IMXPlus

SKU Naming Worksheet

Write your rules once. Every SKU you create should follow this page.

1. My pattern

CATEGORY	STYLE / BRAND	VARIANT 1	VARIANT 2	NUMBER

SEPARATOR _____

NUMBER DIGITS _____

EXAMPLE SKU _____

2. Abbreviations

CATEGORIES		COLORS / STYLES		SIZES / OTHER	
Word	Code	Word	Code	Word	Code

3. House rules

- ☐ Letters, numbers and one separator only. No spaces.
- ☐ Start with a letter (spreadsheets can drop leading zeros).
- ☐ Avoid O and I (they look like 0 and 1).
- ☐ Location is NOT part of the SKU. Record it separately.
- ☐ Never reuse a retired SKU.
- ☐ Same SKU on every marketplace.