

zDirect - Guide

- Article Listing
- Article Creation UI
- Best practice sharing
- Common errors and what to do

Article Listing

zDirect - Article Listing

Open zDirect.zalando.com and login with your credentials

Welcome to the **Article Listing**

Here you find your created articles and/or matched articles and their status.

You can filter them by clicking on

Live : article is online

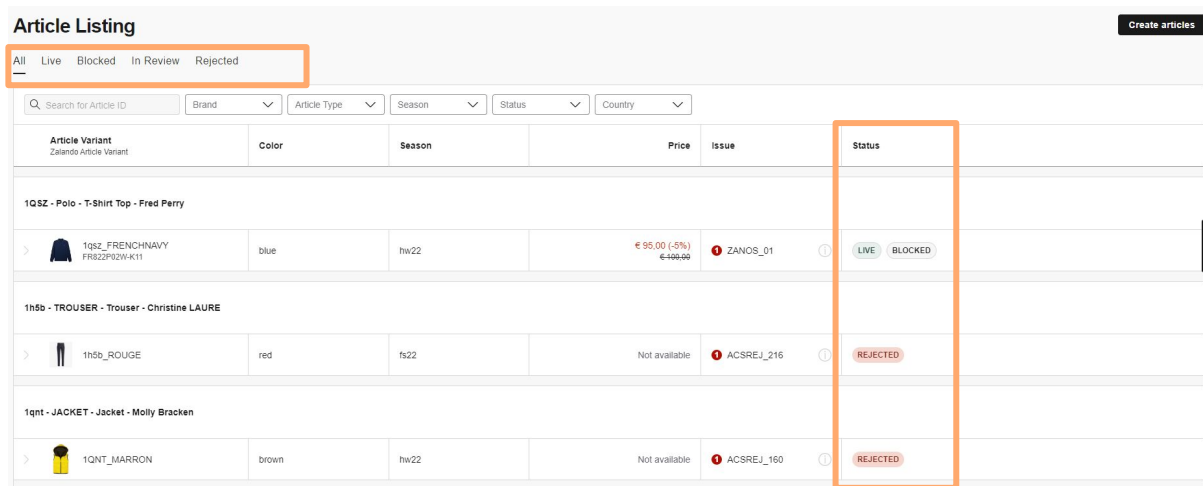
Blocked : article is blocked, check message




In Review : will be reviewed before going live

Rejected : rejected after reviewing, check the issue and adjust accordingly

Additional filter:

Brand, Article Type, Season, Status, Country




Article Variant Zalando Article Variant	Color	Season	Price	Issue	Status
1QSZ - Polo - T-Shirt Top - Fred Perry					
>  1QSZ_FRENCHNAVY FR822P02W-K11	blue	hw22	€ 95,00 (-5%) € 100,00	ZANOS_01	LIVE BLOCKED
1h5b - TROUSER - Trouser - Christine LAURE					
>  1h5b_ROUGE	red	fs22	Not available	ACSREJ_216	REJECTED
1qnt - JACKET - Jacket - Molly Bracken					
>  1QNT_MARRON	brown	hw22	Not available	ACSREJ_160	REJECTED

zDirect - Article Listing

When looking at live articles, you can click on the Article Name. A pop up window opens and shows price, stock and status for this article in the connected warehouse / store.

1QSZ - Polo - T-Shirt Top - Fred Perry

>  **1QSZ_FRENCHNAVY**
FR822P02W-K11

blue

hw22

€ 95,00 (-5%)
€ 100,00

LIVE

[View in Store](#)



Partner Article Variant

Color
sand

34 Partner Variant Size EAN
4057968283989 4057968283989

Country	Regular Price	Discounted Price	ZFS Stock	Partner Stock	Status
Germany	49.99 €	44.49 € <small>-11%</small>	-	1	BACKFILLING

36 Partner Variant Size EAN
4057968283996 4057968283996

Country	Regular Price	Discounted Price	ZFS Stock	Partner Stock	Status
Germany	49.99 €	44.49 € <small>-11%</small>	-	2	BACKFILLING

38 Partner Variant Size EAN
4057968284009 4057968284009

Country	Regular Price	Discounted Price	ZFS Stock	Partner Stock	Status
Germany	49.99 €	44.49 € <small>-11%</small>	-	2	SELLING

Backfilling:

You will sell the article, as soon as the stock of merchants with higher ranking is empty

Selling: You sell the article

zDirect - Article Listing


The screenshot shows the zDirect Article Listing interface. At the top, there are tabs for 'All', 'Live', 'Blocked', 'In Review', and 'Rejected'. The 'Live' tab is selected and highlighted with an orange box. Below the tabs is a search bar labeled 'Search for Article ID' and three dropdown menus for 'Brand', 'Season', and 'Status'. The 'Status' dropdown is open, showing a search bar and three items: 'ZANON_02' (Zalando is fulfilling this EAN), 'ZAON_01' (You are selling this EAN), and 'ZANON_01' (Another Merchant is fulfilling this EAN). The 'Status' dropdown is also highlighted with an orange box. At the bottom right, there are 'Select All' and 'Apply' buttons.

Zalando is fulfilling this EAN:
Zalando Wholesale sells the article


You are selling this EAN:
The store you are logged into sells this article

Another Merchant is fulfilling this EAN:
*Another store/brand is selling this article.
If you have multiple stores selling this article it could also be one of your stores.*

1QSZ - Polo - T-Shirt Top - Fred Perry

>	 1qsZ_FRENCHNAVY FR822P02W-K11	blue	hw22	€ 95,00 (-5%) €-100,00	LIVE	View In Store
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Click on “**View in Store**” to see the article on Zalando Website



Bitte Größe wählen

In den Warenkorb

Verkauft und versandt durch einen Zalando Partner

3-6 Werktage
Standard-Lieferung kostenlos

Kostenloser Versand & Rückversand

100 Tage Rückgaberecht

Eintauschbar

Material & Pflegehinweise

Mehr zu diesem Produkt


Passform

Plus Gabor [+ Folgen](#)







Articles can have more than one status tag

1QSZ - Polo - T-Shirt Top - Fred Perry						
>	 1qsz_FRENCHNAVY FR822P02W-K11	blue	hw22	€ 95,00 (-5%) €-100,00	1 ZANOS_01	LIVE BLOCKED

click on the arrow on the left to see more information: In this case only size M is blocked

1QSZ - Polo - T-Shirt Top - Fred Perry						
∨	 1qsz_FRENCHNAVY FR822P02W-K11	blue	hw22	€ 95,00 (-5%) €-100,00		
Variant Size	EAN	Price	Issue	Status		
Zalando Variant Size						
M	167156009 FR822P02W-K11000M000	5034606451862	€ 95,00 (-5%) €-100,00	1 ZANOS_01		BLOCKED
L	106770080 FR822P02W-K11000L000	5034606451879	€ 95,00 (-5%) €-100,00			LIVE
XL	156340937 FR822P02W-K1100XL000	5034606451886	€ 95,00 (-5%) €-100,00			LIVE
XXL	148406668 FR822P02W-K110XXL000	5034606451947	€ 95,00 (-5%) €-100,00			LIVE

When you click on the (i) next to the error code you'll see why the article is blocked

Article Variant <small>Zalando Article Variant</small>	Color	Season	Price	Issue	Status
210600 - Milly Dress - Dress - 0039 Italy					
>  210600 Milly Dress 0003	white	fs21	Not available	3 ZAPRO_05 	REJECTED
>  210600 Milly Dress 0031	grey	fs21	Not available	1 ZAPRO_05 	REJECTED
>  210600 Milly Dress 3406	light pink	fs21	Not available	1 ZAPRO_05 	REJECTED
>  210600 Milly Dress 0223	light blue	fs21	Not available	1 ZAPRO_05 	REJECTED

XL **1** Variant Size
210600 MILLYDRESS0003XL

ZAPRO_05

Stock and/or Price is missing

EAN is created. To see the next article status least stock or price (or both). Currently no variant reached the Zalando system property.

XXS **1** Variant Size
210600 NELLYFANCY0003XXS








ZAPRO_05

Stock and/or Price is missing

EAN is created. To see the next article status least stock or price (or both). Currently no variant reached the Zalando system property.

XXL **1** Variant Size
210600 NELLYFANCY0003XXL

When the article has been rejected, check the error message and edit the article by clicking on the edit icon

36272 - DU120731 - OVG - Ankle Boots - IK-KE						
>	 36272-grey	grey	hw21	Not available	 ACSREJ_113 	REJECTED  Edit Article
>	 36273-black	black	hw21	Not available	 ACSREJ_113 	REJECTED

Exception: **Never** edit error **Zapro_05** - The article has already been created. Editing **Zapro_05** causes issues with the article creation. Please just make sure you are sending price and stock to Zalando to resolve this issue.

ZAPRO_05

Valid Offer is missing

EAN is created but there is no valid offer set. Please set Price and/or Stock to see the next article status.



[Click here for more info about editing a rejected article](#)

Article Creation UI

For Textiles, Shoes, Accessories*

*Please use this [guide](#) if you want to create Beauty Articles

zDirect - Article Creation

Click on **Create Articles** to start

Article Listing

Create articles

All Live Blocked In Review Rejected

Search for Article ID Brand Article Type Season Status Country

Article Variant
Zalando Article Variant

Color

Season

Price

Issue

Status

zDirect - Article Creation

- Perform an **EAN Check**
Enter several EANs by **Copy and Paste** to receive a list of found and not found EANs

EANs Check

Paste here multiple EANs you want to check if they exist in Zalando. The EANs can be separated with Space, Comma or new line:


EANs

4000794724959 4053838094945 7613272266864 0798248092238 4053838010548 0193444708523 4062053062646

Back Continue

Here is the summary of the articles which already exist in Zalando.

7 EANs have been checked 6 EANs found 1 EANs not found

EAN 

Create Article

- Article
- Article Variant 1
- Article Summary

Article Type
ankle_boots

Article Details


Brand code Target genders
Target age groups Article ID
Name
Size group
Size Length (Optional)

EANs Check

Does your article already exist in Zalando? Try the EAN check to avoid the mapping process.

EANs Check

Save & Continue

Copy  and Paste the result to another sheet to compare your set of requested articles
Depending on your browser capacity it is possible to check 5000+ EANs at once

zDirect - Article Creation

Choose the **Article Type**

Choose the **Brand**

Choose the **Target Genders**: To create a unisex article , apply male and female

Choose the **Target Age Groups**: Choose either adult or one of the kids age groups. Baby, Kid and Teen articles will show up under the kids section.

Enter **Article ID**: Your internal Article number without color or size (Parent ID or Model ID)

Enter Article **Name**

Choose **Size Chart** (click for more info)

Choose **Length Chart**: second size dimension
i.e. used for trouser length or Bra Cup Sizes

Optional Attributes: Can be activated through a check mark on the top right. The drop down menu gives the option to tag the article for a specific catalogue
Maternity, Petite, Plus Size, Tall

When all data have been entered, click **Save & Continue**

Choose your Article Type

Article Type
Jacket

Article Details

Optional Attributes

Brand Code Vero Moda - VE1	Target Genders (1) Target gender female
Target Age Groups (1) Target age group adult	Article ID 1024453
Name MIRA	<input type="button" value="Size Chart"/>
Size Group Apparel, Women, Vero Moda, US [XXS-3XL] - 2FV1VE1A2A	Length (Optional)

Optional Attributes

Assortment Type (Optional)
(1) Maternity

Save & Continue →

zDirect - Article Creation

Now you create the first color Variant

Choose **Season Code**: Current Season or Basic Season - [more info about seasons](#)

Enter **Article Variant ID**

Description : It is a mandatory field but a **description will not appear on the website**. In rare cases your Article Manager asks you to enter information to get the article validated. In general please type in any character.

Add the **Media Path** of the article photos

How to create Image links using [Dropbox](#) or [Google Drive](#)

Choose Zalando **Color Code**

Enter **Supplier Color** (visible on Website)

Enter **Material percentage** (numbers only - no %)

Choose **Material code** ([more infos about applicable materials](#))

Click +  to add or delete material

Check **Optional Attributes** (top right) to enrich the article - depending of the Article Type you receive various options

Article Variant 1

Optional Attributes

Season code: fs20

Article Variant ID: 10241354_Pristine

Description

Media

Media path: <https://www.bes...picture?picturesId=3812646&thumb=false>

Image found Size OK (1125 x 1500)

Media path: <https://www.bes...picture?picturesId=38126498&thumb=false>

Image found Size OK (1125 x 1500)

Add Another Image

Colors

Color code - primary: Belge - 704

Supplier color: Pristine

Material - upper material clothing

Material percentage: 98	Material code: Polyester - pes
Material percentage: 2	Material code: Other Fibres - sonst

zDirect - Article Creation

Add sizes for the color variant

EAN: 13 Digit GTINs (official distributor GS1)

Variant Size ID: Combination of Article ID + Variant ID + Size

Size: Size according to the size chart (chosen on the first page)

Enter the info manually or use

Import Size Data

To import data, copy a list or table of the referring data

Paste it into the field by using Ctrl + V

When all data has been entered click **Save & Continue** to go to the summary page

Don't click **Save & add Another Variant** to add another color configuration. The summary page offers a faster way to add a new color.

Sizes

Add sizes for your variant, or import sizes using the import functionality.

[Import Size Data](#)

Size 34 - 34

EAN

Variant Size ID

Size

Length (Optional)

[Show optional attributes](#)

A	B	C	D
EAN	Variant Size ID	Size	Length
5714920035527	1BERSETIZIA_200_3434	34	34
5714920035534	1BERSETIZIA_200_3634	36	34

Bulk import Variant Size data

Paste data from spreadsheet here.

[Cancel](#)

[Save & Continue](#)

[Save & Add Another Variant](#)

zDirect - Article Creation

If your article has sustainable specifications please enter them here otherwise click **I don't have any certificates**.

Sustainability:

Sustainability certification, trademark or licensed material used in the article

Testing Institute Certified by:

The institute that certified and issued you with this certificate (might be mandatory for specific certificates - please check full guide)

Certification License Number:

Your certificate number as shown on the certificate document (might be mandatory for specific certificates - please check full guide)

Certificate Tier:

The holder of the certificate, this could be at a brand, assembly factory, material fabrication, material processing or raw material extraction level. (might be mandatory for specific certificates - please check full guide)

Material or Non Material Variant

The attribute of this article that this certificate applies to

Certified Percentage:

The percent (%) of sustainability attribute used in the article

Sustainability

If you have a sustainability certificate for this article you can add it here, and set whether it applies to all variants, or only specific ones. Please note, only one certificate can be added per article.

Sustainability certificate - All variants

This certificate will be applied to **all variants** of this article. If your variants have different certificates, or only one variant has a certificate, you can instead add a certificate per variant.

Sustainability	①		
Testing Institute Certified By (Optional)	①		
Certification License Number (Optional)	①		
Certification Tier (Optional)	①		
Attribute details			
Material Or Non Material Variant	①	Certified Percentage	①

About sustainability

- [How to provide sustainability information](#)
- [About sustainability at Zalando](#)

I Don't Have Any Certificates

Add Certificate

Once the article is submitted with certificate information and passes the validation process, it will go online without a sustainability tag. When the sustainability criteria meets the guidelines it will be added later.

Here you'll find the [Full Sustainability Guide](#). For further information please use the links in the about sustainability section.

zDirect - Article Creation

In case your Variants have different sustainability attributes you can click on

Per Variant

Then you have the option to enter sustainability information per variant

Sustainability certificate - All variants

This certificate will be applied to **all variants** of this article. If your variants have different certificates, or only one variant has a certificate, you can instead add a certificate **per variant**.

Certificate per variant

You are adding separate sustainability certificates for each variant. If your sustainability certificate actually applies to all variants, you can instead add just [one certificate for all variants](#).

Sustainability certificate - Variant 1

This variant does not have a sustainability certificate

Sustainability

Testing Institute Certified By (Optional)

Certification License Number (Optional)

Certification Tier (Optional)

Attribute details


Material Or Non Material Variant Certified Percentage


Sustainability certificate - Variant 2


This variant does not have a sustainability certificate

zDirect - Article Creation

- Summary shows the created article and the option to add further color variants.
- We strongly recommend to add all colors with your first submission

 Edit - Use if you want to edit the parent or variant article information

 Copy - Use to add color variant (parent information, season, description, material will be copied)

 Delete article variant

All information entered? Then click **Submit Article**

Create Article






- ✔ Article
- ✔ Article variant 1
- ✔ Article variant 2
- ✔ Sustainability
- **Article summary**

Article Summary

Article Details

Article Type: Ankle Boots
Brand Code: Bottega Veneta - B00
Target Genders: Target gender female
Target Age Groups: Target age group adult
Article ID: 24394293084720357
Name: My Amazing Boot
Size Group: Home, Textile, Beanbag [30x50 cm-130x170 cm] - 7JUSS000X8A

Article Variants

 **Article Variant 1: Blue Black Denim**    

Add Article Variant

Sustainability

Sustainability certificate - All variants

Certificate info: Fairtrade cotton
Certification level: Material fabrication
Certification institute: Kim's test institute
Certificate number: 123456789

Attribute details

Attribute / component: Upper material
Percentage of material: 85%

Cancel

Article Creation - best practise

Image Link Creation

Dropbox

Create a shared link.

You'll find the option to create it on the Browser but also in the Dropbox App

For help please follow the link

[How to share a Dropbox link](#)

It should have a similar format:

`https://www.dropbox.com/sh/Token/Your Folder Structure/filename.jpg?dl=0`

replace **?dl=0** with **?raw=1** and use the new link.

Image Link Creation

Google Drive

Create a shared link.

It should have a similar format:

https://drive.google.com/file/d/Google_Key/view?usp=sharing

Copy the Google Key and create a new link in this format:

drive.google.com/uc?id=Google_Key

zDirect - How to choose the correct Size / Length Chart

2 types of **Size Charts**:

- Brand specific Size Charts
- Standard Size Charts

1. Look for a Perfect fit:

brand "A" - brand "A" size chart

- a. Search for the **Brand Code**

2. Choose an Okay fit:

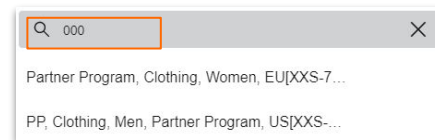
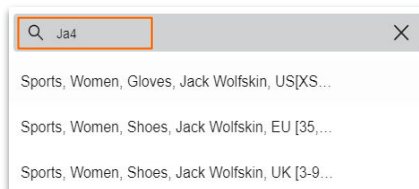
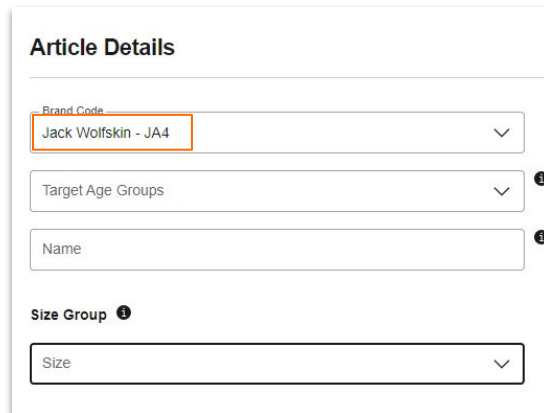
brand "A" - standard size chart

- a. Search for **000**

3. **IMPORTANT:**

Never to use:

brand "A" - brand "B" size chart



You can also search for any other text that describes the size chart.
e.g. "women"

If you are missing a size / length chart please contact our Article Management Team:

cr-article-management@zalando.de

zDirect - How to create Shoes

Shoes

Activate **Optional Attributes**

The Following attributes show up as optional but are **MANDATORY** for shoes article.

To create the article successfully please enter marked attributes

Mandatory attributes

- Upper material
 - Lining
 - Insole
 - Sole
-
- Heel height (if > 3cm)
 - Platform height (if > 1.5cm)

You'll find heel height and platform height in the optional attributes for sizes.

Please enter value for maximum one EAN.

Article Variant 1

Optional Attributes

Color code - secondary (Optional)	Color code - tertiary (Optional)
Care instructions (Optional)	Condition (Optional)
Upper detail (Optional)	Insole (Optional)
Fastening (Optional)	Lining (Optional)
Heel type (Optional)	Fabric (Optional)
Contains non-textile parts of animal origin (Optional)	Occasion (Optional)
Padding type (Optional)	Pattern (Optional)
Detail (Optional)	Shoe tip (Optional)
Shoe width (Optional)	Details (Optional)
Sole (Optional)	Extras (Optional)
Insoles (Optional)	Outsole (Optional)
Upper material (Optional)	

Hide optional attributes

Metric - Platform Height (Optional) ⓘ

Metric Unit	Metric Value
-------------	--------------

Metric - Schafthoehe (Optional)

Metric Unit	Metric Value
-------------	--------------

Metric - Schaftweite (Optional)

Metric Unit	Metric Value
-------------	--------------

Metric - Heel Height (Optional) ⓘ

Metric Unit	Metric Value
-------------	--------------

Metric - Metric Weight (Optional)

Metric Unit	Metric Value
-------------	--------------

zDirect - How to create Textiles 1/2

Article Variant 1

Optional Attributes

Activate Optional Attributes

The following attributes show up as optional but are mandatory for textiles article.

To create the article successfully please enter marked attributes

Mandatory attributes

- Upper material clothing
- Further material compositions

if applicable:

- filling material
- lining (futter clothing):
especially for jackets/coats or dresses
- padding type

- upper material back
- upper material bottom
- upper material insert
- upper material sleeves

Kids Article only:

- info about cords and drawstrings
(DIN EN 14682)

Description

Kids article
Cords fixed: yes/no
Cords length: xx cm

Material - upper material clothing



Material percentage

Material code

Fabric definition (Optional)

Neckline (Optional)

Collar (Optional)

Care instructions (Optional)

Condition (Optional)

Length (Optional)

Width (Optional)

Shape (Optional)

Fastening (Optional)

Material - filling (Optional)



Material percentage

Material code

zDirect - How to create Textiles 2/2

If your article uses different colours for different article parts, you need to enter the material for the individual parts.

e.g. The main color is red, sleeves are blue

Enter the upper material sleeve, even if it's the same as the upper material clothing.

Article Variant 1

Optional Attributes

Material - futter clothing
(Optional)

+

Material percentage

Material code

Hood detail (Optional)

Pockets (Optional)

Fabric (Optional)

Contains non-textile parts of animal origin (Optional)

Occasion (Optional)

Padding type (Optional)

Pattern (Optional)

Sleeve length (Optional)

Material - upper material back
(Optional)

+

Material percentage

Material code

Material - upper material bottom
(Optional)

+

Material percentage

Material code

Material - upper material insert
(Optional)

+

Material percentage

Material code

Material - upper material sleeves
(Optional)

+

Material percentage

Material code

zDirect - Editing a rejected article

Edit all the errors to bring the article live:
E.g. Material errors need to be adjusted for all variants

The screenshot displays the 'Article Summary' page in zDirect. It is divided into several sections:

- Article Summary:** Contains 'Article Details' and 'Article Variants'.
- Article Details:** Lists attributes such as Article Type (Jacket), Brand Code (Jack Wolfskin - JA4), Target Genders (Target gender male), Target Age Groups (Target age group adult), Article ID (1110711), Name (ARLAND 3IN1 M), and Size Group (PP, Clothing, Men, Partner Program, US[XXS-3XL] - 2M00000A2A).
- Article Variants:** Shows three variants: 'Article Variant 1: Black', 'Article Variant 2: Neon Green', and 'Article Variant 3: Blue'. Each variant has a red '1' icon and a set of action icons (edit, copy, delete, dropdown). A red box highlights the edit icons for all three variants.
- Errors:** On the right side, there are three error messages, each with a red '1' icon and a 'read more' link. The first and third errors are identical: 'Material: second outer fabric material information is missing'. The second error is: 'Too few consecutive sizes with stock were transmitted'.
- Buttons:** An 'Add Article Variant' button is located at the bottom right of the variants section.

Common Errors and what to do

zDirect - common errors

Error message	
ZAPRO_05 - Valid Offer is missing	There is no issue with the article! It takes around 3 days until the ASO shows the article as live. Please check if you send the EAN in your feed with a price. Then your article will go live in the next days.
PSERR_139 - Article data (on size level) is associated to another simple SKU within Zalando	We already have this article with your provided EAN or with another EAN. Please use the EAN Check to lookup if we have the article already. To sell the article have the EAN in the feed. Sometimes brands use different EANs for the same article in a new season. Please send the Zalando Article Variant and the EANs to your respective Article Manager. We'll ask for a correction.
ACSREJ_215 Size: Not enough sizes is provided. ACSREJ_26 ACS user rejected article due to: too few sizes transmitted ACSREJ_27 ACS user rejected article due to: incomplete size run	Textiles need consecutive 3 sizes and shoes need 5 consecutive sizes to create them successfully. For example a textile with XS,S,L,XL would be rejected because size M is missing
PSERR_110 - Product rejected, because no valid size grid for this partner is set on product ACSREJ_40 - Product rejected, sport size grid is missing	Please check if you used the correct size chart. If you need further Sizegrids please contact your Article Manager.. Info about Size charts
ACSREJ_46 Product rejected, heel height is missing ACSREJ_47 Product rejected, indication of measurements is missing ACSREJ_48 Product rejected, upper material is missing ACSREJ_49 Product rejected, inner material is missing ACSREJ_51 Product rejected, insole material is missing ACSREJ_52 Product rejected, lining material is missing ACSREJ_53 Product rejected, padding material is missing ACSREJ_160 Product rejected, lining material is missing	Please add the missing material. If the attribute field is missing for the requested material, please use the feedback button on the right side. To create the article please enter the missing attribute in the description: e.g.: Special Accessory Material: 100% leather. If Lining is missing please select 'futter' and add the missing information.
ACSREJ_45 Product rejected, differences between image and color ACSREJ_24 Product rejected, photo size does not comply with Zalando Photo Guidelines PSERR_62 No photos/wrong photos	We cannot download the image or it does not match with our requirements Please check if the link is on a public server.
ZABLO_13 Whole partner block by Zalando	Your store is not online yet - Please contact your integration manager OR The store has reached order cap. The article is still online and can be sold by other stores. Please contact your Partner Consultant if you want to increase the order cap. The store will go online the next day automatically.

If you have an error message, but everything you entered was correct - Please re-import the article:

You must change an attribute so the system notices to import the article again. Otherwise it will not be send to our quality team. Just change one attribute or add another attribute. This needs to be done for each color variant to send all variants to review process. For Example change the attribute Condition to "New"

zDirect - General

If you have any questions regarding article creation, please contact Article Management at cr-article-management@zalando.de

For partners of the Partner Program: new articles can be created without needing to integrate them into Attribute and Submission API.

Thank you!

Disclaimer

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