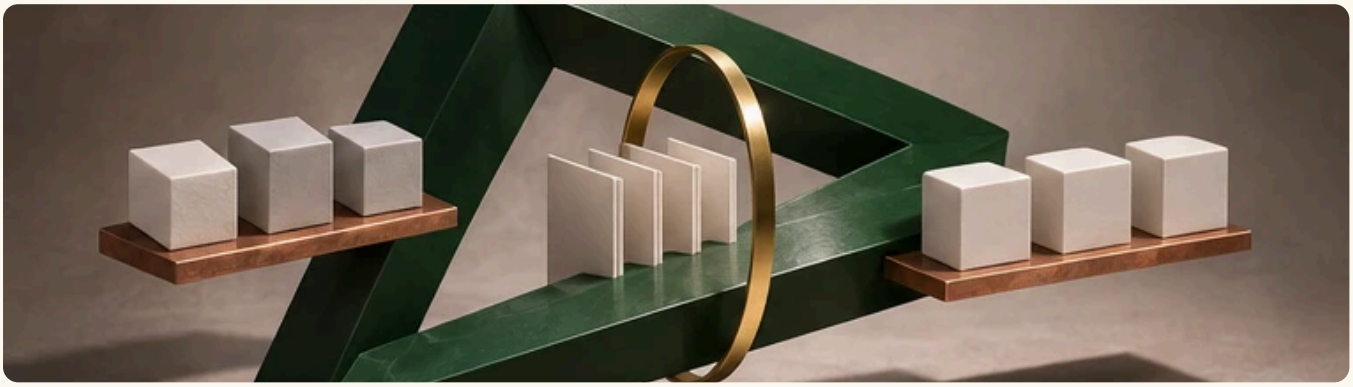
BUSINESS CASE WHITEPAPER · COM-009

Product variant clean-up

Make every size and colour mean the same thing across your catalogue.



The decision

Size and colour conventions differ across parent products and slow down imports.

What the fee buys

We standardise sizes, colours and variant names for up to 20 parent products in an import-ready file.

When to commission

Buy when approved attributes can be supplied and a merchant owner can check ambiguous merges.

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71–75 Shelton Street, Covent Garden, London, WC2H 9JQ, United Kingdom
routineworks.co.uk · contact@routineworks.co.uk · support@routineworks.co.uk

SCOPE AND OPERATING CASE

How the work changes the decision

Starting position

Two colour labels read navy and navy blue. The source photographs alone cannot establish a match.

In this illustrative case

Check the merchant's approved variant reference before merging records.

Inputs and ownership

Export the variants for up to 20 parent products and mark the approved size and colour conventions.

1. Review parent products and variants
2. Agree consistent option values
3. Prepare the import file

Using the handover

Use the clean file to preview consistent options and correct the source catalogue before uploading it.

An alternative to buying

Correct labels in-house if an approved variant dictionary and clean import mapping already exist.

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INVESTMENT AND EVALUATION

Test the case before approving spend

£399 GBP · one-time catalogue fee excluding applicable VAT

Full cost to the buyer

Subscriptions, platform fees, advertising and fulfilment charges are separate. Include the cost of preparing inputs, reviewing the output and implementing any subsequent changes.

A time-only comparison

At an illustrative £40 per staff hour, the fee alone equals 9.97 hours. Replace £40 with your own fully loaded hourly cost. Divide the full incremental cost by that rate to find your break-even hours. Count only effort you can reasonably avoid. This illustration predicts no saving.

What to measure

Count conflicting labels and import exceptions for the same parent-product set before and after standardisation. Record a baseline before work begins. Use the same scope and definition at follow-up, and note changes outside this service.

Timing and dependencies

Pay upfront at the external checkout. You can prepare immediately. We track clearance and start intake when payment clears, which can take up to seven business days depending on the payment system. The estimate after start and receipt of complete inputs is 3–7 working days.

Approval test

Buy when approved attributes can be supplied and a merchant owner can check ambiguous merges. Assign an owner for the handover and a date for checking the measure. If the inputs or owner are missing, defer the purchase.

Basis: Routine Works service specification COM-009, GBP catalogue fee and an illustrative working case. View service scope.

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