

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

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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.

Non-Syndication Method

- Manufacturer must provide each distributor/ Distributor with updates
- Each Distributor/Merchant must update product information on their web site

RedxChangeSyndication Method

- Manufacturer provides updates to one centralized server
- All Merchants/Distributors receive automated product update information in real time



CD's
Spreadsheets
FTP & Catalogs



Real time updates
Real time updates



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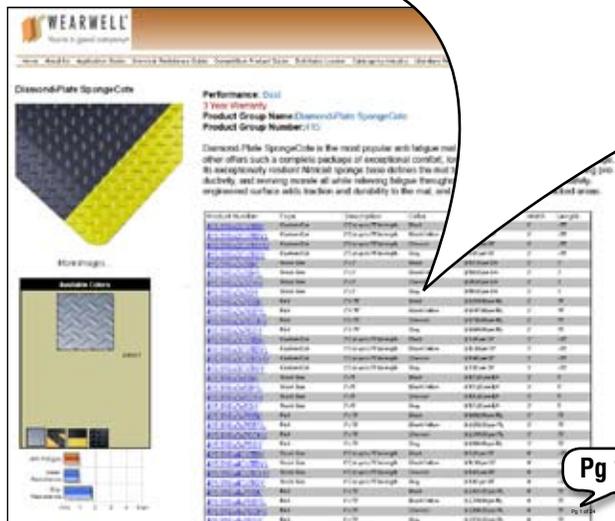
PROBLEM 2: SELLING COMPLEX PRODUCTS

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.

Product Number	Type	Description	Color	Price	Width	Length
415.916x2CUTBK	Custom Cut	2' Cut up to 75' in length	Black	\$ 9.24 per SF	2'	<75'
415.916x2CUTBYL	Custom Cut	2' Cut up to 75' in length	Black/Yellow	\$ 10.30 per SF	2'	<75'
415.916x2CUTCHV	Custom Cut	2' Cut up to 75' in length	Chevron	\$ 11.48 per SF	2'	<75'
415.916x2CUTGY	Custom Cut	2' Cut up to 75' in length	Gray	\$ 9.90 per SF	2'	<75'
415.916x2x3BK	Stock Size	2' x 3'	Black	\$ 52.30 per EA	2'	3'
415.916x2x3BYL	Stock Size	2' x 3'	Black/Yellow	\$ 59.60 per EA	2'	3'
415.916x2x3CHV	Stock Size	2' x 3'	Chevron	\$ 65.60 per EA	2'	3'
415.916x2x3GY	Stock Size	2' x 3'	Gray	\$ 55.00 per EA	2'	3'
415.916x2x75BK	Roll	2' X 75'	Black	\$ 1,329.00 per RL	2'	75'
415.916x2x75BYL	Roll	2' X 75'	Black/Yellow	\$ 1,497.00 per RL	2'	75'
415.916x2x75CHV	Roll	2' X 75'	Chevron	\$ 1,736.00 per RL	2'	75'
415.916x2x75GY	Roll	2' X 75'	Gray	\$ 1,400.00 per RL	2'	75'
415.916x3CUTBK	Custom Cut	3' Cut up to 75' in length	Black	\$ 9.24 per SF	3'	<75'
415.916x3CUTBYL	Custom Cut	3' Cut up to 75' in length	Black/Yellow	\$ 10.30 per SF	3'	<75'
415.916x3CUTCHV	Custom Cut	3' Cut up to 75' in length	Chevron	\$ 11.48 per SF	3'	<75'
415.916x3CUTGY	Custom Cut	3' Cut up to 75' in length	Gray	\$ 9.90 per SF	3'	<75'



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 distributors 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 takes months or even years before a distributor posts all the correct and new information pertaining to a product on the distributors 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 distributors web site and ERP system.



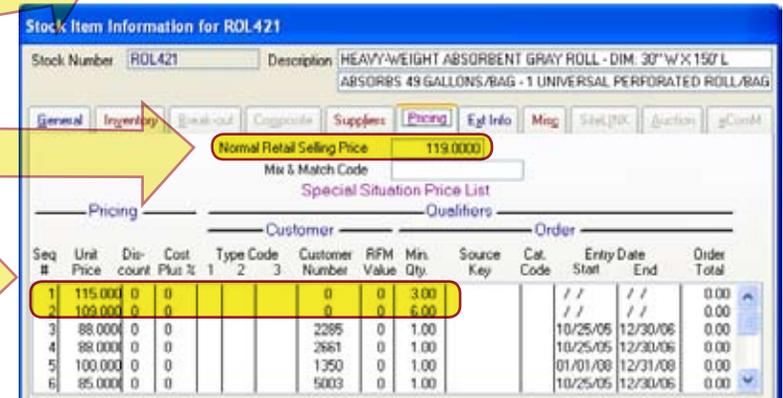
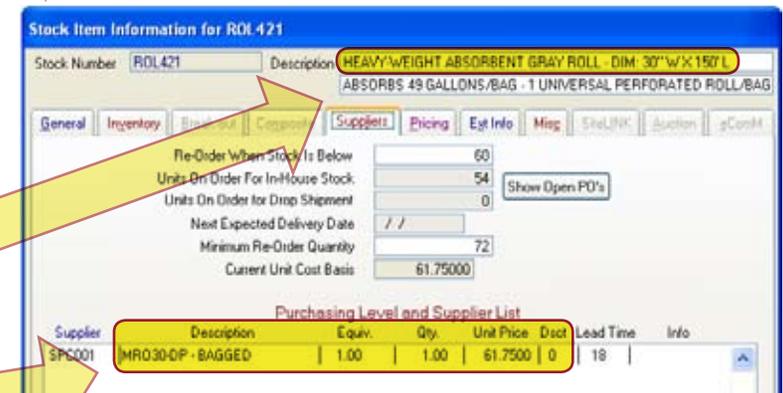
update distributor inventory

update distributor product description

update distributor cost and vendor sku

update distributor retail price

update special discount pricing



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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. The distributor has control to accept or reject these changes product by product. 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 distributors desires, both to the distributors web site and ERP system.



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



Updated copy

Updated Image

New Color Added

Complex Product

New Pricing

Qty	Item	Description	1-3	4+
	MAT414	UltraSoft Diamond Plate Beveled		Variable Pricing (Click Here)

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

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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

Acme Manufacturing

HOME ABOUT US PRODUCTS SERVICES DISTRIBUTORS LITERATURE CONTACT

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

Customer Service

Diamond-Plate SpongeCote

Performance: **Best**
 3 Year Warranty
 Product Group Name: Diamond-Plate SpongeCote
 Product Group Number: 415

Diamond-Plate SpongeCote is the most popular anti fatigue mat and matting in the industry because no other offers such a complete package of exceptional comfort, long life, and a high-tech, industrial image. Its exceptionally resilient Nitricell sponge base defines the mat by providing true comfort, enhancing productivity, and reviving morale all while relieving fatigue throughout the day. Diamond-Plate's safety-engineered surface adds traction and durability to the mat, and lends itself to heavily trafficked areas.

Water Images

Table with columns: Product Name, Description, Length, Width, Thickness, Color, Price, etc.

Pg 1 of 24



Safety Mats

Diamond-Plate SpongeCote Print Page

Performance: Best
 3 Year Warranty

Product Group Name: Diamond-Plate SpongeCote
 Product Group Number: 415

Diamond-Plate SpongeCote is the most popular anti fatigue mat and matting in the industry because no other offers such a complete package of exceptional comfort, long life, and a high-tech, industrial image. Its exceptionally resilient Nitricell sponge base defines the mat by providing true comfort, enhancing productivity, and reviving morale all while relieving fatigue throughout the day. Diamond-Plate's safety-engineered surface adds traction and durability to the mat, and lends itself to heavily trafficked areas.

C Square edges, custom widths and unique configurations are available. Please call for pricing.

SKU	Description
MAT-415.916x3x5BYL	Diamond-Plate SpongeCote • Length: 5 ft, width: 3 ft, thickness: 9/16 in, color: black/yellow
Buy Now	
Quantity:	1-5 6-10 11-20 21+
Pricing:	130.34 123.48 116.62 109.76

Style	Width
<input checked="" type="radio"/> Diamond-Plate SpongeCote	<input type="radio"/> 2 ft
<input 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	<input type="radio"/> 5 ft
	<input type="radio"/> 6 ft

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

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.

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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



Manufacturer

Human Readable Data

Machine Readable Data



Centralized Server

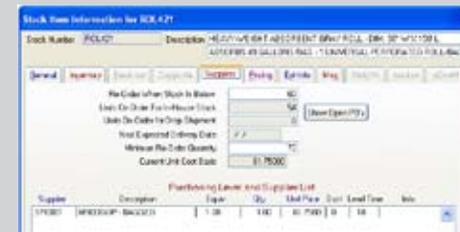
Human Readable Data

Machine Readable Data



Mfg & Dist. ERP Systems

**PARALLEL INFORMATION EXCHANGE
DONE IN REAL TIME!**



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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.

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](#)

New Way:
This one syndicated object contains 55 sku's for 3 different styles of Type II safety Gas Cans including all possible size and color variations for each style.

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

	1-5	6-10	11-20	21+
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 checked="" type="radio"/> Green
<input type="radio"/> Uno Type II Safety Can	<input type="radio"/> 3 gallon	<input type="radio"/> Red
	<input checked="" type="radio"/> 5 gallon	<input type="radio"/> Yellow

Product Syndication

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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: Page 1 of 11

Sort Table By: Default

Brand	Ship Usually	Price	Catalog
#fr. Model #	Qty. Ships**		399 Page
MSA	1	Today	\$24.45
818398			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](#)

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

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

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

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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.

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 Sol-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.

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](#)

Safety Anti-Fatigue Mats

Diamond-Plate with GritWorks!

NEW!

Grit magnified 10 times

Diamond-Plate SpongeCote is now available with a GritWorks! surface. It's ideal for primarily dry areas with slight overspray or where grease and oil get tracked onto the mat. GritWorks! is a carbide grit that increases traction by over 50% while also increasing the chemical resistance and durability of the surface. Available in two thicknesses, a standard 9/16" and an UltraSoft 15/16". Diamond-Plate with GritWorks! has a super resilient, Nitrile sponge base. Nitrile sponge is PVC, loaded with Nitrile rubber for exceptional comfort, rebound and long life. All mats come with safety-beveled edges.

SKU	Description	Quantity	1-5	6-10	11-20	21+
MAT-416.916x3x5BK	Diamond-Plate w/ GritWorks! UltraSoft • Length: 5 ft, width: 3 ft, thickness: 9/16 in, color: black	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 lose 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	Unit	Price
0	122450M	MicroMax NS Coversalls w/Open Coll, Size: M, Elastic, Qty: Case 25	1 CS	\$186.50
0	122450L	MicroMax NS Coversalls w/Open Coll, Size: L, Elastic, Qty: Case 25	1 CS	\$186.50
0	122450XL	MicroMax NS Coversalls w/Open Coll, Size: XL, Elastic, Qty: Case 25	1 CS	\$186.50
0	122450000	MicroMax NS Coversalls w/Open Coll, Size: XXX Large, Qty: Case 25	1 CS	\$91.00
0	122464M	MicroMax NS Coversalls w/Elastic Coll, Size: M, Elastic, Qty: Case 25	1 CS	\$111.00
0	122464L	MicroMax NS Coversalls w/Elastic Coll, Size: L, Elastic, Qty: Case 25	1 CS	\$111.00
0	122464XL	MicroMax NS Coversalls w/Elastic Coll, Size: XL, Elastic, Qty: Case 25	1 CS	\$111.00
0	122464000	MicroMax NS Coversalls w/Elastic Coll, Size: XXX Large, Qty: Case 25	1 CS	\$111.00
0	12246400L	MicroMax NS Coversalls w/Elastic Coll and Hood, Size: M, Elastic, Qty: Case 25	1 CS	\$119.00
0	12246400L	MicroMax NS Coversalls w/Elastic Coll and Hood, Size: L, Elastic, Qty: Case 25	1 CS	\$119.00
0	12246400L	MicroMax NS Coversalls w/Elastic Coll and Hood, Size: XL, Elastic, Qty: Case 25	1 CS	\$119.00
0	12246400L	MicroMax NS Coversalls w/Elastic Coll and Hood, Size: XXX Large, Qty: Case 25	1 CS	\$114.00
0	1224600M	MicroMax NS Coversalls w/Elastic Coll, Hood, and Boots, Size: M, Elastic, Qty: Case 25	1 CS	\$178.00
0	122460L	MicroMax NS Coversalls w/Elastic Coll, Hood, and Boots, Size: L, Elastic, Qty: Case 25	1 CS	\$178.00
0	122460XL	MicroMax NS Coversalls w/Elastic Coll, Hood, and Boots, Size: XL, Elastic, Qty: Case 25	1 CS	\$178.00

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.

MicroMax® Protective Clothing

Economical microporous protection from grease, grime and light chemical splash!

MicroMAX® NS is the newest member of the protective clothing family from Lakeland Industries. This line of general purpose protective clothing can be used in any non-hazardous environment where dirt, grime, splashes and spills are present.

CTL414 MicroMax® NS Coverall with Hood

SKU	Description
CTL414	MicroMax® NS Coverall with Hood Zipper, Attached Boots, Elastic Wrists Size: small, 25 per case

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® HBF	<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
	<input type="radio"/> Lab Coat	
	<input type="radio"/> Boot Cover	

Elastic	Size	Closure
<input checked="" type="radio"/> Wrists	<input checked="" 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 checked="" type="radio"/> Zipper
	<input type="radio"/> XL	
	<input type="radio"/> 2X	
	<input type="radio"/> 3X	

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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.



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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Dawg
Doing Away With Grime®

The Spill Control People®



**Dawgie Paddling
To Spill Control!**

Your Secure Shopping Cart is Empty

[Register/Login](#)

Kennel Sale

Secured by  **thawte**

Enhanced Product Search

 [GO](#)

Quick Order

Item # Qty [GO](#)

DAILY GROWL **FREE**
DAILY RESOURCES AND
SUBSCRIPTION PRICES
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

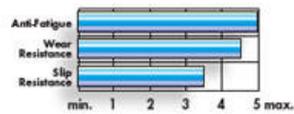
Home > floor-safety > anti-fatigue > antifatigue-matting.php

This Diamond Plate Floor Mat Provides Unparalleled Comfort With Every Step.

This Mat provides **soothing comfort**, resulting in enhanced employee productivity and morale. This mat has the ultimate comfort and **long-term performance** that makes everyone happy throughout their day. Diamond Plate Floor Mat has a double-thick Nitricell sponge base is PVC loaded with Nitrile rubber for **exceptional comfort, rebound and long life**.

This Diamond Plate Floor Mat is designed for **heavy-use areas**. This popular, high-tech Mat surface **resists abrasion and most chemical spills** and is available with colored borders for maximum safety awareness. All edges are safety beveled.

Product No. 414
Performance: ULTIMATE





Black / Yellow



Black / Gray

UltraSoft Diamond-Plate Beveled Anti Fatigue Mat				
Qty	Item	Description	1-3	4+
<input type="text"/>	MAT414 Buy Now	UltraSoft Diamond-Plate Beveled 15/16 in thickness See this product for less?	Variable Pricing [Click Here]	

Width

2 ft 3 ft 4 ft 5 ft 6 ft

Length

Select an option above

Color

Select an option above

Home

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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

The screenshot shows the DistributionPros.com website interface. At the top, there is a navigation bar with links for HOME, ABOUT US, PRODUCTS, SERVICES, and CONTACT. Below this is a search bar and a main heading for "Complete Line Of Acme Safety Mats". The page features a large image of a worker in a warehouse, with smaller inset images showing different types of safety mats. A sidebar on the left lists various product categories and resources. The main content area includes three sections: "Entrance Mats", "Drainage Mats", and "Cleanroom Mats", each with a brief description and a small image. A footer note 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.

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



WIN/WIN

BUSINESS RELATIONSHIP

PATENT PENDING # 11/939,567

Bridging the information gap through advanced information exchange

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:

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

- Outside Web Company \$100+ per hour
Design and maintenance of your web site, programming for ERP systems integration - (equivalent of A1 and A2 above)
- 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:** **\$19.95 per month**
- ▶ **Each Web Services Interface Login Account:** **\$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.

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

PATENT PENDING # 11/939,567

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 recieved your username / password

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

