

# Starting Your ETIM Journey: A Guide for Manufacturers



## Starting Your ETIM Journey: A Guide for Manufacturers

This white paper is one of a series of white papers produced for EDA members and affiliates covering topics relating to digitalisation and product data. Since its original publication in 2021, ETIM has become far more widely used in the UK electrotechnical sector largely as result of the growth of EDATA, the industry data pool. In the light of this the paper has been **completely revised and updated for 2025**.

In this guide Richard Appleton, who has thirty years of experience in the world of digital product data provides an overview of the ETIM data standard aimed, primarily, at manufacturers encountering and working with the standard for the first time.

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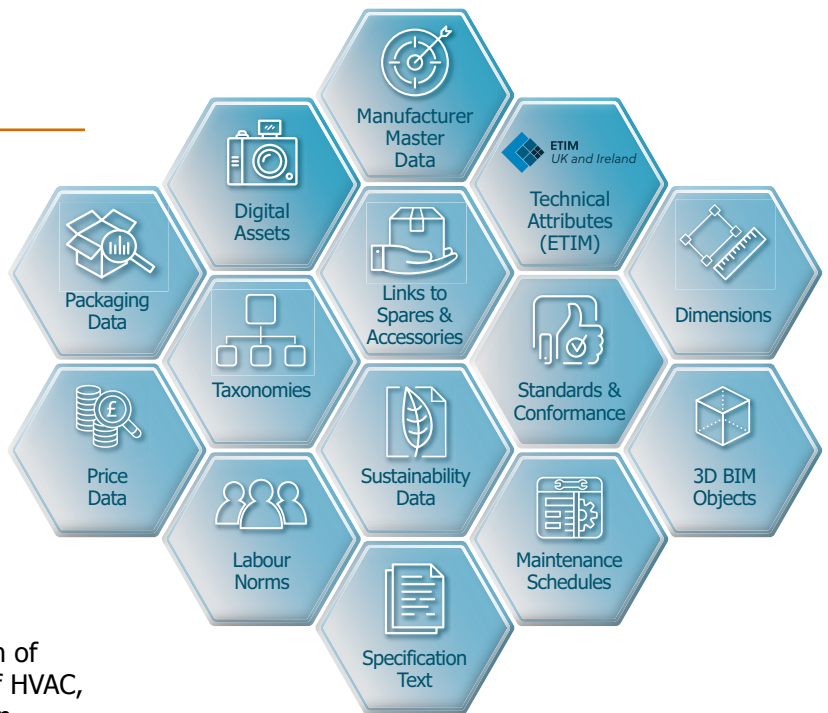
## Starting Your ETIM Journey: A Guide for Manufacturers

### Introduction

As a manufacturer, you may have been asked to provide ETIM data by a wholesaler, either in UK or overseas, or perhaps you want to upload your product data into EDATA, the electrical industry data pool managed by the Electrical Distributors' Association (EDA).

At first glance the concept of ETIM may be difficult to grasp and the task of creating ETIM data can appear daunting. But it needn't be so. In this paper we explain what ETIM is, and how it is structured, and we provide guidance for manufacturers starting on the path of creating ETIM formatted data.

While primarily aimed at EDA affiliates and other manufacturers of electrotechnical products, much of this paper is equally relevant to manufacturers of HVAC, plumbing and building products. Specific mention should be made of manufacturers of tools, fixings, workwear and other site equipment whose will be asked to provide ETIM data by customers in both the electrotechnical and builders merchant sectors. This paper will also be of interest to wholesalers, builders' merchants, contractors, solution providers and anyone interested in implementing ETIM within their digital business systems.



# Starting Your ETIM Journey: A Guide for Manufacturers

## Why ETIM?

As a manufacturer you rely on wholesalers and merchants to market your products to customers, whether they are trade contractors or end users. Increasingly wholesalers are adopting digital or multi-channel sales strategies and introducing business-to-business ecommerce web sites which require complex searching and filtering capabilities to enable buyers to find the right product.

This in turn relies on the availability of rich structured product data which should ideally be supplied by, and traceable back to, the product manufacturer. Furthermore, data relating to each product's technical and performance attributes must be supplied in a consistent structure or format from all manufacturers. ETIM provides this structure.

### Three Key Facts About ETIM

- ETIM is an international data model. It provides a classification and structure for product data, but it is not a database itself.
- ETIM covers the technical and performance characteristics of a product. It does not include, for example, manufacturers' part numbers, prices or illustrations.
- ETIM exists to help B2B customers specify, find and purchase your products.

ETIM is a structure for data covering the technical and performance attributes of a product. As such it is just one aspect of the product data you will need to create. For advice about the broader aspects of creating a product data strategy see the white paper **Creating a Product Data Strategy: A Seven Point Plan for Manufacturers** - see Appendix for link.

### The Benefits of ETIM to Manufacturers

- You can provide data in a single format to many customers.
- You can upload data into EDATA, the electrotechnical sector data pool.
- You retain control over your product data.
- With increased focus on product and building safety, a standard data structure promotes greater accuracy.
- It increases the chance of your product being specified or purchased.
- Accurate data means fewer returns and an improved customer experience.



**Technical specification according to ETIM classification**

**PRODUCT DATA SHEET**  
Collingwood Lighting FLO1A  
10W Colour Switchable Anti-Switchable  
Manufacturer: Collingwood Lighting  
GTIN: 55565004041  
Family: Floodlights

**DESCRIPTION**  
With a wide 120° beam angle and a unique solution for outdoor use, lighting large areas with a market leading efficacy and consume variable solution for your space. Choose the in highly trafficked areas.

- High efficacy of up to 130lm/W
- First fix bracket for quick & easy install
- Ideal for coastal areas
- Colour switchable between 3 colour temp
- IP65 rated, meaning it provides optimum weather conditions
- A unique 300° rotation for total flexibility
- Supplied with 5m cable
- Wide 120° beam angle, reducing the need for multiple fixtures
- Performs in even more extreme conditions

**TECHNICAL SPECIFICATION**  
ETIM Class: Downlight / spot luminaire / floodlight (E001744)  
Primary Features  
Colour of light: White  
Colour temperature (K): 3000 - 6500  
Maximum output power (W): 35  
Nominal voltage (V): 230 - 240  
Number of lamps: 1  
Light source included: No

**Additional Features**

Beam angle adjustment	No	Dimming 0/1	No
Colour consistency (Pharos)	ISO9001	Dimming 0/100	No
Colour rendering index (CRI/Ra)	80-85	Dimming 0/100	No
Compatible with Amazon Alexa	No	Dimming 0/100	No
Compatible with Apple HomeKit	No	Height (mm)	205
Compatible with Google Assistant	No	Mounting material	Aluminium
Energy or precision retrofit	4	IP rating	IP65
Dimming 0-10 V	No	Length (mm)	307
Dimming 0-10 V	No	Length (mm)	30
Dimming DALI 2	No	Light output	3000
Dimming DMX	No	Phase factor	0.9
Dimming DALI 2	No	Protection class according to IEC 61140	II
Dimming DALI 2	No	Rated life time (L70B50 at 25 °C)	30000
Dimming DALI 2	No	Reflector	None
Dimming DALI 2	No	Grid/Ref (mm)	14
Dimming DALI 2	No	Width (mm)	115
Dimming DALI 2	No	With light sensor	No
Dimming DALI 2	No	With movement sensor	No

**FURTHER DETAILS**  
Product status (in development): Active  
Trade Tariff Commodity Code: 9405400000  
Collingwood Lighting, Brooklands House, Sunell, Weybridge, Surrey, TW20 3RF  
Tel: 0181 8911111  
www.collingwoodlighting.com

**This data sheet (produced by EDATA) illustrates the use of ETIM formatted data in a practical application designed to support the sales process**

# Starting Your ETIM Journey: A Guide for Manufacturers

## Who Manages ETIM?

ETIM is an international standard with representative organisations in over 20 countries and regions. ETIM UK and Ireland Limited, a not-for-profit joint venture between the EDA (Electrical Distributors' Association) and the BMF (Builders Merchants' Federation), is responsible for promotion and management of the standard in UK and Ireland.

Overall management is provided by ETIM International aided by a General Assembly and a Technical Committee made of representatives from each participating country or region who are responsible for strategic/commercial and technical matters respectively.

In addition to the country members there are several "Global Industry Members" (including Grundfos, Legrand, Prysmian, Rexel, Schneider, Siemens, Signify and Sonepar) who are also represented on the ETIM Technical Committee.

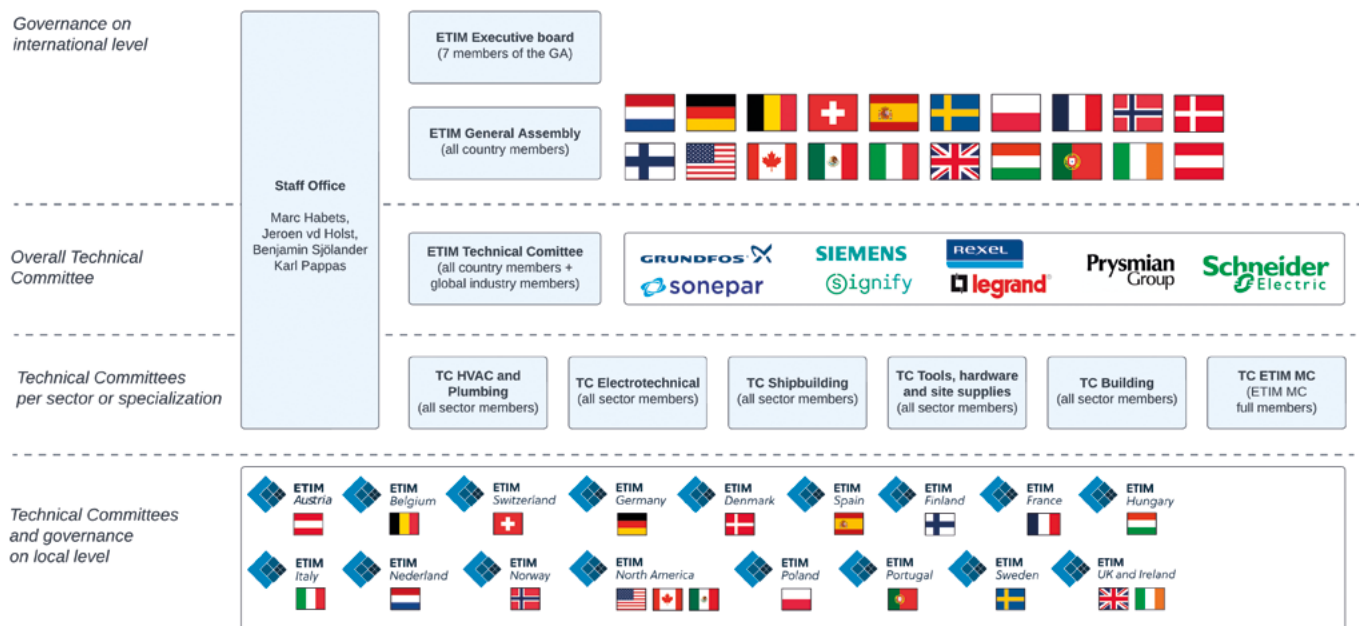
This level of governance enables members of each country or regional organisation to request changes and influence development while maintaining the overall integrity of the standard.

## The EDA and ETIM

The EDA introduced ETIM to the UK electrotechnical sector in 2017 since then much work has been carried out to anglicise the standard.

In 2020 the BMF took control of ETIM for the HVAC & Plumbing and Building Materials sectors in UK and ETIM UK Limited was formed (extending its remit and becoming ETIM UK and Ireland Limited in 2025).

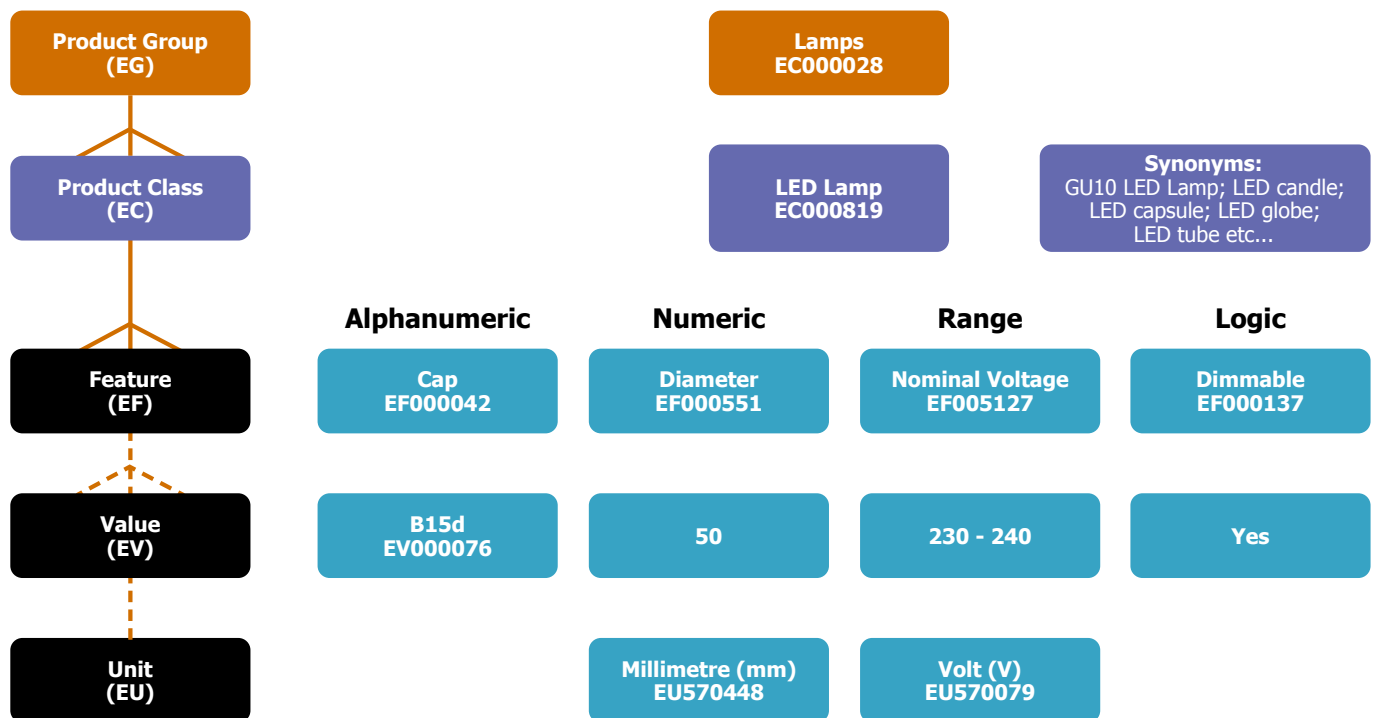
Also, in 2020, the EDA launched EDATA, the industry product data pool which has been the primary catalyst for ETIM adoption in UK. The ETIM standard is at the heart of the EDATA data pool.



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## How ETIM is Structured

The key element of ETIM is the ETIM Product Class, which defines the type of product. As a manufacturer, your first job will be to identify and assign the correct product class to each of your products. You will see in the diagram below that a class is identified by an eight-character code beginning with EC (ETIM Class) which is linked in the model to the class name, not only in English, but in the native language(s) of all the other participating countries. It is also linked to synonyms which may be used as search keywords.



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By virtue of being linked to a Product Class, each product will automatically be linked to a group of Features which define that product. Your next job will be to populate those Features with the values appropriate to each product. There is no free text in ETIM, so you will choose the values held within the ETIM structure. There are four types of ETIM Feature, each requiring a different type of value as shown in the diagram on page 6 and explained below:

<b>Feature Type</b>	<b>Value Required</b>
Alphanumeric (A)	Alphanumeric value selected from associated list of allowable ETIM Values.
Numeric (N)	Value will be a number.  Some Numeric Features have an associated Unit; the value assigned must relate to this Unit.
Range (R)	Value will be two numbers, an upper and a lower value to define the range.  Some Range Features have an associated Unit; the values assigned must relate to this Unit
Logic (L)	Value can only be True or False (represented on most systems as Yes or No)

## Starting Your ETIM Journey: A Guide for Manufacturers

ETIM Features are also identified by a code (EF) as are the allowable ETIM Values for alphanumeric ETIM Features (EV).

If this is hard to follow, another way to visualise the ETIM structure would be in the form of a spreadsheet listing a group of your products, one per row, all linked to the same ETIM Class, where the ETIM Features would form the column headings. Note the example below shows just a selection of features from the relevant class.

### ETIM Classification

ETIM Feature Code		EF000551	EF005127	EF001360	EF000137	EF000042	EF000007
ETIM Feature Name		Diameter	Nominal voltage	Lamp shape	Dimmable	Cap	Colour
Feature Type		N	R	A	L	A	A
Unit		mm	V				

Part Number	Description	Value	Value (upper)	Value (lower)	Value	Value	Value	Value
L100131	LED Lamp GU10 4W 2700k WW	50	220	240	Reflector	No	GU10	White
L100132	LED Lamp GU10 4W 4000k CW	50	220	240	Reflector	No	GU10	White
L100133	LED Lamp GU10 5.5W 2700k WW	50	220	240	Reflector	No	GU10	White
L100134	LED Lamp GU10 5.5W 4000k CW	50	220	240	Reflector	No	GU10	White
L100135	LED Lamp GU10 3.3W 2700k WW	50	220	240	Reflector	No	GU10	White
L100135A	LED Lamp GU10 3.3W 4000k CW	50	220	240	Reflector	No	GU10	White

**Manufacturer has entered product data  
in accordance with ETIM classification**

ETIM is an international classification system. All Classes and Features are available to all users. However, there is capacity for country organisations to add features representing country-specific standards. These are identified by having a country code embedded in the feature code, for example:

ETIM Feature Code	ETIM Feature Name
EFUK0017	Compliant with Building Regulations Part M
EFUK0022	Cable type in accordance with BS 4737-3.30

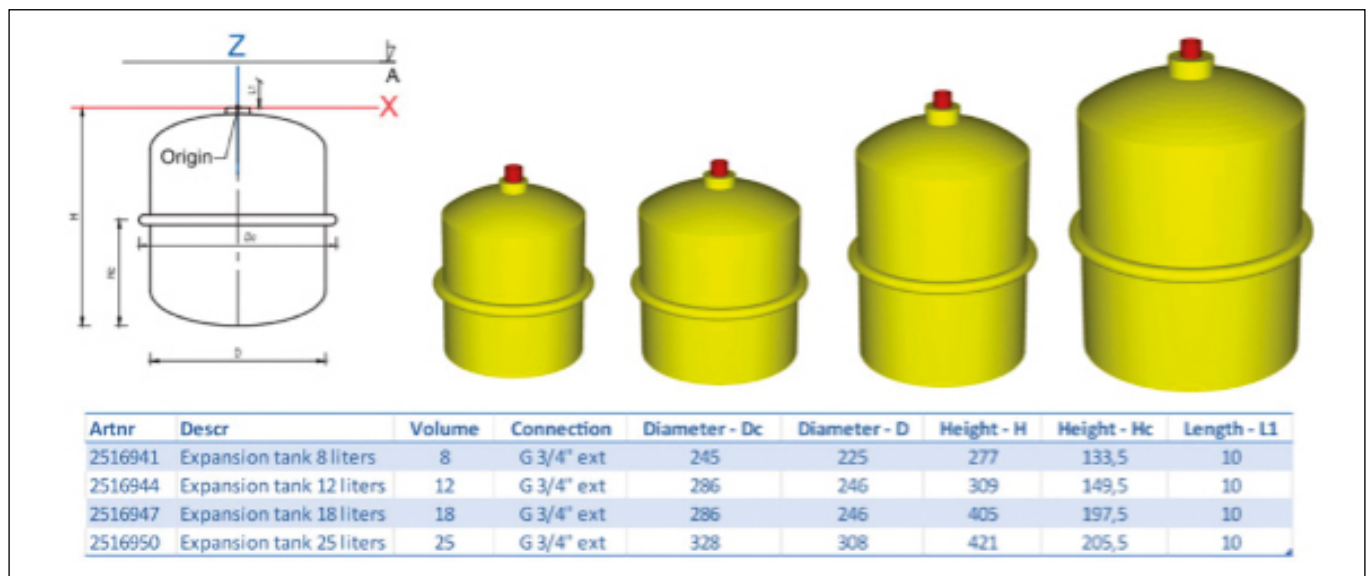
In making the standard as effective as possible for use in UK and Ireland, part of ETIM UK and Ireland's role is to identify and add appropriate country-specific standards to ETIM.

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### What is ETIM MC?

This paper is concerned only with the basic ETIM classification model which covers a product's technical and performance characteristics. However, there is another facet to ETIM called ETIM MC (Modelling Classes).

ETIM MC specifies the dimensional parameters required to represent products as 3D geometric objects and, while still in its early stages, will enable ETIM to be used as a major facilitator for BIM (Building Information Modelling).



ETIM UK and Ireland has not yet adopted ETIM MC. However, if you are interested in finding out more then please contact:

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## Starting Your ETIM Journey: A Guide for Manufacturers

### Where Do I Find Details About ETIM Classes, Features and Values?

There is much useful information on both the ETIM International and ETIM UK and Ireland web sites (see Appendix for links) but the “go to” source of information is the ETIM Classification Management Tool (CMT) where you will find all the details you need about available ETIM classes, their features and value options. The CMT can be found here: <https://prod.etim-international.com>

**Use filters to find classes**

**Select language**

**Select Class to see relevant Features and Values**

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To help further, the EDA has produced a series of 10 ETIM Guidance Notes, [downloadable from the ETIM UK and Ireland web site](#). These Guidance Notes advise the correct class for most common electrotechnical products as well as offering much other useful information.

### Domestic Wiring Accessories

Product	Recommended ETIM Class	Class Name (UK)	Notes
Blanking plate	EC000011	Control device/cover plate for domestic wiring accessories	3
Cable/flex outlet	EC000450	Cable connection plate	
Card switch	EC001590	Switch	1,2
Connection unit	EC004518	Fused connection unit	1,2
Connection unit with RCD	EC004518	Fused connection unit	1,2
Cooker connection	EC000450	Cable connection plate	

#### Notes

- For back box-and trunking-mounted wiring accessories (all relevant ETIM classes).
  - Feature EF000005 Assembly use value EV006349 Basic unit with full cover plate.
  - Feature EF000003 Mounting method use value EV000383 Flush mounted.

While it should be your aim to supply ETIM data that is as complete as possible, the number of features available for some classes can make this impractical in the short term. To simplify matters somewhat, the EDA has identified what we consider to be the primary (i.e. most important) features for many electrotechnical product classes so your first milestone will be to populate those.



**Quick link to  
the 10 ETIM  
Guidance Notes**

<https://www.etim-uk-and-ie.org/the-standard/support-resources/etim-manufacturer-guidance-notes/>

## Starting Your ETIM Journey: A Guide for Manufacturers

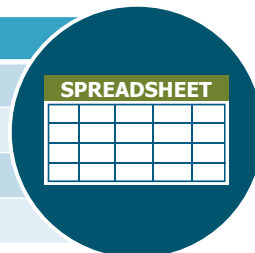
### How to Create and Store Your ETIM Data

While you can create and manage your ETIM data using a spreadsheet, we advise manufacturers to equip themselves with a Product Information Management (PIM) system. As we have stressed before, ETIM will be just one part of your product data strategy, and a PIM system will act as a "single source of truth" for all your product data.

There are numerous PIM systems on the market and, for most manufacturers in the electrotechnical and construction sectors, it makes sense to look for one which is specifically designed to manage ETIM data. These are supplied with the ETIM structure built in and some are beginning to incorporate AI tools to help with the classification.

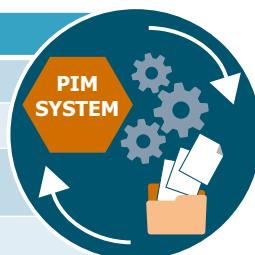
#### SPREADSHEET

- Low cost
- Useful for populating ETIM Classes
- Challenging to manage Features and Values
- Limited choice of export options



#### PIM SYSTEM

- Pre-populated with ETIM data model
- Automatically updated with new ETIM releases
- Can manage all types of product data (master data, asset links, BIM etc.)
- Flexible data export options



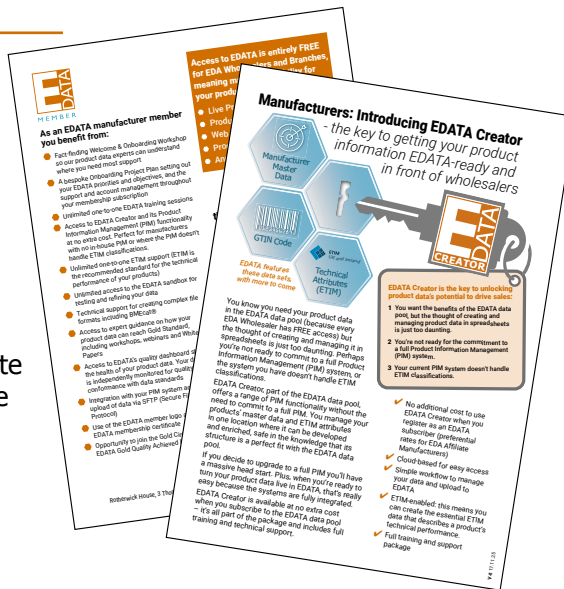
Having created your ETIM data, it is important to keep it up to date. This means making sure that the data is created for new products but also keeping up with any enhancements to the standard.

ETIM is constantly evolving with new Classes, Features and Values added at the request of country organisations who in turn act on feedback from their members. A new full version of the standard is issued approximately every two years, so you need to be aware of any changes that affect your products and upgrade your product data in line with these. ETIM UK and Ireland will be able to advise further when a new version is released.

# Starting Your ETIM Journey: A Guide for Manufacturers

## What is EDATA Creator?

Electrotechnical manufacturers who want to create ETIM data and upload it to EDATA can make use of EDATA Creator, effectively a back door into EDA's own PIM. Once you have created your product master data (part numbers, descriptions etc.) we will upload it to EDATA Creator and train you to add your ETIM data. You simply flag each item when it's complete and we will transfer the data to the live EDATA platform.



**There is more information about EDATA Creator here on the EDA website:**

<https://www.eda.org.uk/edata/edata-creator/>

	Partnumber manufacturer	ETIM Class	Nominal diameter (mm)	N o m	Outer diameter (mm)	Inner diameter (mm)	Material
	KNY20/50M	EC001175 - Non-metallic co...	20	✓			Polyamide (PA)
	KNY25/50M	EC001175 - Non-metallic co...	25	✓			Polyamide (PA)
	LDFFP80B-10M	EC001175 - Non-metallic co...	80	✓	80	67	Polypropylene (PP)
	FPADS11B-50...	EC001175 - Non-metallic co...	11	✓	11.5	6.2	Polyamide (PA)
	FPADS13B-50...	EC001175 - Non-metallic co...	13	✓	13	7.9	Polyamide (PA)
	FPADS16B-50...	EC001175 - Non-metallic co...	16	✓	15.8	10.3	Polyamide (PA)
	FPADS16BU-2...	EC001175 - Non-metallic co...	16	✓	15.8	10.3	Polyamide (PA)
	FPADS16O-2...	EC001175 - Non-metallic co...	16	✓	15.8	10.3	Polyamide (PA)
	FPADS16R-25M	EC001175 - Non-metallic co...	16	✓	15.8	10.3	Polyamide (PA)
	FPADS16W-2...	EC001175 - Non-metallic co...	16	✓	15.8	10.3	Polyamide (PA)
	FPADS21B-50...	EC001175 - Non-metallic co...	21	✓	21.2	13.9	Polyamide (PA)

EDATA Creator is not a substitute for a full, ETIM-enabled, PIM system but can be a valuable "toe-in-the-water" exercise for manufacturers still considering a PIM and is considerably superior to attempting to manage ETIM data in a spreadsheet.

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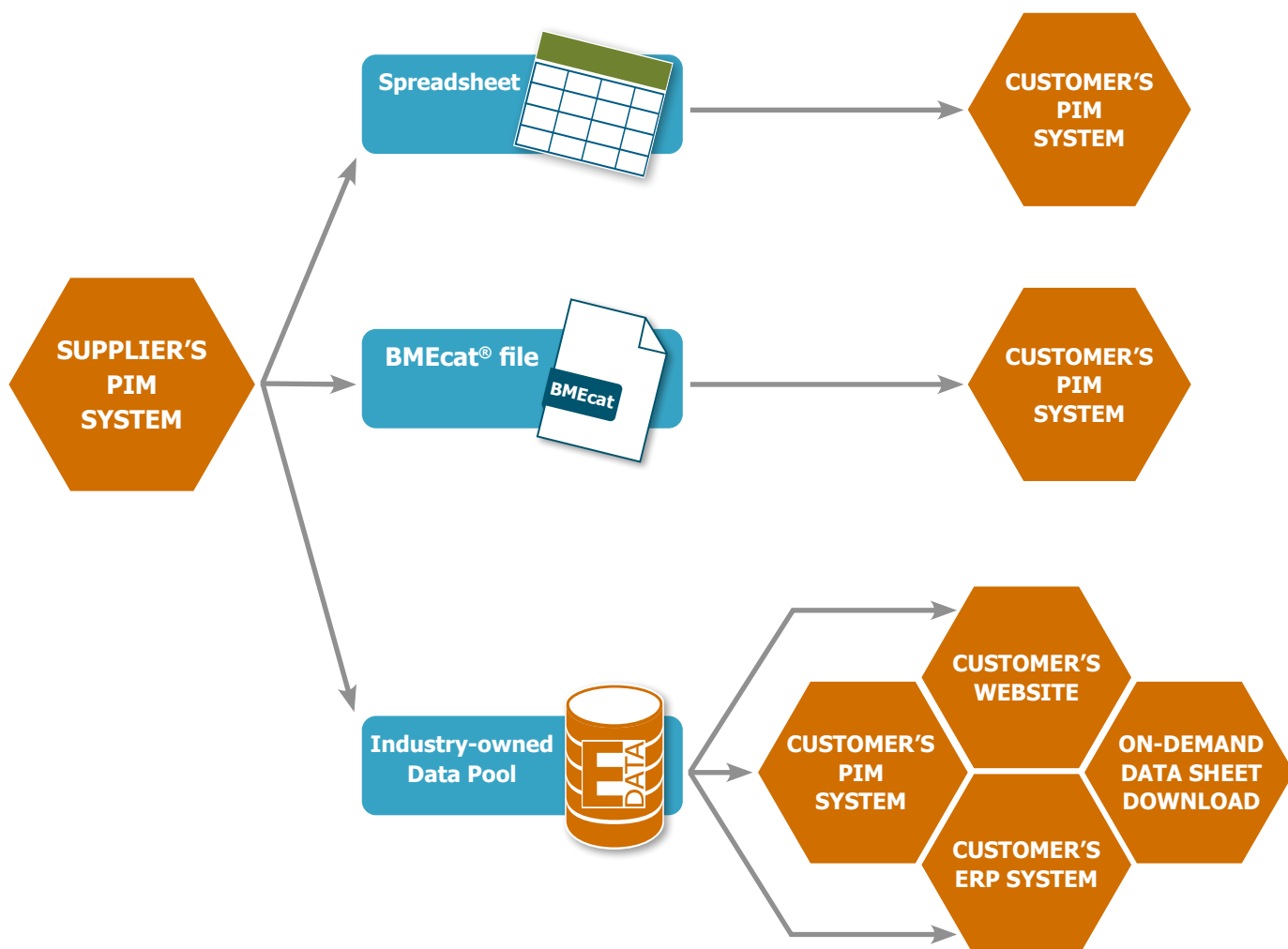
### Sending ETIM Data to Your Customers

Having created your ETIM data, you need to distribute it to customers. There are several ways to approach this, depending on how you created the data and the needs of each customer.

You can supply ETIM data as a spreadsheet, but some customers will need you to supply the ETIM codes, particularly if they plan to load the data into their own ETIM-enabled PIM system. In this case, supplying the data in a spreadsheet is less satisfactory and you may need to export the data using a file format called BMEcat®. If you install a PIM system configured for ETIM, then it is likely to be able to export data in BMEcat® format.

While you can supply data on a peer-to-peer basis, it is more satisfactory to upload your data into an industry-owned data pool from which customers can download it in their chosen format.

In the UK, the EDA has developed EDATA, a data pool for the electrotechnical sector. Similar industry-owned data pools covering electrical, HVAC, plumbing and building products exist in many other countries. If you operate in several countries, or export, you may need to provide your data to more than one.



## Starting Your ETIM Journey: A Guide for Manufacturers

### What is ETIM xChange?

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ETIM xChange is a new, international, data exchange format which will ultimately replace BMEcat®. ETIM xChange is designed specifically to exchange product catalogue data between trading partners and data pools. It includes provision not only for ETIM but also master data, image links, pricing, sustainability and packaging data.

The first version of ETIM xChange was released in 2024 and it is not yet widely adopted. However, if you are talking to potential PIM providers it would be wise to future-proof by ensuring they plan to include it as an import/export option.



## Starting Your ETIM Journey: A Guide for Manufacturers

### What Next?

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So now you've created and shared your ETIM data, your distributors will be in a good position to promote your products via their web sites and customers will be able to find and select the products they need. But that isn't the end of the story.

ETIM continues to develop and ETIM UK and Ireland members (including all EDA manufacturer affiliates and EDATA members) may want the opportunity to influence the standard. The EDA works with member companies both individually and as product-specific working groups with a view to adding UK-specific standards, reviewing terminology and identifying possible enhancements.

The best people to get involved in these groups are those with practical experience of using ETIM so please contact the EDA or ETIM UK and Ireland and get involved. The standard is only as good as you, the users, make it.

### Conclusion

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The ability to supply structured, machine-readable, product data is a key requirement for digitalising the supply chain as well as meeting the construction industry's increasingly demanding product data requirements. ETIM provides the standard, but it can seem daunting at first and we appreciate that the additional workload is significant in the short-term. In the long-term the benefits will greatly outweigh the initial investment

We are happy to offer help and advice if required – please contact us at [info@etim-uk-and-ie.org](mailto:info@etim-uk-and-ie.org)

### Key Take-Aways

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- ETIM is a standard for manufacturers' product data, specifically the technical and performance attributes.
- You will need to assign each of your products to an ETIM Class and then populate the relevant Features.
- This can be done using a spreadsheet, but it is better to install a PIM system with ETIM capability.
- ETIM data can be distributed to customers using a spreadsheet or BMEcat® file or by loading the data into a central, industry-owned data pool such as EDATA.
- Manufacturer members of ETIM UK and Ireland are invited to submit ideas for enhancement and take part in working groups to contribute to further development of the standard.

In the first instance please contact:

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**M:** 07971 157970

## Starting Your ETIM Journey: A Guide for Manufacturers



If you would like further information, or to discuss how to syndicate your product data via EDATA, please contact the EDA on 020 3141 7350.

### More white papers in this digitalisation series available to download

Topical, easy to digest and practical these EDA white papers are available to [download from our website](#).

- Starting your ETIM Journey**
- 3 Product Data Essentials**
- Creating a Product Data Strategy: A Seven Point Plan for Manufacturers**
- Creating Excellent Product Descriptions**
- Creating Excellent Product Images**

### Useful Links & References

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#### Electrical Distributors' Association

[www.eda.org.uk](http://www.eda.org.uk)

#### EDATA

[www.edata.org.uk](http://www.edata.org.uk)

#### ETIM UK and Ireland Limited

<https://www.etim-uk-and-ie.org/>

#### ETIM International

[www.etim-international.com](http://www.etim-international.com)

#### White paper: Creating a Product Data Strategy: A Seven Point Plan for Manufacturers

[www.eda.org.uk/support-and-resources/white-papers/download-your-copy-of-creating-a-product-data-strategy](http://www.eda.org.uk/support-and-resources/white-papers/download-your-copy-of-creating-a-product-data-strategy)



Manufacturer  
Master  
Data

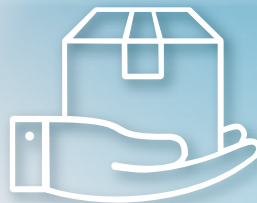


Digital  
Assets

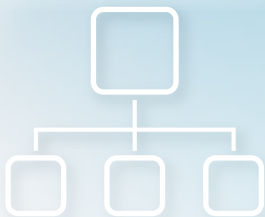


**ETIM**  
*UK and Ireland*

Technical  
Attributes  
(ETIM)



Links to  
Spares &  
Accessories



## Starting Your ETIM Journey: A Guide for Manufacturers

### Electrical Distributors' Association

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