

Seller Guide

Maxeda's Marketplace

Marketplace Team



Great to have you on-board!

Praxis.nl/Brico.be is the first Benelux DIY marketplace. Together with you, we want to offer our customers a great shopping experience. To make sure we are off to a good start, we made this introduction guide to give you all the info you need to start and excel on the Maxeda marketplace.

Feel free to reach out to our marketplace team in case you have any questions after reading this document!

marketplace@diymaxeda.com

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Table of content:

1. [Platform quality guidelines](#)
2. [Set up shop account](#)
3. [Using the Mirakl platform](#)
4. [Content guidelines](#)
 - [Mandatory content components](#)
 - [Title guidelines](#)
 - [Usp's](#)
 - [Product description do's](#)
 - [Product description don't's](#)
 - [Images](#)
 - [Product attributes](#)
 - [Mandatory information](#)
5. [Selecting the right category code](#)
6. [Get your products online in 3 easy steps](#)
7. [Questions?](#)



Click on the topic
to go directly to
the topic page!



Platform quality guidelines

Our service expectations

Order management

Cancel an order within
1 workday

96% shipped on time*

100% traceable shipments

1.5% seller cancellations

Process returns within 3 days

Customer Service

1 workday to respond to
customer questions and incidents.

95% answered on time

4% returns

< 5% incident rate

Rating

Aim for a 4 star rating
on average.



An overview of separate and shared responsibilities

Praxis / Brico

Check out / Payment process

Order data export to website

Stock updates to interface

Order confirmation mail to user /
crediting partner account

Shipment (pick, pack, send)

Confirmation of shipment to interface

Shipping confirmation to user

Return processing & confirmation

Return confirm mail to customer /
refund to customer account

Customer service support

Marketplace seller

Check out / Payment process

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Customer service support

Set Content,
offer: price,
delivery time
& logistical
class

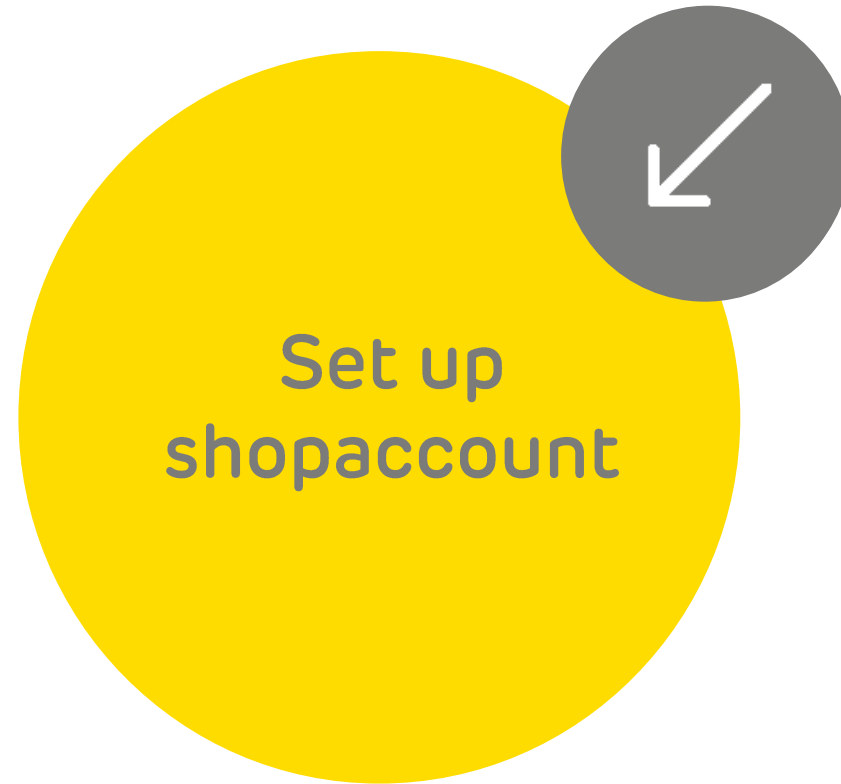
About returns

- Many customers do not have a printer at home. Therefore, we ask for a return label in the box or to send a **prepaid** return QR code on request
- To prevent intervention, please process a received return within 3 working days

Payment and invoicing

- Your payable balance is paid out twice a month. Every 10th and 25th of the month. Unless there is an open incident, the order becomes 'payable' 7 days after the order is shipped (Payment is ex. Commission incl. taxes)
- Monthly subscription fee for both channels Praxis and Brico together is € 66 excl. VAT. Note: You sell on one channel? €66 is still invoiced.
- Customer invoices are issued by the seller. If a business customer ordered, please send a VAT invoice within 3 working days.
- Commission invoices will be sent via e-mail which is registered in Mirakl. *(Please inform the marketplace team when dedicated e-mail needs to be changed)*
- After 180 days, an order will be "Closed" in Mirakl. Any refunds due to warranty will need to be manually transferred directly to the customer





Onboarding flow

Several steps must be taken to sell on our platform. Below an overview for a successful onboarding:

1 - Agreement



Both parties agreed

2 - Account creation



Partner receives a link for NL shop account creation in Mirakl

3- Set up shopaccount + KYC



Set up shop and enter company details in Mirakl + upload 4 KYC documents

4 - Content prep



Create content according to Maxeda content guidelines

5 - Upload content & offers



Seller upload producten en offers via integrator of andere mogelijkheid

6- Validate



The products are checked and approved by the Maxeda team

7- Live!



Once KYC is completed and the first products are validated, the shop goes live!

Onboarding

1. Both parties agreed on the collaboration
2. Partner receives a link to create the Praxis NL shop –create users and inform MP team to open your Brico BE shop and duplicate the NL account users
3. KYC, shopaccount information, bank details, shipping options – fill in all the requested details, once complete inform the MP team
4. Prepare content according Maxeda's content guidelines
5. Upload the products including the offers (via api, integrator or manually)
6. The content team will check your content if valid (3 werkdagen)
7. When the products are valid and approved you are ready to sell your first products on our platform!

If this is not done correctly, we cannot activate your shops

Follow the detailed steps in the onboarding guide for a successful onboarding.



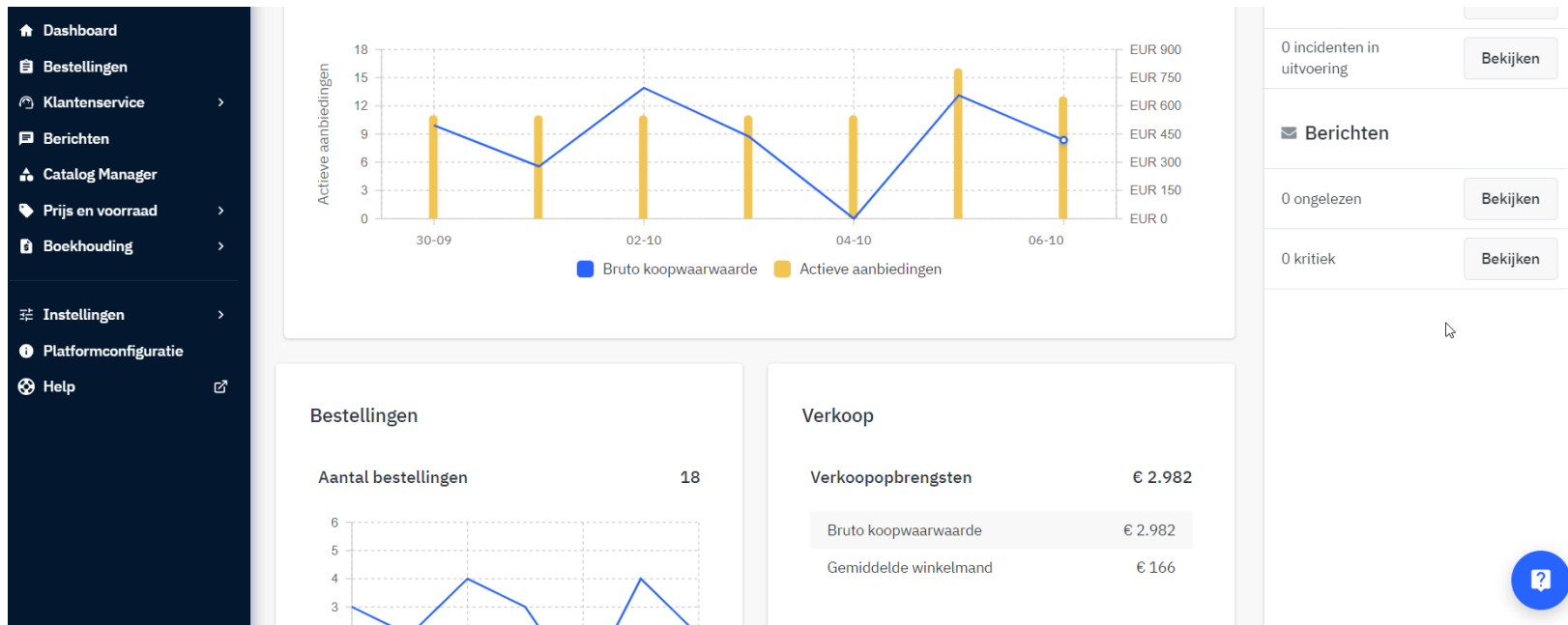
Using the *Miraki*
platform

Using the Mirakl portal

- Once you have created the NL Praxis account you can [login](https://maxedanl-prod.mirakl.net/login) using the URL <https://maxedanl-prod.mirakl.net/login>
- You can create several users. You can trace actions of individual users.
- Inform the Maxeda team that you opened the NL shop. The team will create the BE shop and copy the users for NL. You CAN'T do this yourself
- List products, answer customer questions, resolve incidents, confirm orders and process refunds in the portal. Most of these tasks can be automated by using an API



Mirakl Dashboard



- The main dashboard will give you a quick overview of your operational performance
- This shows the active offers, your total sales, the number of orders, messages from customers and a lot more
- This dashboard will help you to get an insight in how you are performing

Please discover the platform so you get familiar with it!



Content
guidelines

Mandatory content components

- It's mandatory to provide ALL content in the following languages:
Dutch, Flemish AND French via the NL & BE account
- Titles according to Maxeda guidelines
- Minimum of 3 Usp's
- Use of HTML in product description is mandatory
- Minimum of 2 DIFFERENT product images min 550 px X 550 px
(when using text in the images it's mandatory to use the Dutch and French language OR English on 1 image)

Product data is only checked and approved when for BOTH channels (Praxis and Brico) all mandatory fields are fully completed. This means we only review content when the content for ALL the languages is provided.

Title guidelines

Each title has the same title structure

- Title structure BE-NL en NL-NL

Brand' 'product type' 'serial name/number' 'attribute 1'
and/or 'dimensions' - 'other key words'.

Maximum of 85 characters

- Title structure BE-FR:

'Product type' 'brand' ' serial name/number ' 'attribute 1'
and/or 'dimensions' - 'other key words'.

Maximum of 100 characters

Worx deltaschuurmachine WX648 65W

- ✓ Ergonomische vorm voor uitstekende controle en gebruiksgemak
- ✓ Compact en lichtgewicht design om nauwe ruimtes te kunnen bereiken
- ✓ De DustStop™ microfilter zorgt voor een schonere werkomgeving
- ✓ Bladbevestigingssysteem met klittenband

Ponceuse delta Worx WX648 65W

- ✓ Forme ergonomique pour un excellent contrôle et une facilité d'utilisation
- ✓ Conception compacte et légère pour atteindre les espaces restreints
- ✓ Le microfiltre DustStop garantit un environnement de travail plus propre
- ✓ Système de fixation de lame avec Velcro

Usp's

- It is mandatory to provide 3 USP's (Unique Selling Points) in all languages (NL, BE & FR)
- Usp's are features of the product that are striking and a reason for a customer to purchase

Maximum of 65 characters.

Home > Tuin & Buitenleven > Tuingereedschap > Hogedrukreinigers



Kärcher hogedrukreiniger K2 Home 1400W

- ✓ Geleverd met een kabelhaak
- ✓ Detergent aanbrengen via aanzuiging
- ✓ Mobiel door lichtlopende wieltjes
- ✓ Inclusief T-150 terrasreiniger
- ✓ Klik-opberging voor accessoires



▼ Toon specificaties

€ Vaste lage prijs

139,-

Aantal

Product description DO's

- Use of HTML is mandatory (html-online.com)
- Create Maxeda unique content to achieve a high rank in organic searches
- Describe the product as completely as possible; what is it, what do you use it for, maintenance, what's in the box (or not), legal warranty
- Repeat the main keywords, the brand, name and the specifications such as dimensions
- Address the customer as "je" / "Vous"
- Minimum of 150 characters



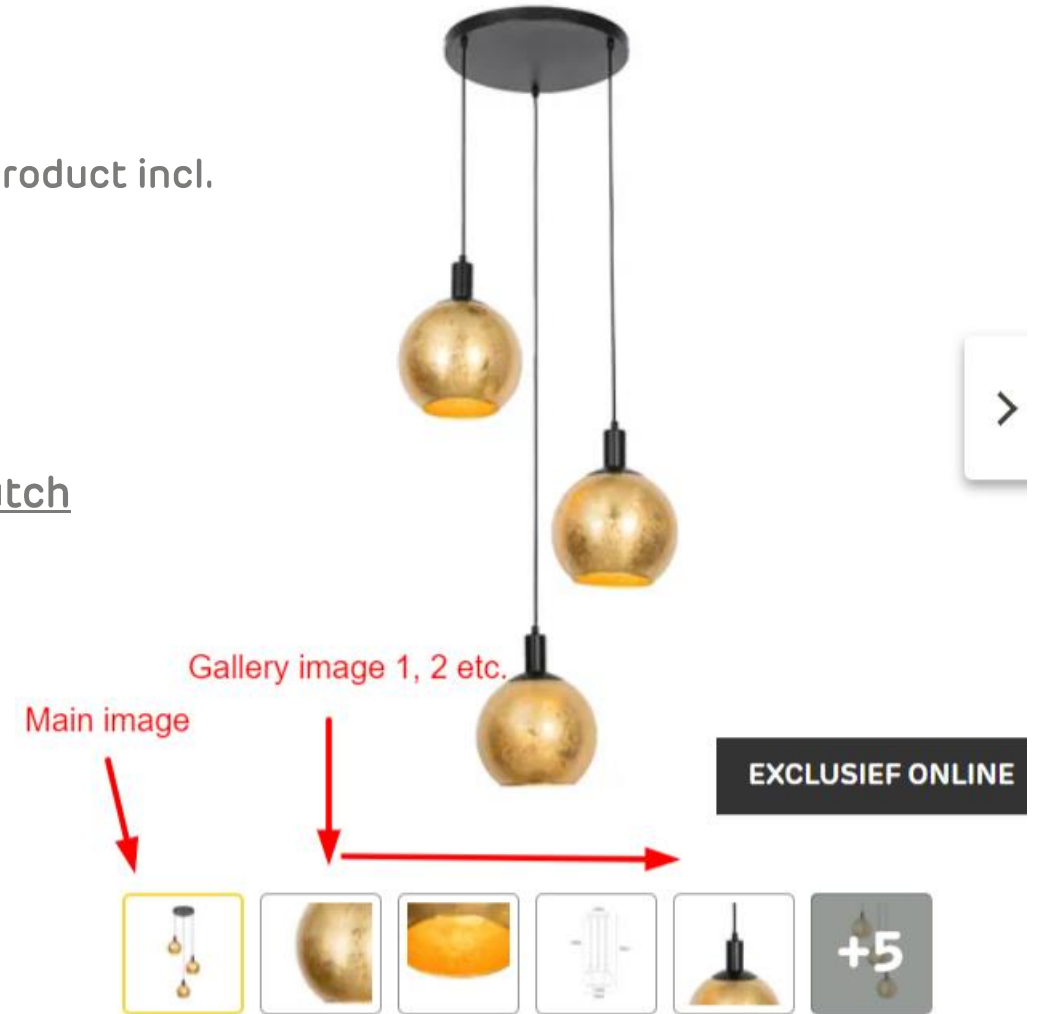
Product description **DON'Ts**

- Usage of duplicate content (descriptions that you also use on other marketplaces or your own website)
- Promoting your own website or use of URL's are prohibited
- Do not use subjective expressions, such as 'excellent product quality'. Only make claims that can be proven, stick to the facts. For example, don't claim "this product is environment friendly", instead use "this product is made from 100% FSC certified wood"
- Do not include jokes in your product descriptions
- Do not use full capital sentences, words or titles, always use the proper language rules for capitalisation



Images

- 2 different images are mandatory – Main image + Gallery image 1
- Multiple images are preferred such as: atmospheric, details images, product incl. dimensions etc.
- Maximum size of 450 mb
- Minimum 550 x 550px
- Main image needs to be a pack shot (No text or logo allowed)
- IF you use text in images, it's only allowed in gallery images in Dutch AND French



Product attributes

1. Per product category, different attributes are mandatory. For better results we advise to also fill in alle the non mandatory attributes
2. Complete content contributes to a positive customer experience. The customer is more likely to purchase and this a positive effect on return rates

3. Example product

Kärcher hogedrukreiniger K2 Home 1400W 139,-

Kärcher allesreiniger 5L 11,19 kies alternatief

Sencys schuko haspel 40m 3G1.5 IP44 79,99 kies alternatief

Busters laars Farmer groen maat 41 15,19 kies alternatief

245,37 bundelprijs

plaats in winkelwagen

Productomschrijving

De hogedrukreiniger K2 Home van Kärcher is ideaal voor het reinigen van jouw huis of werkplaats. De hogedrukreiniger verwijdert snel en eenvoudig het vuil rondom het huis, gereedschap, fietsen etc. De hogedrukreiniger is bovendien geschikt voor het reinigen van muren en terrassen. De reiniger is compact en licht van gewicht waardoor je hem makkelijk kunt dragen of verplaatsen. De hogedrukreiniger is uitgerust met een spuitpistool, twee wielen, een 4 meter lange hogedrukslang, een spuitlans en een waterfilter voor de bescherming van de pomp. Daarnaast beschikt de hogedrukreiniger over vuilfrees met roterende puntstraal voor de verwijdering van hardnekkige vervuiling.

De accessoires van de reiniger kunnen handig worden opgeborgen op de reiniger zelf. Met de hogedrukreiniger K2 Home van Kärcher ben je verzekert van schoon resultaat. Het maximale vermogen van de hogedrukreiniger van Kärcher is 1400W.



Specificaties

Algemeen

Met filter	✓
Garantie	2 jaar
Serie ⓘ	K 2

Technische kenmerken

Met detergent	✓
Lengte slang	4 m
Maximale vermogen	1400 W

Mandatory information 1/4

1. Energy labels for lightbulbs

- a) Through an additional image & b) attribute, example

Energy Label



Mandatory information 3/4

2. Wood certification for products that contain wood (FSC PEFC)

- Origin of wood
- PEFC indicator Or FSC indicator

Origin of wood

wood_certificate_pefc_indicator

wood_certificate_fsc_indicator

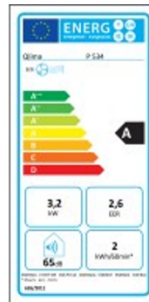
Mandatory information 2/4

Legal Requirements Installation, Sanitary & Kitchen

Insight in Regulations, norms and markings

Energy efficiency (EU) 2017/1369

- This Regulation establishes a framework for energy-related products placed on the market or put into service.
- Products that fall within the scope of this directive are provided with **energy efficiency labels** and **product information sheets**
- This allows customers to choose more efficient products to reduce their energy consumption.
- Detailed information (Annex I of the regulation) of these products must be entered in the European product database (PREL).
- The requirements for energy labeling have been elaborated per product type in a Delegated Regulation.
 - For **airco's**: Delegated Regulation (EU) Nr. 626/2011.
 - For **local space heaters** (incl. petroleum-, wood and pellet heaters): Delegated Regulation (EU) Nr. 2015/1186.
 - For **solid fuel local space heaters**: Delegated Regulation (EU) Nr. 2015/1185.
 - For **water heaters, hot water storage tanks**: Delegated Regulation (EU) Nr. 812/2013 and more.
 - For **light sources** this is Delegated Regulation (EU) 2019/2015

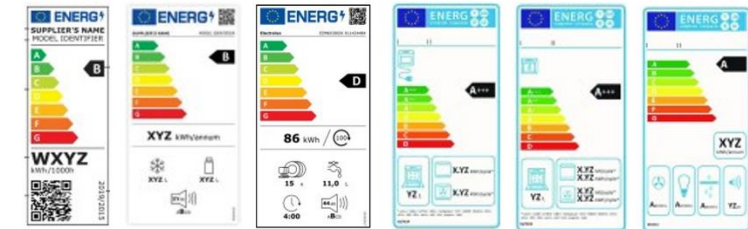


Legal requirements Kitchens

Insight in Regulations, norms and markings

Energy labelling (EU) 2017/1369

- Delegated Regulation per product type
 - EU 2019/2015 energy labeling of electric lamps (A).
 - EU 2019/2016 energy labeling of household refrigerating appliances (incl. Freezers) (B).
 - EU 2019/2017 energy labeling of dishwashers (C).
 - EU 2010/30 energy labeling of household electric ovens (D), gas ovens (E), and extractor hoods (F). This regulation has been supplemented by EU 65/2014.



(A) (B) (C) (D) (E) (F)

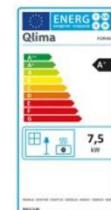


Legal Requirements Installation, Sanitary & Kitchen

Insight in Regulations, norms and markings

Energy efficiency (EU) 2017/1369

- The delegated regulation describes the obligations of suppliers and traders, as well as the details of the information display and dimensions of the energy label. This includes **sales in shops** (showmodels) and **sales via the internet**.
- Any **advertisement** for a specific local space heater model which contains energy-related or price information includes a reference to the **energy efficiency class** (arrow-symbol) of that model.



Mandatory information 4/4

3. Hazardous goods



Dear seller partner,

There are obligations arising from legislation and regulations regarding hazardous substances. Pursuant to European regulations, in order to sell online, we are obliged to have safety data sheets for chemical products (SDS, in accordance with the Reach Regulation¹) and declarations of performance for construction products (DoP, in accordance with the CPR Regulation²) and be able to submit these for each article. In addition, we request safety information for batteries, pesticides, fertilizers, cosmetics and other relevant products. It is of great importance that the right documents and/or data for the product you offer via our Marketplace becomes available in digital form.

We have engaged the Quintens ISA information service to actively monitor whether the products contain hazardous substances and/or are construction products. Based on the information provided by seller to Quintens, Quintens shall automatically include the relevant information in Seller's Product Listings on the platform. Maxeda shall not be liable for any errors in the information provided by Quintens. To ensure that all relevant information about hazardous substances in Seller's Products can be correctly displayed on the Platform, Seller shall provide all reasonably required information to Quintens at Seller's expense within 15 days after Quintens' request.

On behalf of Maxeda Quintens will contact Seller about the optimal process to receive the data in their ISA database (e.g. GS1-data or API-technology). You can contact them via isa@quintens.nl, +31 306566080.

Quintens will conduct a quality check on the consistency of the data received and the form requirements of the documents.

We are forced to ask for cooperation.

With kind regards,

Sonja Kester
Marketplace manager at Maxeda

¹REACH Regulation (EC) No 1907/2006 of 18 December 2006

²Construction Product Regulation (EU) No 305/2011 of 9 March 2011

Examples

Productveiligheid

Gevarenaanduiding

Bevat mengsel van: 5-chloor-2-methyl-2H-isothiazool-3-on [EC no. 247-500-7] en 2-methyl-2H-isothiazool-3-on [EC no. 220-239-6] (3:1), 1,2-benzisothiazool-3(2H)-on. Kan een allergische reactie veroorzaken. Veiligheidsinformatieblad op verzoek verkrijgbaar.

Sécurité des produits

Conseil de prudence

En cas de consultation d'un médecin, garder à disposition le récipient ou l'étiquette. Tenir hors de portée des enfants. Éviter tout contact avec les yeux, la peau ou les vêtements. Utiliser seulement en plein air ou dans un endroit bien ventilé.



Selecting the
right category
code

Categories

It is the partner's responsibility to select the appropriate category. We use the same structure as Gs1.

Please refer to [this link](#) to find the correct category, also known as a Brick.

Once you have uploaded all products into Mirakl, the content team checks the products and the productcategory. The webcategory is added by the Maxeda content team.



Get your products online in 3 easy steps



Upload the products

Use API, feeds or manual upload*

Once you upload your products and ALL required fields are completed, our content team will check the quality of the content. This takes approximately **3 weekdays**. *Want to know more about how to upload your product? Check the onboarding guide.*



Your product gets approved

Our team checks for errors

Once your products are approved, the products are ready to be sold within 1 hour **Please check Mirakl for feedback per product in your catalog**



Send your offers

Send us your offers, using API or feed

Once you are ready to go live, don't forget to upload/send your offer data (price & stock).

*For CSV. upload please make sure you untick the box for uploading products to both channels Praxis and Brico. For CSV. upload of products there is not always a dropdown menu with values to select. In that case, please handle this attribute as a free text field. The tab behind will show previous used values.

Do you have questions about setting up your shop account, content or listing your products/offers? Consult the onboarding guide for a detailed explanation or e-mail your question to marketplace@diymaxeda.com.