

# How to... send data to a retailer

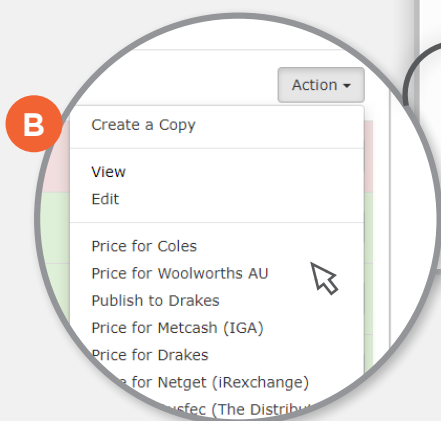
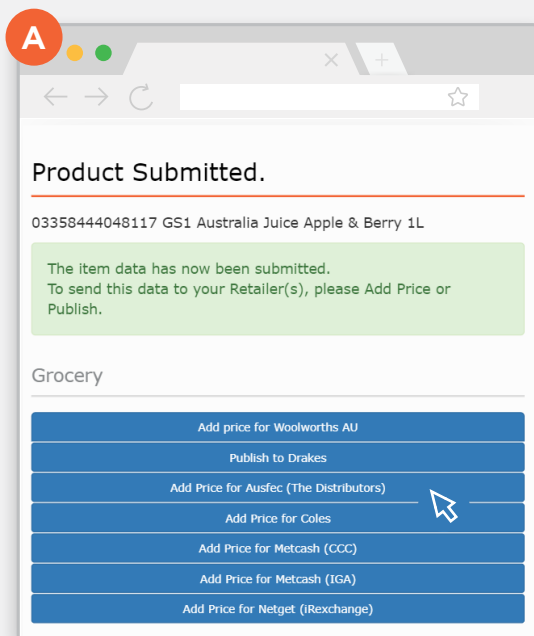
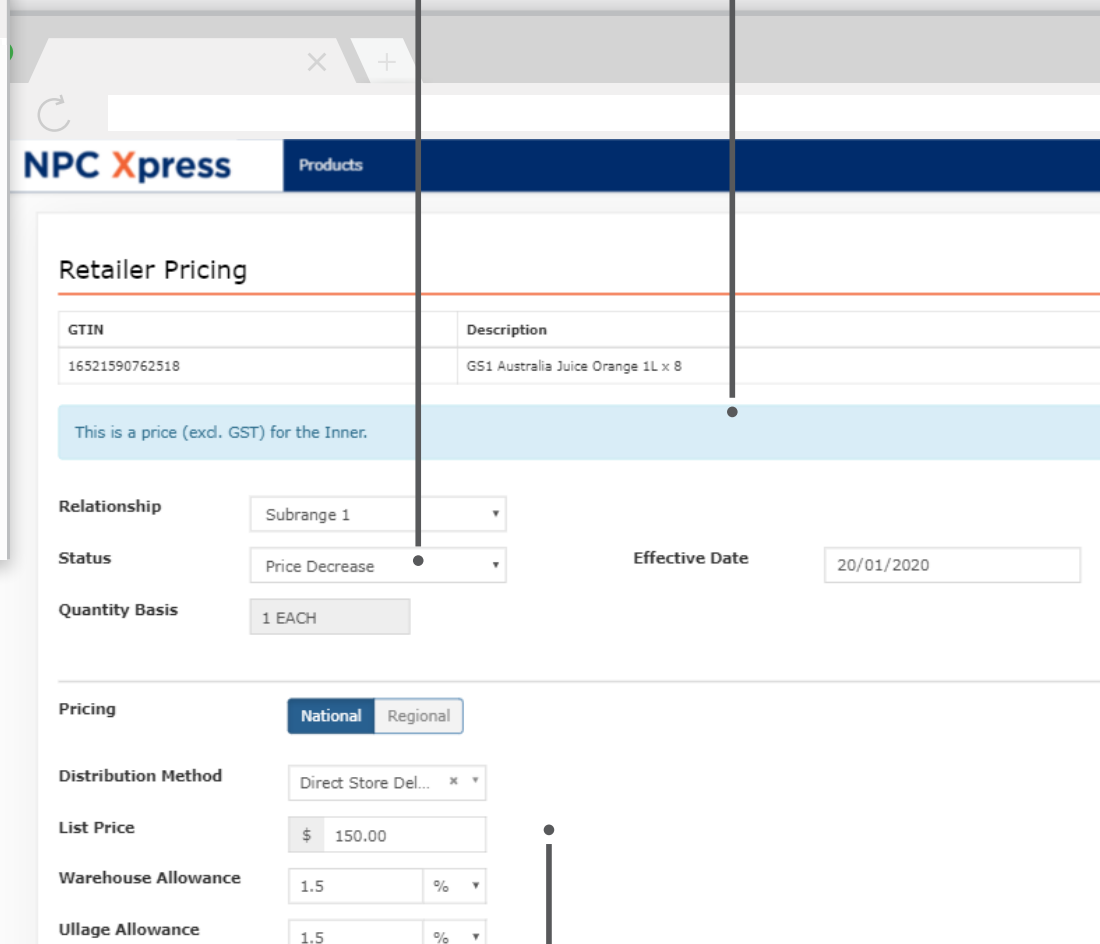
To send data to a retailer you need to 'add pricing' or 'publish'. There are two methods to do this, you can:

- A** Click the retailer option after you submit a product
- or**
- B** Use the Action Menu on the Products Page and click the retailer option

For retailers who do not require pricing, you can Publish to Retailer instead via the same options.

## What's new?

Pricing screens are customised for each retailer and price updates now auto end-date the previous pricing.

## Price Status

You can specify if the price is new or is a decrease or increase

## Retailer Specific Information

Important information for this retailer appears here; read this before submitting pricing

## Pricing Data

Here you can enter your pricing data; once complete click **submit** to send to the retailer