

TRADE PRODUCT CATALOGUE CHECKLIST

This checklist has been created by WrightObara to help you produce a trade catalogue that's highly geared towards sales. It includes all the information necessary to liaise with your design team and create a trade catalogue that is cost-effective, profit-driven, and with a high degree of usability.

As one of our global clients points out, "The trade catalogue is the most important piece of print we produce each year." Here's how to do it right and maximise sales opportunities.



BE PREPARED

SET A TIMEFRAME FOR PRODUCING CATALOGUE

- Do you have a specific deadline in mind? Use this as a fixed deadline that you can work backwards from in order to build in the following steps.
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CONSIDER BUDGET REQUIREMENTS

There are many aspects to keep in mind when developing your budget, this checklist will provide an insight into some of those elements but key things to consider are:

- Design budget
 - Photography budget
 - Print budget
 - Fulfilment (collation, postage and packaging)
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COMPLETE A SQUARE-INCH ANALYSIS OF PREVIOUS TRADE CATALOGUES

- Find out which products are most profitable to ensure you give them adequate space within your catalogue. Similarly, you may have a range of products you wish to increase sales for – allow room for these products to take pride of place within the catalogue.
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TONE OF VOICE

ANALYSE YOUR PRODUCT POSITIONING

- Do you offer a premium product offering or are your products aimed at an end consumer on a limited budget? Maybe your products range across a variety of target audiences? By identifying this you can set a suitable tone for your catalogue and ensure it reflects consumer values that target audiences can identify with.
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ENSURE DESIGN CONSISTENCY

- Design consistency is key to the flow of a catalogue – this may be influenced from your brand guidelines, with set typefaces, colours and even page layouts to adhere to. Alternatively, you may have looser guidelines which allow you to have more freedom over these elements. In either case, it is important to ensure your overarching layout is maintained throughout the catalogue and conforms to the overall tone of voice you wish to achieve.

While this element may seem trivial, it's an important way of distinguishing yourself from competitors and enabling stockists to understand exactly where your products sit in the market.

CATALOGUE PLAN

CATEGORIES AND SECTIONS

- Using your square-inch analysis, decide the order in which your products will feature in each section.
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EDITORIAL

- Do you have any editorial content to include? Build this into your plan. Don't forget to include contents pages, terms and conditions and any pages which may be dedicated to placing orders. Most importantly, you should allow more space for top-selling products. Other things to include are awards and quality standards (e.g. Certified Organic). And don't forget social proof! Highlight your top sellers.

CONTENT

PRODUCT INFORMATION

High-selling products need more content than others in the catalogue. You may wish to include the following information for each product:

- Your product's name and description.
- Your product's benefits and key features.
- Information such as pack sizes, ingredients, safety notes, legal disclaimers and copyright / TM information.
- Order information – this could be in the form of SKUs, barcodes or details of how to make an order.
- Product reviews – have a customer testimonial that really sells your product? Include it!

CROSS-SELL

- If there's a product that works in tandem with another, make sure to mention it in both product descriptions – use the opportunity to create multiple sales where appropriate.

INCLUDE OTHER CONTENT

- Is there any other information that may be of use to the trade such as user guidelines or instructions? Consider if it's appropriate to include or if this content could be used on a complimentary digital platform.

CONTENT

CONSULT R&D

- It's important to ensure you've included all the relevant information and regulatory content. Your research and development team can prove invaluable to this process.
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PRICING

- Are you including prices in your catalogue? Are deals and bundles needed? Bear in mind your trade catalogue will be in circulation for 12-18 months. Will your prices change in this time? Can you commit to the special offers you're including? If not, consider excluding such elements and producing a separate 'special offer' flyer to run alongside the catalogue.
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CALL-TO-ACTIONS

- Define how you want your stockists to place an order. Can they do this via a portal? If so, include links and even QR codes that take them direct to the site. Order via telephone? Make sure the contact numbers feature regularly throughout the catalogue.

CONTENT

COVER

- Your cover is one of the most important elements of your trade catalogue. It should reflect the tone of voice you have identified and resonate with your target audience. Make them want to read your catalogue! Do you want to feature a specific product on the cover? Maybe you want to portray a lifestyle feel? Strong imagery will be a key factor, but messaging is just as important!
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LINKS TO MORE CONTENT

- Link content from your catalogue to online resources not limited by space or physical print. This enables you to show more images, include more details and even add videos etc.

PRODUCT PHOTOGRAPHY

CREATE PRODUCT IMAGERY

Good product photography is key to selling your products. By investing in excellent product imagery, you will not only elevate the look of your trade catalogue but also have strong images you can use online as well as the provision of an invaluable digital resource to stockists. If you are planning a photography shoot consider the following:

- What is your budget / time allocation for this process?
- Will the shoot be done in-house (if so, do you have the relevant equipment?), or will you outsource this process to an agency?
- What style of imagery do you need? Are you looking for basic product packaging images or do you need lifestyle shots? Perhaps you need a mixture?
- What sort of location will be most suitable? Will a simple studio set-up suffice or will you need an outside space?
- Will models be required? Factor this element into your budgeting.
- Make a comprehensive list of the images required – be specific! This list may include:
 - Individual product images
 - Front / back / side of packaging / product
 - Close-ups
 - The product in use
 - Group and range shots
 - Hero images
 - Lifestyle images
- Make sure you have two or three of each product to be photographed with you on the day to allow for any nicks / scratches that may occur.
- Do you need any props? Make a list and purchase these well in advance of the photoshoot.
- Remember to take anything you may need to clean or handle the products during the shoot.

PRINT SPECIFICATION

SIZE AND PAGINATION

- What format and size is most suitable? How many pages will be required?
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TYPE OF PAPER

- For example, if your brand holds strong ethical values, you may consider using recycled paper stock.
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SPECIAL PRINT PROCESSES

- If your brochure needs a luxury feel, you may consider matt lamination to a cover or inside pages. If your catalogue needs to be hard-wearing, you may want to think about having a heavier paper stock for the cover, and even gloss lamination to keep the cover looking great, no matter how many times it is leafed through.
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BINDING OPTIONS

- Options such as wiro-binding or perfect-binding not only affect the look and feel of your brochure but also impact production timelines and budgets.
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PRINT SPECIFICATION

POSTAGE CONSIDERATIONS

- If you plan on posting your catalogue to stockists, consider how the size and weight of the catalogue will impact postage costs and build this into your budget.

FANCY A CHAT?

Do you have any checklist items uncovered? We're happy to help you create a sales-driven trade catalogue. Contact us now for free advice from one of our experts.

No pressure. No obligations. No hassle.

Call us on 020 70 60 2711, or email info@wrightobara.com