

PROMOSTANDARDS FOR WOO

AUTOMATIC PRODUCT ADDITION AND UPDATE
FOR WOOCOMMERCE STORES

Project Details
with an Example

3/1/2025

<https://PromostandardsforWoo.com>

What is Promostandards?

Promostandards facilitates the development and adoption of technology standards and oversees these standards for businesses and nonprofit organizations worldwide.

Think of these standards as a map that guides developers in writing computer code with common instructions. When in place, these standards allow suppliers, distributors, and decorators to automatically send and receive information in real-time, effectively scaling business transactions.

More information about Promostandards is available on their website

<https://Promostandards.org>. I recommend their “[Getting Started](#)” page.

To take advantage of Promostandards services from a supplier that offers it, the reseller must apply for credentials directly from that supplier.

Service access offered by suppliers is always free. However, there is no “one-size” solution to implement the standard for resellers. Custom code is required to implement any of its features in the vast world of website frameworks and eCommerce solutions.

That’s where Promostandards for Woo comes in.



General Information

I'm a freelancer with over a decade of experience customizing WordPress and WooCommerce and over three years of experience developing APIs to work with Promostandards. It was only natural that they would eventually meet.

A recent project allowed me to combine the two, and the “Promostandards for Woo” plugin was born.

“Promostandards for Woo” isn't a standard, plug-and-play WordPress plugin. A certain amount of customization is unavoidable as new brands, themes, and website types are accounted for. I hope it will eventually be a canned solution for most basic needs. Meanwhile, I'm available and happy to customize the code to suit your requirements. To learn how much time and money will be involved, we can schedule a Zoom meeting to discuss your project.

What follows is an example of a product created using “Promostandards for Woo” in a reseller website with data supplied by [Cutter & Buck](#).

Add a New Product in WooCommerce - 1

Currently, almost 1000 product suppliers use Promostandards to send product information, including variations, prices, options, inventory product images, and more, to their resellers. The information available can vary by supplier. This is where customization is often most necessary.

Resellers that take advantage of this, basically free service*, enjoy automatic product creation and maintenance.

One of these suppliers is Cutter & Buck. C&B has a website dedicated to reseller products and all associated information. We'll be highlighting the information from that website at CBCorporate.com.



* One-time, custom code is required to take advantage of the free service.

Add a New Product in WooCommerce - 2

This is a simple example of a small store offering a few Cutter & Buck products pulled from several categories. The process to add new products would be as follows using their product SKU of LCK00182 for a product with lots of sizes and colors.

The screenshot shows the 'Add New Product' page in WooCommerce. The title field contains 'LCK00182'. The 'Inventory' tab is selected in the 'Product data' section, and the 'SKU' field contains 'LCK00182'. The 'Product categories' section on the right shows 'Overkirt Long Slv' selected. Three red arrows point to the title field, the 'Inventory' tab, and the 'Save Draft' button.

Step One:
Create a new product and enter the product SKU into the Title field and the SKU field on the Inventory tab in the Product Data section.

Step Two:
Select any relevant categories.

Step Three:
Save as a draft.

Add a New Product in WooCommerce - 3

The **code runs** in the background on the reseller's website server to update/add a product every five minutes. This method of running code is called a "cron job."

When this product's turn comes up, all the information is pulled from Cutter & Bucks PS server, and the product fields are populated. The product can be left in Draft mode so the reseller can confirm all product information before manually publishing. Or, it can go straight to Publish and become part of the store with no reseller interaction. Or another scenario that works for you.



Add a New Product in WooCommerce - 4

The reseller can monitor the progress via a report to see if and when their products have been updated or added.

Be prepared for occasional connection errors. They will be reported but can typically be ignored. Often, more traffic hits the supplier server than they can handle, and some requests are denied.

Promostandards for Woo Report for February, 15 2025

```
[2025-02-15 03:26 AM] SUCCESS: ID: 66436, SKU: MCK01278 successfully processed.
[2025-02-15 03:31 AM] SUCCESS: ID: 66374, SKU: LCK00157 successfully processed.
[2025-02-15 03:36 AM] SUCCESS: ID: 51124, SKU: LCK00151 successfully processed.
[2025-02-15 03:41 AM] SUCCESS: ID: 67349, SKU: MCK01284 successfully processed.
[2025-02-15 03:46 AM] SUCCESS: ID: 66027, SKU: LCO00059 successfully processed.
[2025-02-15 03:52 AM] SUCCESS: ID: 63892, SKU: MCK01133 successfully processed.
[2025-02-15 03:57 AM] SUCCESS: ID: 59707, SKU: MCK01330 successfully processed.
[2025-02-15 04:01 AM] SUCCESS: ID: 58724, SKU: LCK00166 successfully processed.
[2025-02-15 04:06 AM] SUCCESS: ID: 66128, SKU: MCK01265 successfully processed.
[2025-02-15 04:16 AM] SUCCESS: ID: 57327, SKU: MCO00083 successfully processed.
[2025-02-15 04:25 AM] SUCCESS: ID: 55597, SKU: MCK00107 successfully processed.
[2025-02-15 04:26 AM] SUCCESS: ID: 55782, SKU: LCO00056 successfully processed.
[2025-02-15 04:35 AM] SUCCESS: ID: 55651, SKU: MCK00144 successfully processed.
[2025-02-15 04:37 AM] SUCCESS: ID: 63776, SKU: MCK00137 successfully processed.
[2025-02-15 04:44 AM] SUCCESS: ID: 62459, SKU: LCO00008 successfully processed.
[2025-02-15 04:46 AM] SUCCESS: ID: 73009, SKU: LCO00068 successfully processed.
[2025-02-15 04:51 AM] SUCCESS: ID: 68252, SKU: MCK01343 successfully processed.
[2025-02-15 04:59 AM] SUCCESS: ID: 50448, SKU: MCK01143 successfully processed.
[2025-02-15 05:01 AM] SUCCESS: ID: 68063, SKU: LCK00182 successfully processed.
[2025-02-15 05:06 AM] SUCCESS: ID: 82279, SKU: MQK00076 successfully processed.
[2025-02-15 05:11 AM] SUCCESS: ID: 66436, SKU: MCK01278 successfully processed.
[2025-02-15 05:16 AM] SUCCESS: ID: 66374, SKU: LCK00157 successfully processed.
[2025-02-15 05:21 AM] SUCCESS: ID: 51124, SKU: LCK00151 successfully processed.
[2025-02-15 05:26 AM] SUCCESS: ID: 67349, SKU: MCK01284 successfully processed.
[2025-02-15 05:31 AM] SUCCESS: ID: 66027, SKU: LCO00059 successfully processed.
[2025-02-15 05:36 AM] SUCCESS: ID: 63892, SKU: MCK01133 successfully processed.
[2025-02-15 05:41 AM] SUCCESS: ID: 59707, SKU: MCK01330 successfully processed.
[2025-02-15 05:46 AM] SUCCESS: ID: 58724, SKU: LCK00166 successfully processed.
[2025-02-15 05:51 AM] SUCCESS: ID: 66128, SKU: MCK01265 successfully processed.
[2025-02-15 06:00 AM] ID: 57327, SKU: MCO00083, : ERROR: Unable to connect to the remote server.
[2025-02-15 06:00 AM] ID: 57327, SKU: MCO00083, : ERROR: Connection failed. Could not retrieve 'se
[2025-02-15 06:00 AM] ID: 57327, SKU: MCO00083, : ERROR: Could not retrieve product data for SKU
[2025-02-15 06:00 AM] ID: 57327, SKU: MCO00083, : ERROR: Product could not be updated.
[2025-02-15 06:10 AM] SUCCESS: ID: 55597, SKU: MCK00107 successfully processed.
[2025-02-15 06:11 AM] SUCCESS: ID: 55782, SKU: LCO00056 successfully processed.
[2025-02-15 06:20 AM] SUCCESS: ID: 55651, SKU: MCK00144 successfully processed.
[2025-02-15 06:22 AM] SUCCESS: ID: 63776, SKU: MCK00137 successfully processed.
[2025-02-15 06:29 AM] SUCCESS: ID: 62459, SKU: LCO00008 successfully processed.
```

Add a New Product in WooCommerce - 5

After processing, the product record will be completed with up-to-date data.

Subsequent runs on this product will make all necessary product changes based on returned supplier data.

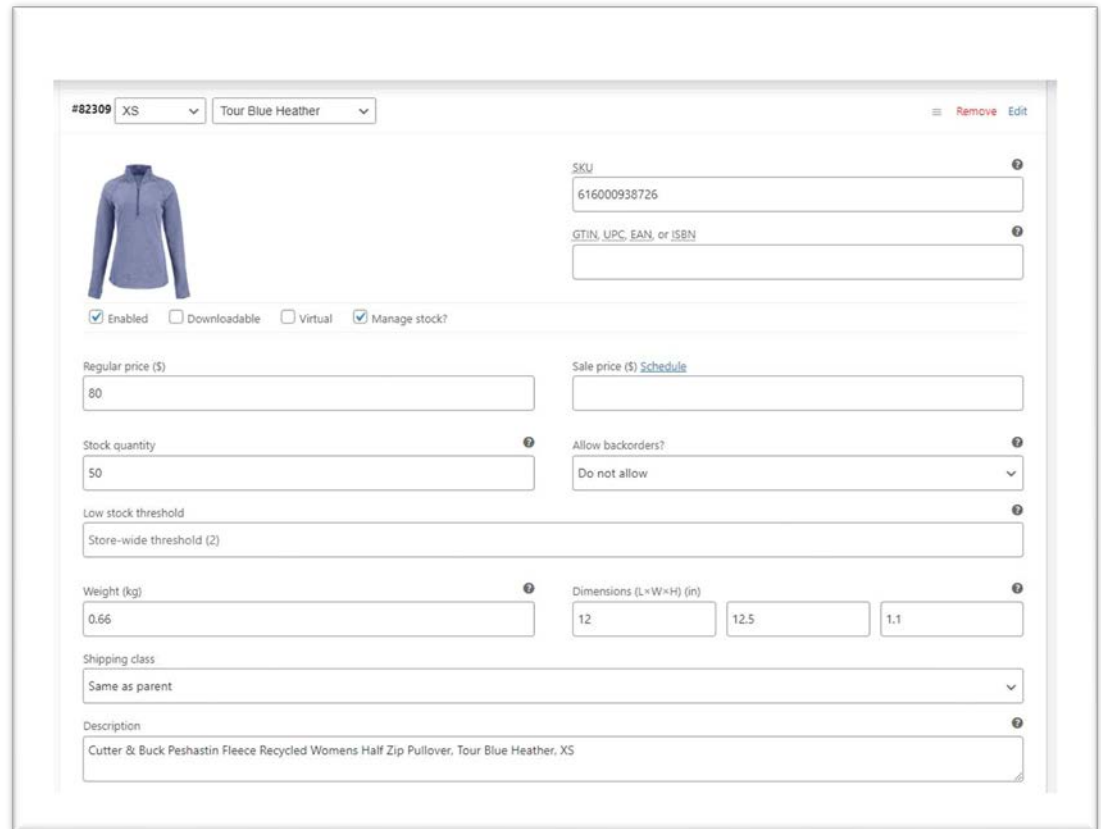
The screenshot displays the WooCommerce product editor for a 'Cutter & Buck Peshastin Fleece Recycled Womens Half Zip Pullover'. The interface is divided into several sections:

- Product description:** Contains the product title, URL, and a rich text editor with a paragraph of descriptive text. Below the editor is a list of product features and specifications, including material composition (70% Recycled Polyester, 23% Polyester, 7% Spandex), brushed grid-back, thermo-regulation, moisture-wicking, breathability, UV protection, and ergonomic thumb holes.
- Product data:** A 'Variable product' section with fields for SKU (LCK00182), GTIN (UPC/EAN/ISBN), and stock management options. The 'Stock management' section is expanded, showing 'Track stock quantity for this product' checked, a quantity of 19587, and 'Allow backorders?' set to 'Do not allow'. A 'Low stock threshold' is set to 'Store-wide threshold (3)'. The 'Sold individually' checkbox is also checked.
- Product short description:** A rich text editor for a shorter version of the product description.
- Product gallery:** A section for adding and managing product images, currently showing one image of the pullover.
- Product categories:** A list of categories with checkboxes, including 'Overhead Long Slv', 'Pants', 'Shorts', 'Skirts', 'Tee Long Slv', 'Tee Short Slv', 'Uncategorized', and 'Woven Top Long Slv'. The 'Add new category' link is visible.
- Product tags:** A section for adding product tags, with an 'Add' button.
- Brands:** A section for adding product brands, with 'Cutter & Buck' selected and an 'Add new brand' link.
- Reviews:** A section for managing reviews, with an 'Add Comment' button and '0 comments yet'.

Add a New Product in WooCommerce - 6

All product variations are created as well, including associated color images, prices and available inventory.

When it's turn comes up again, any changes sent by the supplier are applied. Including adding sales, inventory and removing any variations as applicable.



The screenshot shows the WooCommerce product edit interface for a variation. At the top, the variation is identified by its ID (#82309), size (XS), and color (Tour Blue Heather). A small image of a blue zip-up pullover is displayed on the left. The right side of the form contains various input fields: SKU (616000938726), GTIN, UPC, EAN, or ISBN (empty), Regular price (\$80), Stock quantity (50), Low stock threshold (Store-wide threshold (2)), Weight (0.66 kg), Dimensions (12 x 12.5 x 1.1 in), Shipping class (Same as parent), and Description (Cutter & Buck Peshastin Fleece Recycled Womens Half Zip Pullover, Tour Blue Heather, XS). The form also includes checkboxes for 'Enabled', 'Downloadable', 'Virtual', and 'Manage stock?' (checked). A 'Remove' button and an 'Edit' link are visible in the top right corner.

Add a New Product in WooCommerce Summary

As outlined in this example, “Promostandards for Woo” supports creating simple and variable products for a single supplier. Since some suppliers provide more or less information than others, results may vary depending on chosen suppliers.

Typical customizations include but are not limited to, unique instructions for each supplier, importing all products in a category, and using the same category structure as the supplier. These are just a few of the endless options.

I’m available and happy to customize the code to suit your requirements. To learn how much time and money will be involved, we can schedule a Zoom to discuss your project.

