Stock File Transfer

Information on how the service works

Brief information about stock file transfer

You can choose between uploading a stock file to an ftp account on our server or giving us a url to an xml feed that contains your products. The file/feed must contain all information about the products you want to publish, as well as associated images. We then import the file and the products are published on industritorget.com.

If you choose to upload a file to an ftp account, you can update your products yourself as often as you wish. The file will be imported within an hour after upload.

If you instead choose to give us an xml feed, we will schedule a download at a suitable interval based on how often you update your products.

Get started

The first step is for you to produce a stock file or xml-feed, according to the specification below, and email it to support@industritorget.se. If you cannot obtain that information yourself, you must contact those who are in charge of your database and send them the specifications below. When we receive the file/feed, we check it and see if it is ok or if you need to make any changes, before we import it.

When everything is ok, we will set up an ftp account and email your user details.

If you have any questions, please contact our IT department:

Anna-Sara Hansen   +46 35 260 32 09   anna-sara.hansen@industritorget.se

Content of the stock file

The products in the stock file must contain the following information:

- ***Reference number*** - Each product must have its own ***unique*** reference number, which must be the same for the product at each update. This can e.g. be an article number.

- ***Ad headline*** - Each product must contain a name / ad headline.

- ***Category*** - Each product must have a category that determines where the ad will be published. We prefer that you send a category ID that corresponds to our categories. If you are not able to do this, you can send your own category in text, which we then use to try to match the product into a suitable category.

  Contact us for a current list of our available categories.

- ***Used/new item*** - Each product must be registered as used or new item. If it's possible the stock file will contain both used and new products, you must send the value for each product. Otherwise, it is sufficient that you inform us that you only sell new products alt. only used products, then we can set a rule for it directly in your settings.

- ***Contact*** - Each advertisement must be linked to a contact person that's registered in our system. To choose who will be connected to each product, you enter the e-mail address that the contact has registered with us. If it is the same person who is to appear on all advertisements, all you have to do is let us know, and we will put it in your settings.

- ***Currency & Excl. VAT*** - If you specify prices, you also need to include which currency the price is specified in and whether it is excl. or incl. VAT. If it is the same for all products, we can put it in your settings.

- ***All active products*** - The stock file must contain ALL active products. If a product that was previously in the stock file is missing in the latest file, it is considered "Removed" and will be deleted on Industritorget.se.

The following information is recommended to be included:

- ***Manufacturer & Description text***

- ***Images*** - Each product can contain any number of images. In that case, add a url to each image you want to attach, and we will download them when importing the file/feed.

  If you use our ftp service, you can instead choose to upload the images yourself, in which case you only enter the file names of the images in the stock file, so that we know which images belong to which products.

- ***Links*** - Each product can contain up to 5 links. Enter the url and, if you want, a link text.

- ***YouTube-video*** - Each product can contain up to 5 youtube videos. Enter the url to the video and, if you want, a video title.

Except for the specs above, you can choose which information you want to include. If you are logged in to Industritorget, you can see under the section "My account" -> "Buy & Sell" -> "Post an ad" which different details you can specify for ads. It differs slightly for different categories, e.g. for forklifts there are more possibilities to enter specifications than for other categories.

Specification of xml file

If you choose to send the stock file in xml format, it must meet the following requirements:

- All information about each product must be contained within its own xml tag.

- The tags must be named so that we can read out what they contain.

For example, a simple stock file in xml format can look like this:

```
<item>
  <articleno>12345</articleno>
  <titlese>Toyota Motviktstruck</titlese>
  <titleen>Toyota Forklift</titleen>
  <categoryid>5533</categoryid>
  <useditem>false</useditem>
  <images>
    <image>http://www.someurl.com/images/12345_1.jpg</image>
    <image>http://www.someurl.com/images/12345_2.jpg</image>
    <image>http://www.someurl.com/images/12345_3.jpg</image>
  </images>
</item>
<item>
  <articleno>12346</articleno>
  …
```

Specification of csv file

If you choose to send the stock file in csv format, it must meet the following requirements:

- All info about each item, must be in the same row. I.e. ONE row per item.

- Each value must be in a separate column. E.g. Ad headline in one column, category in another, manufacturer in another, etc.

- Each column must have a unique name, but you can name them whatever you like.

- The csv file must have the same structure (same columns in the same order) on each upload. Otherwise, the ads will not be able to be imported.

- The csv file must be semicolon delimited and may not contain tabs.

- The file must be encoded in UTF-8 (with initial BOM/Byte Order Mark).

For example, a simple stock file in csv format can look like this:

articleno;titlese;titleen;categoryid;useditem;image1;image2;image3
12345;"Toyota Motviktstruck";"Toyota Forklift";5533;false;"http://www.Someurl.com/images
/12345_1.jpg";"http://www.someurl.com/images/12345_2.jpg";"http://www.someurl.com/
images/12345_3.jpg"
12346;"Kalmar Motviktstruck";"Kalmar Forklift";5533;false; "http://www....