plate      | <input type="radio"/> 4 ft            |
| <input type="radio"/> UltraSoft Diamond-Plate                |                                       |

| Length                                  | Thickness                                | Color                                  |
|---|--|--|
| <input checked="" type="radio"/> 5 ft   | <input checked="" type="radio"/> 9/16 in | <input checked="" type="radio"/> Black |
| <input type="radio"/> 75 ft (full roll) | <input type="radio"/> 15/16 in           | <input type="radio"/> Black/Yellow     |
| <input type="radio"/> Custom length     |  | <input type="radio"/> Chevron          |
|   |  | <input type="radio"/> Gray             |

### New Way:

This one syndicated object contains 112 sku's for 4 types of Diamond-Plate anti-fatigue mats including all possible variations for each style. Plus the ability to specify custom sizes.

# Product Syndication

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## SELLING SAFETY WEAR THE OLD WAY.

This distributor is selling just one type of Micro Max Suit showing a long list of sku's – one for every size available. The customer can easily loose their train of thought through these mind numbing tables

**Old Way:**  
Shows only 2 of the 3 types of Micro Max suits available. Suits are shown on 4 pages in long tables displaying 40 sku's.

| Qty | Item #    | Product  | Cloak | Sell For | Pack Avail | Price |
|-----|-----------|--|-------|----------|------------|-------|
| 0   | 122459M   | MicroMax NS Coveralls w/Open Cuff, Size Medium, Qty/Case 25                        | 1CS   | \$164.50 |            |       |
| 0   | 122459L   | MicroMax NS Coveralls w/Open Cuff, Size Large, Qty/Case 25                         | 1CS   | \$164.50 |            |       |
| 0   | 122459XL  | MicroMax NS Coveralls w/Open Cuff, Size X-Large, Qty/Case 25                       | 1CS   | \$164.50 |            |       |
| 0   | 122459XXL | MicroMax NS Coveralls w/Open Cuff, Size XX-Large, Qty/Case 25                      | 1CS   | \$164.50 |            |       |
| 0   | 122464M   | MicroMax NS Coveralls w/Elastic Cuff, Size Medium, Qty/Case 25                     | 1CS   | \$111.00 |            |       |
| 0   | 122464L   | MicroMax NS Coveralls w/Elastic Cuff, Size Large, Qty/Case 25                      | 1CS   | \$111.00 |            |       |
| 0   | 122464XL  | MicroMax NS Coveralls w/Elastic Cuff, Size X-Large, Qty/Case 25                    | 1CS   | \$111.00 |            |       |
| 0   | 122464XXL | MicroMax NS Coveralls w/Elastic Cuff, Size XX-Large, Qty/Case 25                   | 1CS   | \$111.00 |            |       |
| 0   | 122465M   | MicroMax NS Coveralls w/Hood, Cuff and Hood, Size Medium, Qty/Case 25              | 1CS   | \$111.00 |            |       |
| 0   | 122465L   | MicroMax NS Coveralls w/Hood, Cuff and Hood, Size Large, Qty/Case 25               | 1CS   | \$111.00 |            |       |
| 0   | 122465XL  | MicroMax NS Coveralls w/Hood, Cuff and Hood, Size X-Large, Qty/Case 25             | 1CS   | \$111.00 |            |       |
| 0   | 122465XXL | MicroMax NS Coveralls w/Hood, Cuff and Hood, Size XX-Large, Qty/Case 25            | 1CS   | \$111.00 |            |       |
| 0   | 122466M   | MicroMax NS Coveralls w/Elastic Cuff, Hood, and Booties, Size Medium, Qty/Case 25  | 1CS   | \$128.00 |            |       |
| 0   | 122466L   | MicroMax NS Coveralls w/Elastic Cuff, Hood, and Booties, Size Large, Qty/Case 25   | 1CS   | \$128.00 |            |       |
| 0   | 122466XL  | MicroMax NS Coveralls w/Elastic Cuff, Hood, and Booties, Size X-Large, Qty/Case 25 | 1CS   | \$128.00 |            |       |

## SELLING SAFETY WEAR WITH RED DOOR!

RedxChange™ combines all 3 types of MicroMax Suits with many variations for each into one convenient price box. This allows the distributor to offer a more comprehensive selection that is customer friendly and much easier for the distributor to maintain. [View Demo](#)

**New Way:**  
This one syndicated object contains 130 sku's for all 3 types of Micro Max suits including all possible variations for each style.

| SKU  | Description  |   |
|--|--|---|
| CTL414   | <b>MicroMax® NS Coverall with Hood</b><br><br>Absorbents<br>Bear Proof Cans<br>Cans & Cabinets<br>Cigarette Receptacles<br>Cleancers/Degreasers<br>Facility Protection<br>First Aid Kits<br>Floor Safety Anti Fatigue<br>Material Handling<br>Personal Protection<br>Safety Training<br>Signs and Labels<br>Spill Containment<br>Spill Kits<br>Stormwater Products<br>Waste Disposal<br>Waste Minimization<br>Wipers |   |
| Quantity: 1-5    6-10    11-20    21+          |  |   |
| Pricing: 19.94    18.89    17.84    16.79      |  |   |
| Type   | Style  | Attachments                                     |
| <input type="radio"/> Micro Max®               | <input checked="" type="radio"/> Coverall  | <input type="radio"/> Sewn on Pockets           |
| <input type="radio"/> Micro Max® HFB           | <input type="radio"/> Smock  | <input type="radio"/> Attached Ties             |
| <input checked="" type="radio"/> Micro Max® NS | <input type="radio"/> Apron  | <input checked="" type="radio"/> Attached Boots |
| Elastic  | Size   | Closure   |
| <input checked="" type="radio"/> Wrists        | <input type="radio"/> Small  | <input type="radio"/> Ties                      |
| <input type="radio"/> Ankles                   | <input type="radio"/> Medium   | <input type="radio"/> Snaps                     |
| <input type="radio"/> Wrist/Ankles             | <input type="radio"/> Large  | <input type="radio"/> XL                        |
|  | <input type="radio"/> 2X   | <input checked="" type="radio"/> Zipper         |
|  | <input type="radio"/> 3X   |   |

## Product Syndication

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A NEW WAY OF THINKING WITH REDXCHANGE™ PRODUCT SYNDICATION.

Check out these online demo examples  
to see how RedxChange™ can help you sell complex products online!

Click on the manufacturer's logo.



**JUSTRITE®**



**WEARWELL**



**JACKSON®  
Safety**



**Lakeland  
INDUSTRIES, INC.**



**EAGLE  
RECEP  
TACILE**



**UNITED  
RECEPTACLE**



**UltraTech  
International, Inc.**

Click on the links above to see live online examples of how RedxChange™ Product syndication can greatly improve and empower the way you do business, successfully selling complex products online.

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The screenshot shows a product page for a Diamond Plate Floor Mat. The header features a yellow Labrador Retriever wearing a life vest and holding a spill sack, with the text "Dawgie Padding To Spill Control!". The main content area highlights the mat's "soothing comfort" and "exceptional comfort, rebound and long life". It includes a chart comparing the mat's performance across four categories: Anti-Fatigue, Wear Resistance, Slip Resistance, and Durability. A table provides details for Product No. 414, including "Performance: ULTIMATE" and "15/16 in thickness". The page also includes sections for "Enhanced Product Search", "Quick Order", and "Browse Products".

| Category        | Anti-Fatigue | Wear Resistance | Slip Resistance | Durability |
|-----------------|--------------|-----------------|-----------------|------------|
| Product No. 414 | 4            | 4               | 3               | 5 max.     |

## CUSTOMER EXPERIENCE

A Distributor web site uses product syndication to offer products to its customers. Instead of hard-coding products in the HTML code, or constructing them from a local database, the products are rendered from code transmitted from a centralized web server.



### Distributor Web Site

Displays updated information to customer

# Product Syndication

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The screenshot shows a website layout with a blue header bar containing the site name "DistributionPros.com". Below the header is a navigation menu with links for HOME, ABOUT US, PRODUCTS, SERVICES, and CONTACT. A search bar is also present. The main content area features a heading "Complete Line Of Acme Safety Mats" and three product categories with images and descriptions: "Entrance Mats" (designed to stop dirt, snow, and debris from entering a facility), "Drainage Mats" (allowing liquid and debris to flow beneath the mat), and "Cleanroom Mats" (helping to keep sensitive areas free from dust and dirt). On the left side of the page, there is a sidebar with sections for PRODUCTS (Floor Mats, Gas Cans, Safety Cabinets, Protective Safety, Waste Carts), CATEGORY (By Mfg / Brand, By Industry), RESOURCES (Top Ten, Compare Products, Regulations), and LOGIN (Login, Quick Order, Your Account). A small note at the bottom of the main content area states: "Acme safety mats are the leading anti-fatigue, industrial and commercial mats that provide safe, effective flooring solutions."

## ADVANTAGES OF PRODUCT SYNDICATION - DISTRIBUTOR BENEFITS

### Distributor Benefits

- Ability to offer complex products to their customers, enhancing the customer's product selection experience. **Result: increased sales.**
- Minimal need for a webmaster or outside web dev shop. New products can be placed on distributor's web site in minutes. Existing products, pricing, copy and more can be updated through innovative web-services-based information exchange via centralized server.
- Ability for syndicated products to be stylized to adhere to the look and feel of the distributor's web site.
- Distributor does not need to purchase any software or hardware. All they need is a connection to the Internet and a web site. The product syndication services 'bolts on' to a distributor's existing site – it doesn't require any disruption of the existing E-Commerce solution.
- Rather than spending hours trying to figure out how to set up a complex product for sale on their web site, distributors can 'drag and drop' a single line of code that will cause a ready-to-view dynamic object to display for their customers. The entire process takes only minutes.

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## ADVANTAGES OF REDxCHANGE™ PRODUCT SYNDICATION - BENEFIT SUMMARY

PATENT PENDING # 11/939,567

### Benefit Summary

- Enhanced shopping experience for customers. Result: increased sales for both the distributor and manufacturer.
- Strengthens the manufacturer/distributor relationship, increasing perceived switching barriers with respect to competing manufacturers.
- Simplifies the selection process of products with complex and confusing variations such as length, width, thickness, color, etc.
- Allows product information to be efficiently and instantly downloaded from a centralized server, ensuring that product information at the distributor level is up-to-date. Information includes pricing, descriptions, SKU's, photos, spec sheets, etc.
- A new model for managing the outreach of product information from manufacturers to distributors. Replaces tedious hands-on methods of updating product information with quick and easy automated information exchange – right over the Internet.

### MANUFACTURER AND DISTRIBUTOR

The image displays two side-by-side screenshots of website interfaces. On the left, the 'Acme Manufacturing' website features a main navigation bar with links to Home, About Us, Products, Services, Distributors, Literature, and Contact. Below the navigation is a large image of a warehouse floor with yellow safety markings. To the left of the image is a sidebar with links to Anti-Fatigue Mats, Drainage Mats, Entrance Mats, Conductive Mats, Mat Runners, Exercise Mats, Specialty Mats, News/Articles, Press Releases, How to Purchase, Find a Dealer, and Customer Service. On the right, the 'DistributionPros.com' website has a similar layout with a main navigation bar and a large image of a warehouse floor. Below the image, there are three callout boxes: 'Entrance Mats' (designed to stop dirt, snow, and debris from entering your facility), 'Drainage Mats' (designed to absorb liquid and debris to flow beneath the mat keeping workers feet-dry), and 'Cleanroom Mats' (clean room matting helps keep sensitive areas free from dust and dirt).

**WIN/WIN  
BUSINESS RELATIONSHIP**

# Product Syndication

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## PRICING MODEL

RedxChange Product Syndication provides an affordable solution that offers tremendous value for distributors. Expand current and new product offerings, increase sales, and improve efficiencies through real time ERP and Web Site Content updates.

Allow your manufacturer to syndicate product images, copy, SKU's, pricing, and other critical information on your behalf. No software, hardware or difficult learning curves to overcome, just a web site and a connection to the internet.



## Weighing the Investment:

Cost reductions to consider:

### A. If your e-commerce/web site maintenance is done in-house:

1. In-house Webmaster \$70-80K per year  
*Design and maintenance of your web site*

2. In-house Internet/IS Technician \$85-95K per year  
*Programming & Maintenance internal information systems, provide transfer of data and/or ERP directly to web site or to web master*

3. In-house Administrative/Data Entry Person \$15-20 per hour  
*Time spent preparing/distributing data in multiple formats to multiple locations*

### B. If your e-commerce/web site is done by an outside firm:

1. Outside Web Company \$100+ per hour  
*Design and maintenance of your web site, programming for ERP systems integration - (equivalent of A1 and A2 above)*

2. In-house Administrative/Data Entry \$15-20 per hour  
*Time spent preparing/distributing data for outside company to update your web site*

### I. Base Subscription:

- ▶ Includes 1 distributor login account
- ▶ Access MFG's entire product offering uploaded to central server

**\$19.95 per month**



### II. Options:

- ▶ **Each Additional Web Site Content Login Account:**
- ▶ **Each Web Services Interface Login Account:**

**\$19.95 per month**

**\$9.95 per month**

### III. Distributor Using Syndication with 10 or more Manufacturers

- ▶ **Each login account: 25% OFF Base Subscription!**

**25% OFF**

## Benefits

- Ability to offer complex products to your customers, enhancing the overall customer product selection experience: **Result - increased sales!**
- Minimal need for a web master or outside web dev shop, new products can be placed on your web site in a matter of minutes. Existing products, pricing, copy & more can be updated through innovative information exchange via mfg's centralized server.
- Syndicated products can be customized to fit the exact look and feel of your web site.
- **No new software or hardware required**, only a connection to the internet and a web site, everything you currently have stays in place with no modifications.
- List manufacturers products on your web site in a matter of minutes verse paying an outside firm or having your in-house e-commerce person spend hours, result huge labor savings.

## Distributor Investment Summary

RedxChange Product Syndication provides an affordable solution that offers tremendous value for distributors all for just \$19.95 per month.

Add an optional web services interface account and integrate your ERP system for an additional \$9.95 per month that's less than half the price of DSL or Cable service. Distributor's using syndicated products from 10 or more manufacturer's can cut their monthly subscription costs by 25%.

# Product Syndication

PATENT PENDING # 11/939,567

Bridging the information gap through advanced information exchange



## PRODUCT SYNDICATION:

Syndication is a way of pushing rapidly changing information to remote users. Well noted examples include:

- RSS feeds, used to publish short news stories all over the Internet. Google News is an example of this

Using simple commands, Distributors can 'drop and sell' products or supply information right into their web pages for their customers, a model that currently exists and is widely accepted.

But RedxChange™ Product Syndication, with BUILT-IN support for complex products, takes this model to new heights.

# Product Syndication

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## KEY INSIGHTS THAT LED TO THE IDEA OF REDXCHANGE™ PRODUCT SYNDICATION:

1. Manufacturers have a pain staking ordeal of figuring out how information is efficiently passed to their distribution channels. Pricing and other data updates are a major hassle for distributors and manufacturers. Syndicating products eliminates these problems. As soon as information changes on the manufacturing side, it instantly trickles down to distributors, as rules logic.
2. Manufacturer will not have to support different data requests from different distributors. With one centralized location for the manufacturers data, all distributors will automatically get a data feed of any magnitude directly to their web site in real time.
3. Certain manufacturers have complex products that are difficult to sell online. Most Distributors will never effectively sell or represent the product correctly on behalf of the manufacturer. Product syndication allows manufacturers to pre-configure complex products as easily 'dropped-in' objects that Distributors can plug into their web sites quickly. This pre-configuration includes easy to use configurators and condensers.
4. Customers can become confused when choosing from many similar products that have only slight variations from one another, usually visualized through long mind numbing tables.
5. Creating the means for distributors to sell complex products creates a tremendous advantage for manufacturers. Their competitors may be slow to adopt similar technology, and their own distributors will continue to sell ineffectively. Product syndication, combined with advanced tools for selling complex products, is a FORCE MULTIPLIER for manufacturers. It increases the selling power of a mfg's installed base of distributors.



## Product Syndication

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## Bridging the information gap through advanced information exchange

#### **ACCESS TO REDxCHANGE™ PRODUCT SYNDICATION:**

## **Two Steps Required**

1. Print out and sign our non-disclosure form pdf, then fax it to us at 860-540-0611.
  2. Fill out our online request form. Upon approval you will receive your username and password to access this restricted area.

Once you have completed the non disclosure form and received your username / password

Click here to [Log In](#) to RedxChange™ Product Syndication

