

WE STRONGLY URGE ALL WALTHERS VENDORS TO FOLLOW THE NEW ITEM PROTOCOL TO MAXIMIZE THEIR PROMOTIONAL IMPACT AT WALTHERS. TO LEARN MORE, OR IF YOU HAVE QUESTIONS, PLEASE CONTACT US.

PLEASE NOTE: NEW ITEMS SENT TO WALTHERS ARE REVIEWED BY BUYERS TO DETERMINE STOCKING POSITION.

IMPORTANT INSTRUCTIONS

ALL WALTHERS VENDORS

NEW ITEM INSTRUCTIONS: HOW DO I SEND NEW ITEM INFORMATION AND IMAGES TO WALTHERS?

NEW: Please help us help you and **FOLLOW the Walthers NEW ITEM PROTOCOL.** We ask that you provide your Buyer with new item information, including images, **ELECTRONICALLY.** We ask that this process be used ALL YEAR long, not just during Reference Book production. It will help us most efficiently promote your products here at Walthers.

Why are we asking this?

Adherence to our new item and image protocol allows us to most quickly populate your information and best promote your product here at Walthers. We cannot guarantee quick turn around of new item entry or optimal promotion if this information is not provided in the format requested. Please help us help you, and provide us your information in the format and manner noted on page 2.

We are happy to continue to receive PDFs and other promotional material, to aid in our sales teams' efforts to promote your product. Those materials are secondary to the spreadsheet provided on page 2.

If you have any problems with this process, or would like help understanding how to best send information to us, please contact your Buyer or vendorinfo@walthers.com, and we are happy to help you. By working together, we believe we can best represent your product in the model train market.

A note on existing items:

New items that have already been supplied to us do not need to be re-sent. If you have missing information on items already set up in our system, such as images or descriptive copy, you can send us that information using [this form](#) and the image FTP process described on Page 2.

WALTHERS NEW ITEM PROTOCOL - INFORMATION AND IMAGES

INSTRUCTIONS:

- **NEW ITEMS** should be input into the following worksheet, saved and sent to your Buyer AND newitems@walthers.com.

Click here to download the worksheet: [Walthers New Item Input Worksheet](#)

- **IMAGES** should be provided to Walthers via FTP in the following format:

File Format(s): .eps (preferred), .tif, .tiff, .jpg, .jpeg

Image name(s): Please make sure each image file is named with the sku # in the filename. Examples are provided below:

Part # is all numeric:

- WKW number for vendor product is 150-40002964
- Examples of what we need for image names: 40002964.eps or 40002964.jpg
(Note, NO spaces, hyphens or letters)

Part # has alphanumeric characters:

- WKW number for vendor product is: 245-UT4
- Examples of what we need for image names: UT4.eps or UT4.jpg
(Note, NO spaces or hyphens, and letters are ALL CAPS)

If multiple images are supplied:

- For a single product: Please add to the image name: front, back, left, right in lower case letters at the end of the character string.
 - Examples using above: 40002964front, 40002964back
- For multiple image product sets (such as 5 different freight cars in a set) either combine the images into a single image, or add a small lower case letter suffix.
 - Examples using above: 40002964a, 40002964b

FTP information:

There are several good FTP programs available on the internet.

Wetransfer (www.wetransfer.com) is easy to use with a simple drag and drop interface, and is free for uploads under 2GB. Just select your images through the FTP site, and send them to vendorinfo@walthers.com. Please be sure images are named properly before sending.

WE ARE HERE TO HELP MAKE THIS EASY FOR YOU, PLEASE DON'T HESITATE TO CONTACT US IF YOU WOULD LIKE OUR HELP TO MAKE THIS PROCESS WORK FOR YOU.

vendorinfo@walthers.com or 414-918-7230