

# Ease of Doing Business!

NEW & IMPROVED MAAX Electronic Product File (EPF)



Our goal is to continuously improve the ease of doing business with MAAX by providing you the tools needed to grow your business. Which is why we are excited to share with you our NEW and IMPROVED MAAX Electronic Product File (EPF).

## What's New:

- **More detailed product information** – no need to seek out product details, everything you need is in just one file.
- **Table of Contents** – with quick links to easily navigate the EPF
- **Glossary** – explanations of each new field on the EPF sheet
- **Custom EPF** – create custom EPF and Web Content extracts with only the information you need, in the order you want it
- **Website Content Updates** – access product media and search engine friendly content to update your website

# IMPORTANT: Filter products by Channel

Please note the new EPF contains the entire MAAX product portfolio, for all channels – Wholesale and Retail.

**Wholesale:** ■ Professional & ■ Collection Price Lists

**Retail:** ■ Retail Price List

**ALL:** Walls, Bases & Shower Doors (available for both Retail and Wholesale channels)

## Step 1: Select the Channel products you want in your EPF.

1) Click on the **Channel** filter tool

2) Uncheck the boxes of the channels that you **DO NOT** want in your EPF.

3) Click **OK**

1) Click on the **Series – Price List** filter tool

## Step 2: Select the Price List(s) (series) you want in your EPF.

3) Click **OK**

2) Uncheck the boxes of the Price List(s) (series) that you **DO NOT** want in your EPF.

# EPF Overview & How-to-Guide

## How-To-Guide

This guide will provide an overview of all the new features and functionalities in this EPF, and provide step-by-step instructions on how to extract data for your inventory system and/or website content updates.

Table Of Contents	DESCRIPTION
<a href="#">GLOSSARY</a>	Explanation of data found in EPF - over 100 new pieces of information added
<a href="#">CUSTOM-EPF</a>	Quick & Easy Pivot Table tool allows you to create your own custom data extracts
<a href="#">CUSTOM-EPF-HOW-TO</a>	Guide on How to create your custom EPF
<a href="#">WEBSITE-CONTENT-HOW-TO</a>	Instructions on how to use the new EPF to update MAAX product content on your website
<a href="#">EPF-MAAX-US-EN</a>	<b>NEW Electronic Product File EPF</b>
<a href="#">DISCONTINUED PRODUCTS</a>	Discontinued products since the beginning of the year
<a href="#">CODE-CHANGES</a>	List of products with code changes

- 1) **Glossary:** Explanation of data found in EPF (over 100 new pieces of information added)
- 2) **Custom-EPF & How-To:** Quick & Easy Pivot Table tool allows you to create your own custom data extracts
- 3) **Website Content How-To:** Guide on how to create custom data extracts for updating MAAX website data
- 4) **EPF:** Latest Electronic Product File (EPF)
- 5) **Discontinued Products:** List of discontinued products and their replacements
- 6) **Code Changes:** List of products with code changes

# 1. Glossary

The Glossary contains a brief explanation of each column found on the EPF sheet. Click on the Column Labels to navigate to that column on the EPF sheet.

Column Name (on EPF sheet)

Column Location (on EPF sheet)

Explanation of Columns (on EPF sheet)

If applicable to a specific product category, the category will be indicated. If the field is blank, its applicable to all product categories.

COLUMN LABEL	COLUMN	DESCRIPTION	SPECIFICATION
Brand	A		
Series	B	Catalog - Professional, Collection, MAAx (includes Retail and Walls, Base and Doors)	
Product Category	C	Type of Solution	
Product Number	D	6 digit product number	
Price List Code	E	Model Number that appears in the price list, can be used to place an order	
Sales Code	F	Sales Code of a Configured Product - FERT (as it appears in CIS)	
UPC	G	UPC	
Model Short Description	H	Short Description of the model configuration	
Product Name	I	Product Name	
List Price	J	NEW List Price	
List Price Effective Date	K	Effective date of the new list price	
Model	L	Installation or Model Type - for product with multiple options	
Availability	M	Regional Availability	
Installation Type	N	Installation Type	
Material	O	Material	

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Click on a **Column Name** to go directly to that column on the on EPF sheet.

Click on any **Column Name** on the EPF sheet to go back to the Glossary sheet.

Brand	Series	Product Category	Product Number	Price List Code	Sales Code	UPC	Model Short Description	Product Name
MAAX	MAAX Professional	Bathtub	106170	106170-000-001	106170-000-001-000	623163644715	EXHIBIT 6036 REGULAR WHITE	Exhibit 6036
MAAX	MAAX Professional	Bathtub	106170	106170-000-004			EXHIBIT 6036 REGULAR BONE / NATURAL	Exhibit 6036
MAAX	MAAX Professional	Bathtub	106170	106170-000-007			EXHIBIT 6036 REGULAR BISCUIT	Exhibit 6036
MAAX	MAAX Professional	Bathtub	106170	106170-003-001	106170-003-001-000	623163645910	EXHIBIT 6036 WHIRLPOOL II WHITE	Exhibit 6036
MAAX	MAAX Professional	Bathtub	106170	106170-003-004			EXHIBIT 6036 WHIRLPOOL II BONE / NATURAL	Exhibit 6036
MAAX	MAAX Professional	Bathtub	106170	106170-003-007			EXHIBIT 6036 WHIRLPOOL II BISCUIT	Exhibit 6036
MAAX	MAAX Professional	Bathtub	106170	106170-097-001			EXHIBIT 6036 COMB. WHIRL. & AEROEF. W AIR PUSH CONTRO WHITE	Exhibit 6036
MAAX	MAAX Professional	Bathtub	106170	106170-097-004			EXHIBIT 6036 COMB. WHIRL. & AEROEF. W AIR PUSH CONTRO BONE / NATURAL	Exhibit 6036
MAAX	MAAX Professional	Bathtub	106170	106170-097-007			EXHIBIT 6036 COMB. WHIRL. & AEROEF. W AIR PUSH CONTRO BISCUIT	Exhibit 6036

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## 2. Custom EPF (Step 1 of 3)

Step 1: Select the data you want in your custom EPF, in order to update your inventory system or your website.

1) Select the data you want by clicking the checkbox next to each topic.

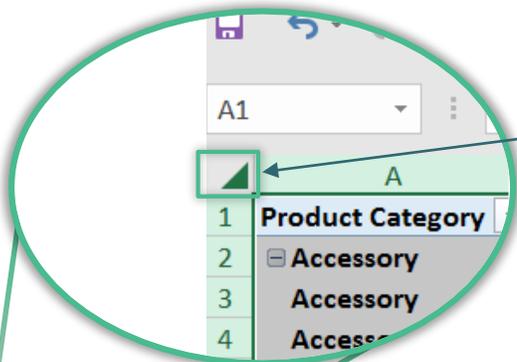
The screenshot shows the Microsoft Excel interface. The 'PivotTable Fields' task pane is open on the right side of the window. It has a search bar and a list of fields with checkboxes. The fields listed are: Brand, Series, Product Category (checked), Product Number, Price List Code, Sales Code (checked), UPC, Model Short Description, Product Name, List Price, List Price Effective Date, Model, Availability, Installation Type, Material, Exact Width (in.), Exact Width (mm), Exact Length (in.), and Exact Length (mm). A callout box with a blue border and white background points to the checkboxes for 'Product Category' and 'Sales Code' with the text '1) Select the data you want by clicking the checkbox next to each topic.' The main Excel window shows a worksheet with a PivotTable field list and a callout box with the text '2) The topic will then appear on the sheet.' The worksheet tabs at the bottom include 'TABLE-OF-CONTENTS', 'GLOSSARY', 'CUSTOM-EPF' (highlighted with a green circle containing the number '2'), 'CUSTOM-EPF-HOW-TO', 'WEBSITE-CONTENT-HOW-TO', and 'EPF-MAAX-US-EN'.

2) The topic will then appear on the sheet.

\*\*\*Note: the data will appear in the EPF sheet in the same order you selected them. For example, the first item selected will appear in the first column, the second item selected will appear in the second column and so on, regardless of the order in which they appear in the list.\*\*\*

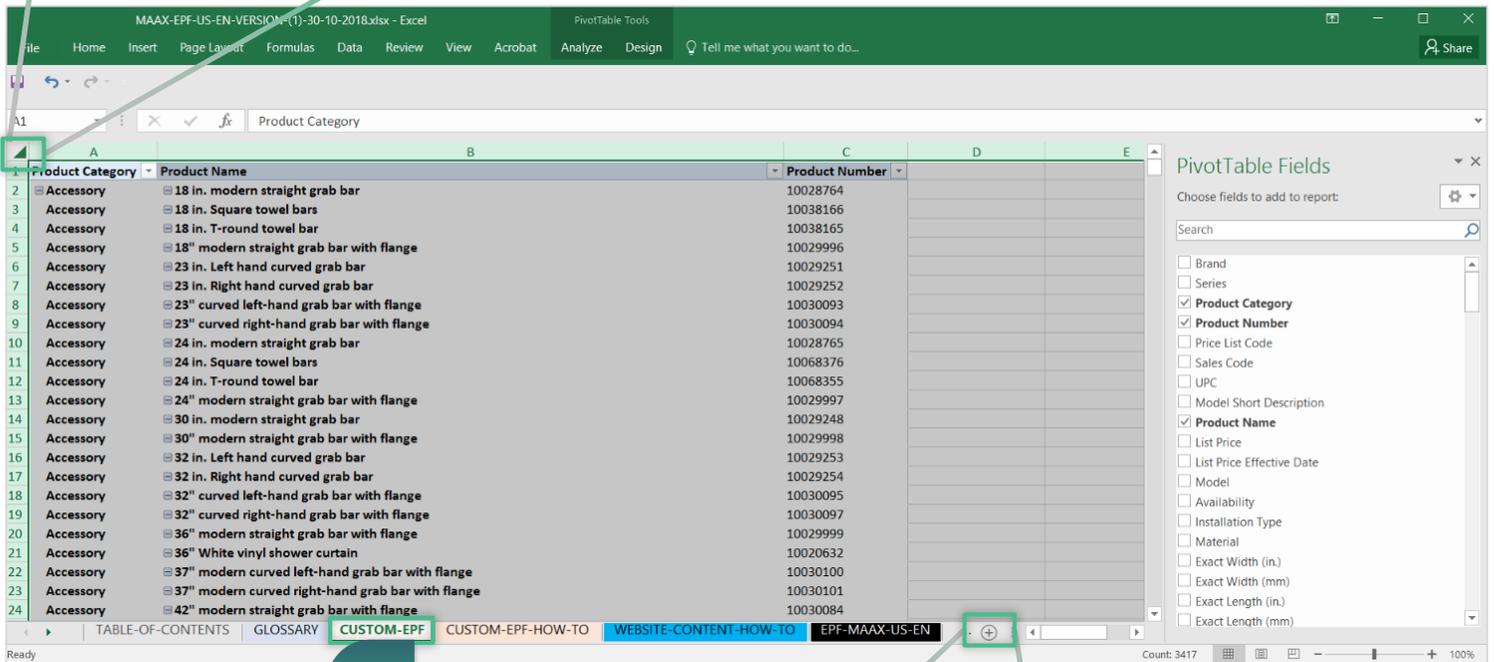
## 2. Custom EPF (Step 2 of 3)

Step 2: Convert the data to an uploadable data format.

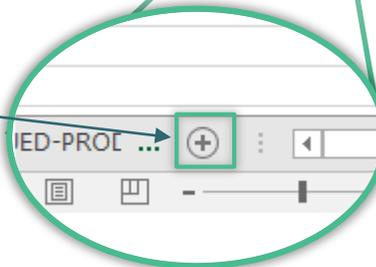


1) Click on the triangle in left top corner of the table to select all.

2) Press keys **Ctrl+C** to copy the data selected.

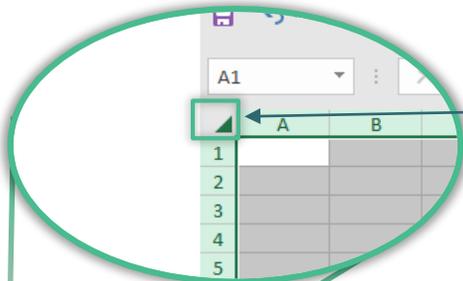


3) Create a new blank sheet by pressing the **+** button

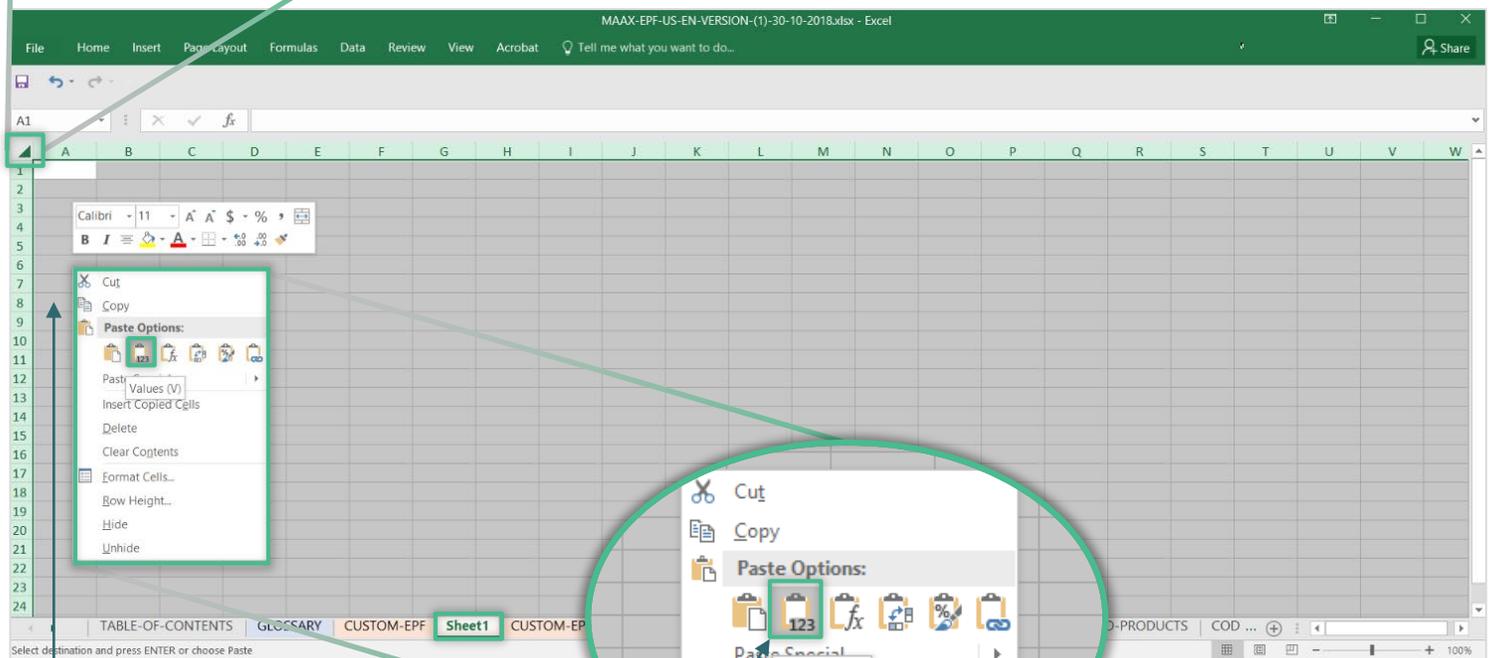


## 2. Custom EPF (Step 3 of 3)

Step 3: Convert data to an uploadable data format. Cnt'd



4) On the new sheet, click on the small triangle in the top left corner, then press **Ctrl+V** to paste the data into this new sheet.



5) Right click on the highlighted area, and in the **Paste Options** pop up - Select **Values**. This will change the data format from PIVOT TABLE to an uploadable data format.

6) The data will then appear on the sheet, and can be saved and used to load into your system.

If you would like further assistance to understand how to use the Web Content data to update your website, a webinar will be presented in Q1 2019. [Sign up here](#) to register for the webinar.

# 3. Website Content Updates

## Update your MAAX Website Content Quickly & Easily!

We want you to stay competitive in the digital era, which is why we added new data to facilitate MAAX product updates to your website.

The Custom EPF sheet contains all MAAX product data, and new data like; product specs, descriptions, links to product images, installation guides and tech drawings and other content to help you update MAAX product information on your website. Simply use the links in the Custom EPF to download the files you need, then refer to columns "EK-EY" file names to quickly upload data into your product information management system.

→ See below for addition improvements that will enhance MAAX website content updates.

Product names are search engine optimized (SEO)

Image file and document file names in the Custom EPF sheet exactly match actual file names to facilitate data connections in your PIM systems.

The screenshot shows an Excel spreadsheet with the following columns: eComm Product Name, Image File 1, Image File 2, Image File 3, Image File 4, Image File 5, and Installation. The rows list various bathtub models and their specifications, such as 'Exhibit 59.875 in. x 36 in. Drop-in Bathtub with End Drain in White'. The file names in the 'Image File' columns are alphanumeric strings that correspond to the product names, such as 'maax-mx106170-001' for the first product. A callout box on the left points to the 'eComm Product Name' column, stating 'Product names are search engine optimized (SEO)'. A callout box on the right points to the 'Image File' columns, stating 'Image file and document file names in the Custom EPF sheet exactly match actual file names to facilitate data connections in your PIM systems.' The spreadsheet also includes a 'TABLE-OF-CONTENTS' at the bottom with tabs for 'GLOSSARY', 'CUSTOM-EPF', 'CUSTOM-EPF-HOW-TO', 'WEBSITE-CONTENT-HOW-TO', 'EPF-MAAX-US-EN', and 'DISCONTINUED-PRODUCTS'. A green circle with the number '4' is overlaid on the bottom right of the spreadsheet.

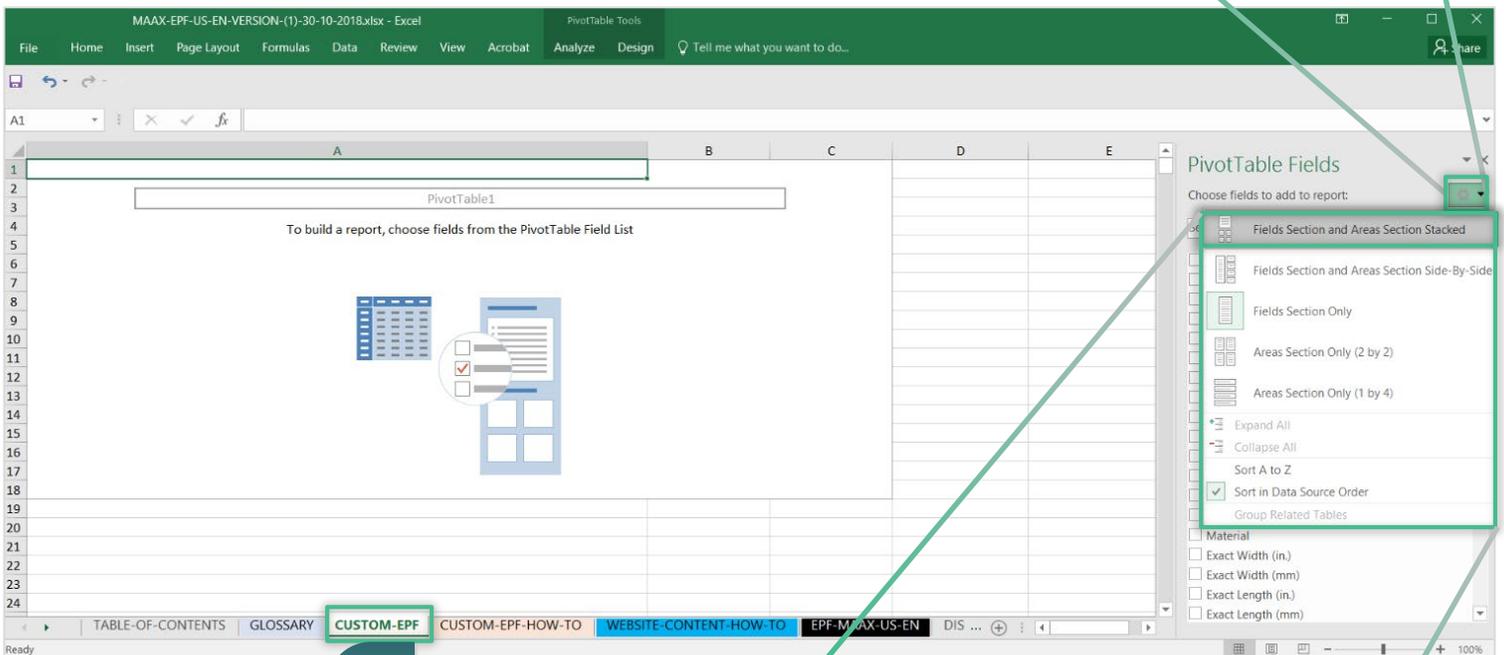
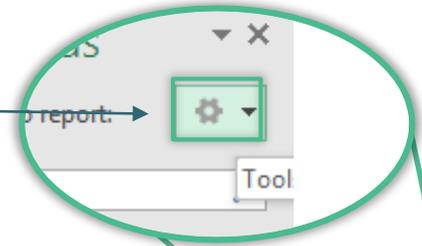
Media documents exact file names allow for faster, multiple updates at once.

# 3. Website Content Updates (Step 1 of 3)

How to create a data extract for a specific product category

Step 1: Change the Pivot Table Fields panel layout.

1) Click on the **gear icon**.



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2) Select the **Fields Section with Areas Section Stacked** option from the pop up.

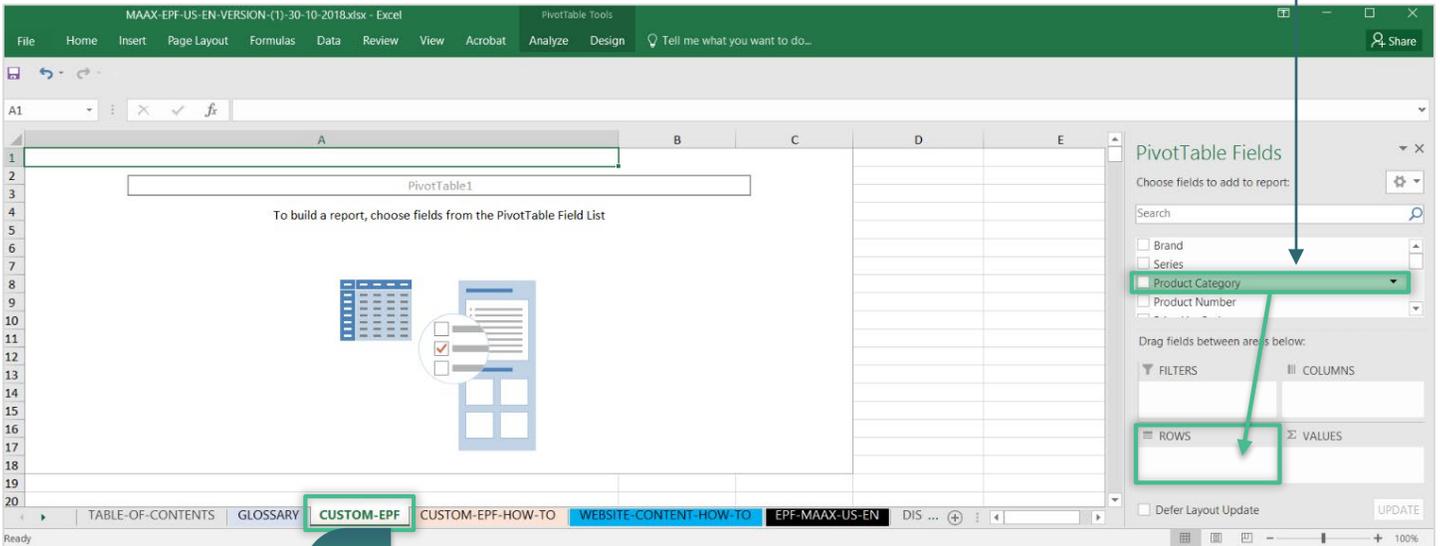


# 3. Website Content Updates (Step 2 of 3)

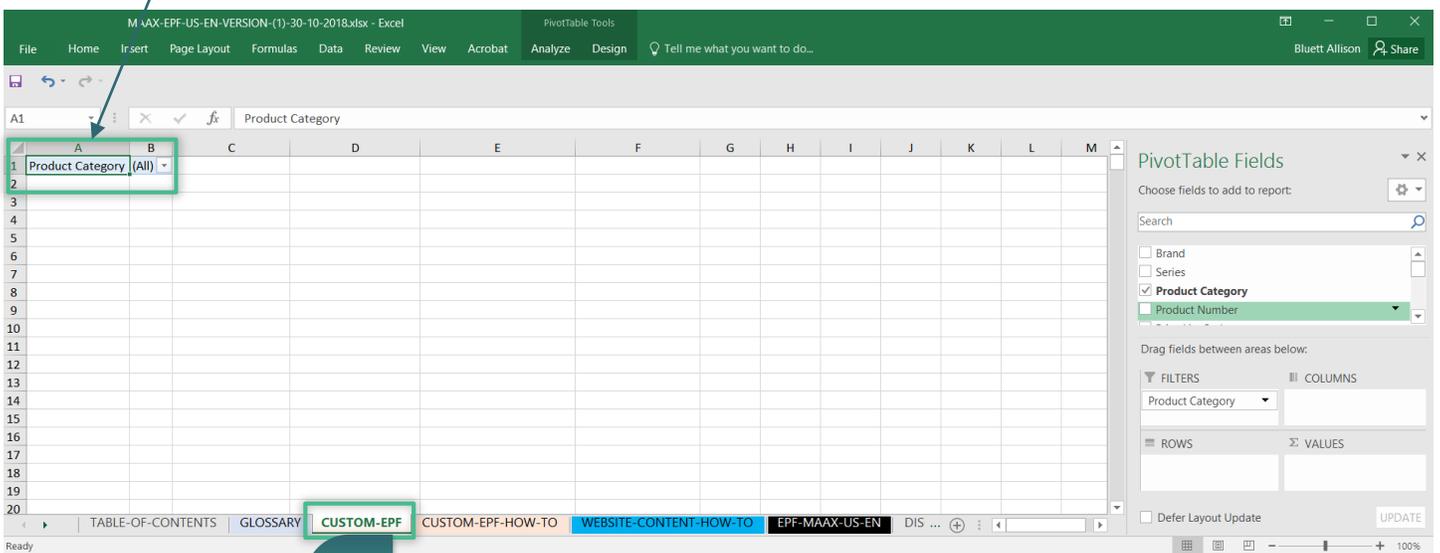
How to create a data extract for a specific product category

Step 2: Add the desired Product Category item to the Filter section to create a specific product view.

1) Click on **Product Category** and drag into the **FILTERS** window.



2) The view filter functionality will appear on the sheet, and the **Product Category**.



# 3. Website Content Updates (Step 3 of 3)

How to create a data extract for a specific product category

Step 3: Use the Filter functionality to setup data for a specific product category ex. *Bathtub*. Then follow **Custom EPF (Steps 1 to 3)** to convert the data into an uploadable data format.

1) Click on **(ALL)**.

2) Click on the **Select Multiple Items** checkbox.

3) Click on the **(ALL)** checkbox.

4) Then select the product category data you want to update your website with.

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# 4. Discontinued Products & Code Changes

Refer to the Discontinued Products sheet for the latest list of discontinued products and their recommended replacements.

Brand	Series	Product Category	Product No.	Price List Code	Sales Code	UPC	Model Short Description	Is Discontinued	Discontinuation Date	Replacement 1 Product	Replacement 1 Code
MAAX	MAAX Professional	Accessory	10025536	10025536	0000000000100255	623163539516	Recessed acrylic storage module without de	YES	12/1/2018	N/A	
MAAX	MAAX Professional	Bathtub	140027	140027-L-000-002	140027-000-002-00	623163072860	FT6030 REGULAR WHITE	YES	12/1/2018	145008	145008-L-000-00
MAAX	MAAX Professional	Bathtub	140027	140027-L-000-004	140027-000-004-00	623163072884	FT6030 REGULAR BONE / NATURAL	YES	12/1/2018	145008	145008-L-000-00
MAAX	MAAX Professional	Bathtub	140027	140027-L-000-006			FT6030 REGULAR STERLING SILVER	YES	12/1/2018	145008	145008-L-000-00
MAAX	MAAX Professional	Bathtub	140027	140027-L-000-007	140027-000-007-00	623163072907	FT6030 REGULAR BISCUIT	YES	12/1/2018	145008	145008-L-000-00
MAAX	MAAX Professional	Bathtub	140027	140027-L-000-015			FT6030 REGULAR BLACK	YES	12/1/2018	145008	145008-L-000-01
MAAX	MAAX Professional	Bathtub	140027	140027-L-000-019			FT6030 REGULAR THUNDER GREY	YES	12/1/2018	145008	145008-L-000-01
MAAX	MAAX Professional	Bathtub	140027	140027-L-001-002	140027-001-002-10	623163559194	FT6030 WHIRLPOOL WHITE	YES	12/1/2018	145008	
MAAX	MAAX Professional	Bathtub	140027	140027-L-001-004	140027-001-004-10	623163559170	FT6030 WHIRLPOOL BONE / NATURAL	YES	12/1/2018	145008	
MAAX	MAAX Professional	Bathtub	140027	140027-L-001-006			FT6030 WHIRLPOOL STERLING SILVER	YES	12/1/2018	145008	
MAAX	MAAX Professional	Bathtub	140027	140027-L-001-007	140027-001-007-10	623163559156	FT6030 WHIRLPOOL BISCUIT	YES	12/1/2018	145008	
MAAX	MAAX Professional	Bathtub	140027	140027-L-001-015			FT6030 WHIRLPOOL BLACK	YES	12/1/2018	145008	
MAAX	MAAX Professional	Bathtub	140027	140027-L-001-019			FT6030 WHIRLPOOL THUNDER GREY	YES	12/1/2018	145008	
MAAX	MAAX Professional	Bathtub	140027	140027-L-003-002			FT6030 WHIRLPOOL II WHITE	YES	12/1/2018	145008	145008-L-003-00
MAAX	MAAX Professional	Bathtub	140027	140027-L-003-004			FT6030 WHIRLPOOL II BONE / NATURAL	YES	12/1/2018	145008	145008-L-003-00

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Refer to this sheet for a list of all MAAX product code changes.

Note: If this sheet is not in the EPF file, there are no code changes.

OLD Price List Number	NEW Price List Number	Product Description FR	Product Description FR	Configuration	NOTE
107003-S-2-000-001	107003-S2-000-001	ALLIA SH-6034 SECTIONNEL BLANC	ALLIA SH-6034 SECTIONAL WHITE	(S) Sectional (2) 2 Seats Center Drain	
107003-S-000-001	107003-SNC-000-001	ALLIA SH-6034 SECTIONNEL BLANC	ALLIA SH-6034 SECTIONAL WHITE	(S) Sectional (N) No Seat (C) Center Drain	
107003-S-000-001	107003-SNL-000-001	ALLIA SH-6034 SECTIONNEL BLANC	ALLIA SH-6034 SECTIONAL WHITE	(S) Sectional (N) No Seat (L) Left Drain	
107003-S-000-001	107003-SNR-000-001	ALLIA SH-6034 SECTIONNEL BLANC	ALLIA SH-6034 SECTIONAL WHITE	(S) Sectional (N) No Seat (R) Right Drain	
107003-000-001	107003-NC-000-001	ALLIA SH-6034 UNE PIECE BLANC	ALLIA SH-6034 1-PIECE WHITE	1-piece (N) No Seat (C) Center Drain	
107003-000-001	107003-NL-000-001	ALLIA SH-6034 UNE PIECE BLANC	ALLIA SH-6034 1-PIECE WHITE	1-piece (N) No Seat (L) Left Drain	
107003-000-001	107003-NR-000-001	ALLIA SH-6034 UNE PIECE BLANC	ALLIA SH-6034 1-PIECE WHITE	1-piece (N) No Seat (R) Right Drain	
107002-S-2-000-001	107002-S2-000-001	ALLIA SHR-6034 SECTIONNEL BLANC	ALLIA SHR-6034 SECTIONAL WHITE	(S) Sectional (2) 2 Seats Center Drain	
107002-S-000-001	107002-SNC-000-001	ALLIA SHR-6034 SECTIONNEL BLANC	ALLIA SHR-6034 SECTIONAL WHITE	(S) Sectional (N) No Seat (C) Center Drain	
107002-S-000-001	107002-SNL-000-001	ALLIA SHR-6034 SECTIONNEL BLANC	ALLIA SHR-6034 SECTIONAL WHITE	(S) Sectional (N) No Seat (L) Left Drain	
107002-S-000-001	107002-SNR-000-001	ALLIA SHR-6034 SECTIONNEL BLANC	ALLIA SHR-6034 SECTIONAL WHITE	(S) Sectional (N) No Seat (R) Right Drain	
107002-000-001	107002-NC-000-001	ALLIA SHR-6034 UNE PIECE BLANC	ALLIA SHR-6034 1-PIECE WHITE	1-piece (N) No Seat (C) Center Drain	
107002-000-001	107002-NL-000-001	ALLIA SHR-6034 UNE PIECE BLANC	ALLIA SHR-6034 1-PIECE WHITE	1-piece (N) No Seat (L) Left Drain	
107002-000-001	107002-NR-000-001	ALLIA SHR-6034 UNE PIECE BLANC	ALLIA SHR-6034 1-PIECE WHITE	1-piece (N) No Seat (R) Right Drain	
102994-SF-000-001	102994-S-000-001	FREESTYLE 37, NEO-ANGLE SECTIONNEL BLANC	FREESTYLE 37, NEO-ANGLE SECTIONAL WHITE	(S) Sectional Center Footrest	
102995-SF-000-001	102995-S-000-001	FREESTYLE 37, NEO-RONDE SECTIONNEL BLANC	FREESTYLE 37, NEO-RONDE SECTIONAL WHITE	(S) Sectional Center Footrest	
102996-SF-000-001	102996-S-000-001	FREESTYLE 37, RONDE SECTIONNEL BLANC	FREESTYLE 37, RONDE SECTIONAL WHITE	(S) Sectional Center Footrest	
102997-SF-000-001	102997-S-000-001	FREESTYLE 40, NEO-ANGLE SECTIONNEL BLANC	FREESTYLE 40, NEO-ANGLE SECTIONAL WHITE	(S) Sectional Center Footrest	
102998-SF-000-001	102998-S-000-001	FREESTYLE 40, NEO-RONDE SECTIONNEL BLANC	FREESTYLE 40, NEO-RONDE SECTIONAL WHITE	(S) Sectional Center Footrest	
102999-SF-000-001	102999-S-000-001	FREESTYLE 40, RONDE SECTIONNEL BLANC	FREESTYLE 40, RONDE SECTIONAL WHITE	(S) Sectional Center Footrest	
105101-SF-000-001	105101-S-000-001	FREESTYLE 42, NEO-ANGLE SECTIONNEL BLANC	FREESTYLE 42, NEO-ANGLE SECTIONAL WHITE	(S) Sectional Center Footrest	
105102-SF-000-001	105102-S-000-001	FREESTYLE 42, NEO-RONDE SECTIONNEL BLANC	FREESTYLE 42, NEO-RONDE SECTIONAL WHITE	(S) Sectional Center Footrest	
102994-F-000-001	102994-000-001	FREESTYLE 37, NEO-ANGLE UNE PIECE BLANC	FREESTYLE 37, NEO-ANGLE 1-PIECE WHITE	1-piece Center Footrest	
102995-F-000-001	102995-000-001	FREESTYLE 37, NEO-RONDE UNE PIECE BLANC	FREESTYLE 37, NEO-RONDE 1-PIECE WHITE	1-piece Center Footrest	

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