

SAFI Product Listing Guidelines for Manufacturers

Introduction

The SAFI Product Catalogue is a dedicated platform designed to highlight **South African-manufactured furniture**. This guide outlines the essential product data required for accurate and professional representation, ensuring consistency with industry standards. By providing **clear and comprehensive information**, manufacturers can enhance buyer confidence, strengthen brand credibility, and showcase the quality of locally produced furniture.

1. Manufacturer Business Profile

Each manufacturer participating in the SAFI Product Catalogue must complete a **business profile** to provide buyers with a clear understanding of their company and capabilities.

Required Business Information:

- ✓ **Company Name** – Full registered name.
- ✓ **Company Logo** – High-resolution PNG or JPG format.
- ✓ **Company Overview** – A brief description (100-250 words) outlining the company's specialisation, expertise, and product focus.
- ✓ **Manufacturing Capabilities** – Materials used, production processes, and customisation options.
- ✓ **Location & Operational Regions** – Manufacturing site(s) and delivery/service areas.
- ✓ **Contact Details** – Key contact person, email, phone number, and website.
- ✓ **Certifications & Accreditations** – (e.g., ISO, SABS, B-BBEE status).
- ✓ **Lead Times** – Standard production and delivery timelines.
- ✓ **Export Capabilities** – Indicate whether products are **export-ready**.
- ✓ **Reseller Sales Agents** – The Business Profile should also include a brief outline of the terms of engagement with reseller agents. This should cover key aspects such as

eligibility criteria, order processes, payment terms, marketing support, and after-sales service.

2. Product Listing Requirements

Each product submission should be clear, detailed, and formatted correctly for inclusion in the SAFI Product Catalogue.

2.1. General Product Information

- ✓ **Product Name** – A descriptive and professional name (e.g., "Savannah Executive Desk").
- ✓ **Product Code/SKU** – A unique supplier identifier for reference and inventory.
- ✓ **Product Description** – Provide a concise but informative overview. Example:
- ✓ **Category & Subcategory** – Identify the appropriate section (e.g., Office Furniture → Desks).
- ✓ **Product Applications** – Indicate the intended usage (e.g., corporate offices, hospitality, educational institutions).
- ✓ **Local Content Value** – Percentage of **locally sourced materials and components** to promote South African manufacturing. (See attached calculation sheet)
- ✓ **Warranty Details** –
 - **Full Product Warranty** – Standard warranty coverage (e.g., 5 years).
 - **Component-Specific Warranties** – If different parts have **varying warranties**, list them separately (e.g., "Steel Frame – 10 Years, Upholstery – 2 Years").

2.2. Product Specifications & Attributes

Each product listing should include **technical specifications** that help buyers make informed decisions.

- ✓ **Materials Used** – Clearly list all components (e.g., Solid Oak, MDF, Steel).
- ✓ **Dimensions** – Width, Depth, Height (in mm or cm).
- ✓ **Weight** – Approximate weight, if relevant.
- ✓ **Assembly Requirements** – Indicate whether self-assembly is required.
- ✓ **Customisation Options** – Specify if the product is made-to-order or has configurable features.

Understanding Product Attributes & Variations

Product attributes define key characteristics, while variations allow for different options within an attribute.

Common Furniture Attributes & Variations:

- ✓ **Wood Finishes:** Oak | Walnut | Mahogany | Ash | Maple
 - ✓ **Metal Finishes:** Matte Black | Brushed Chrome | Powder-Coated White
 - ✓ **Upholstery Options:** Leather | Fabric | Vinyl | Mesh
 - ✓ **Leg Design:** Tapered | Straight | Hairpin | Metal Frame
 - ✓ **Size Variations:** Single | Double | Queen | King (for beds)
 - ✓ **Reclining Mechanism (for chairs):** Fixed | Manual Recline | Synchro-Tilt
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3. Image & Media Requirements

High-quality images **enhance buyer engagement** and ensure a professional presentation.

- ✓ **Primary Product Image** – Clear, high-resolution, with a neutral background.
- ✓ **Additional Angles** – Front, side, back, and close-up details.
- ✓ **Lifestyle Images** – Optional but recommended (e.g., product in a furnished setting).
- ✓ **Close-Ups of Features** – Showcasing craftsmanship and material details.
- ✓ **Technical Drawings / CAD Files** – Optional but beneficial for professional buyers.

Image Guidelines:

- Minimum **600 pixels** short side.
 - Any aspect ratio
 - PNG or JPG format
 - No watermarks or manufacturer logos on product images
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4. Specification & Technical Documents

- ✓ **Specification Sheet (PDF/Word)** – A detailed document including **dimensions, materials, and warranty**.

- ✓ **Assembly Instructions** – If applicable, provide downloadable instructions.
 - ✓ **Brand Guidelines** – Ensure **authorized** use of logos, trademarks, and product descriptions.
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5. Data Protection & Intellectual Property

- ✓ **Manufacturers Retain Ownership** – All product descriptions, images, and specifications **remain the intellectual property** of the manufacturer.
 - ✓ **SAFI as Curator** – The SAFI platform **presents** this data but does not claim ownership.
 - ✓ **No Misrepresentation** – Sales professionals and buyers **may not alter, misrepresent, or use product data for replication.**
 - ✓ **Brand Protection** – Products **must** be presented in accordance with manufacturer guidelines.
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6. Submission & Listing Process

Manufacturers can submit product data via:

- ✉ **Email Submission** – Send product details and images to [Insert SAFI Contact Email].
- 📁 **SAFI Online Portal** – Log in and upload product listings directly [Insert Website Link].

Submission Checklist:


- ☒ Business Profile Completed
- ☒ Product Information & Attributes Listed
- ☒ Warranty Details Included
- ☒ High-Quality Images Uploaded
- ☒ Specification Sheet & Technical Documents Provided

Once submitted, SAFI will **review, format, and publish** your listings on the **SAFI Industry Catalogue**.

7. Support & Contact Details

For questions, assistance, or updates, contact SAFI at:

 **Email:** [Insert Contact Email]

 **Phone:** [Insert Phone Number]

 **Website:** www.southafricanfurnitureinitiative.co.za