



Master Data Requirements

To enable compliance with all statutory requirements, and assist with online product search and transactions, Bunnings hosts a Master Data file containing product information.

For all products supplied to Bunnings, suppliers must provide and maintain product details in accordance with Bunnings Master Data File Requirements.

Core Product Master Data

Core product master data covers all information to enable the purchasing & selling of products as well as regulatory & compliance information.

Base Product Information required:

Barcode, pack quantity, pack cost, country of origin, retail product (retail package) dimensions & weights, shipper/outer product dimensions & weights, product brand.

Regulatory & Compliance:

Dangerous goods, GHS & HSNO, packing group, poison schedule, chemical ingredients, ACCC mandatory standard compliance, timber content, building compliance, WELS, Watermark & GEMS.

Documents:

Current safety data sheet (where required), barcode scanning report (any product to be sold in store), building compliance documentation (where required).

For detailed information, please contact the Product Master Data team at ProductMasterData@bunnings.com.au.

Bunnings Website Product Master Data

Customers need to have enough information to make an informed purchase decision. The product page is where users decide whether and what to buy. The page must include complete product information, educating and informing the user about the product in a straightforward way using both text and imagery.

With the objective of promoting customer engagement, these guidelines aim to provide customers with a realistic representation of the product and to assist in visualising conditions such as scale, size, function, style, details, and colour.

When you add content, it appears on both the Bunnings website and the Bunnings app used by the in-store team members & Customers. This helps them to easily recognise your products and assists them to do their customer-focused duties effectively.

Information Required

Product Description: The product description should elaborate on the features and uses of your product. This field is your opportunity to showcase your products in detail and with flair.

Key Selling Points: These short phrases should summarise the product's key features and convey what is unique about a product. They are displayed as bullet points on the product detail page below the product images. They help customers to quickly evaluate a product.



Attributes & Specification Standards: Product specifications are predetermined based on the product type and assigned to each individual item. This ensures that we provide our customers with the most relevant information for each product. If the product data offers customers all the information, they need to feel best equipped about making the right choice, they can buy with confidence.

Product Dimensions: Product dimensional information is the actual size of the product not the size of the product in its packaging. A positive customer experience can depend on having a correct visual or practical context about the size of an item.

Brand: The brand name will allow your products to be easily identified and found in the search results as well as creating a brand page that will display all available products. Add in a logo and a description to help customers have a better understanding of your brand.

Key Product Image: The key image is the first image the customer sees when going on to the product page and is the product image displayed in search results, category pages and elsewhere on the website.

Secondary Product Images: Product images are one of the most critical pieces of content when customers are shopping online, often being their primary method for inspecting and evaluating a product. Research tells us that product pages with a range of quality images that give a virtual 'feel' for the product allow the customer to feel more comfortable about making a purchase.

Product Videos: Videos help customers gain a greater understanding of a product and its features. They play an important role in the evaluation process of a purchase decision. We recommend a maximum of 2 videos per product page, so it's important to keep them relevant and ensure they offer the sort of insights into your product that cannot be expressed in an image alone, such as installation videos and how-to instructional tutorials.

Supporting Documentation: Any documentation that is specifically related to the product should be added, like safety data sheets, instruction manual.

Compliance: Detailed compliance information is essential as it helps customers make informed decisions about the products they are looking to purchase. Providing these details reduces the risk of misunderstandings or legal complications. This transparency fosters trust and demonstrates commitment to quality and safety standards thus enhancing the credibility of your products. For this reason, it is essential that all compliance and sustainability claims are true and verifiable.

For detailed information, please contact the Online Range team at onlinerange@bunnings.com.au.