PRODUCT CATALOGUE FOR EXPORT · TEMPLATE

One page for the company and one sheet per item, with the details a buyer needs to place an order. Prices go in the price list, a separate dated file.

THE COMPANY PAGE

Company name	*Company and brand name, exactly as on the invoice and the label.*
About us, in three lines	*What you make, since when, where. One line on what sets you apart, only if it can be checked.*
Production site	*Production and loading address, if different from the head office.*
Company certifications	*Only the ones you actually hold, with certifying body and expiry date. Attach the certificate or send it on request.*
Export contact	*Name, email, phone, languages spoken.*
General terms	*Reference delivery terms (Incoterm and named place), payment, lead times, minimum order quantity.*

THE ITEM SHEET (ONE PER PRODUCT)

Trade name	*The name you sell the product under.*
Name of the food	*The legal name on the label (Reg. (EU) No 1169/2011, Art. 9(a)).*
Pack size and net quantity	*For example 0.75 l, 500 g.*
Item code	*Your own code, the same as on the price list and invoice.*
EAN (GTIN) of the unit	*The barcode of the retail pack.*
HS code	*The six-digit customs heading; the eight-digit CN code within the European Union.*
Ingredients and allergens	*As on the label, with allergens highlighted.*
Shelf life and storage	*Date of minimum durability from production, and storage conditions.*
Origin	*Country of origin; PDO or PGI if the product is registered.*
Case	*Units per case, case dimensions and gross weight.*
Pallet	*Pallet type, cases per layer and per pallet, pallet height and weight.*
Minimum order quantity	*Per item or per order, in cases or pallets.*
Delivery terms and price	*Incoterm and named place. The price is in the attached, dated price list.*
Product certifications	*Organic, PDO, PGI or others, only if they apply to this item.*
Photos	*One shot of the pack on a neutral background and one of the case.*

Every detail must match the label, spec sheet, price list and invoice: a net quantity or a code that differs between two documents is the first question you'll get.

BEFORE YOU SEND IT

One language per file, or two columns	*One file in Italian and one in English, or both languages side by side: pick one and keep it throughout.*
PDF size	*Gmail attaches files up to 25 MB; above that it inserts a Google Drive link. A light catalogue also opens on a phone.*
Date and version	*At the foot of every page: anyone holding an old catalogue needs to notice.*

Free template produced by Itria. It does not reproduce any official form or private standard. What a buyer looks for in a catalogue, and how to translate each field:
itria.io/en/catalogo-prodotti-inglese-modello

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If you redo this by hand for every order, an AI agent can do it from the data you already have and leave it for a person to approve. A couple of lines on WhatsApp to +39 350 574 3578 or an email to info@itria.io. How it works: itria.io/en/documenti-per-esportare-ai