# Online Product Entry Application Tip Sheet

**Brand/Form Variation vs. Additional Size**
Brand Managers are often confused by what constitutes a Brand/Form Variation (BFV) vs. an additional product size. A good example of a BFV is where canned, chunk pineapple is certified, and the company wishes to add canned, crushed pineapple. The crushed pineapple would be considered a form variation. An example of a brand variation would be where the company has a product certified, and also wishes to certify the same product under a different brand name, e.g., a store brand.

An additional size is a different package size of a product, bearing the same name and brand. For example, if a company has a product certified at a 16 oz. size, the same product in the same form, and having the same brand name and product name, but in a 24 oz size would qualify as an additional size.

**Entering a Brand/Form Variation in the Portal**
When entering a product, you will have the opportunity to choose the product type from a drop-down menu on the initial "Product Details" page. If you choose Brand/Form Variation from that list, you will be asked to select the primary product from another drop-down list. The product will then be added to your invoice as a Brand/Form Variation, and charged at the $1000 rate on your invoice. After checkout, you will have the opportunity to enter the product's detailed information, such as nutritional values and any additional sizes.

**Entering Additional Sizes in the Portal**
When entering a new product, the system will prompt you to add additional sizes as part of the detailed information entry process after checkout. On the second page of the Product Information Form, you will simply fill in the information in the cells provided for UPC Code, Package Size, Serving Size and Unit of Measure, and click on the "Add" button. When you have finished entering all additional sizes of the product, you will click on the "Finish" button, which will move you to the Nutrition Info entry page.

You will note that to the right of the entry form, the main product is listed, along with its UPC and other pertinent information. Below that, you will see that the additional sizes of the product are now also listed. After you complete the nutritional information for the main product, the system will display the nutritional information entry form for the first additional size. A checkbox will appear at the top of the form, giving you the option to designate the nutritional values as the "Same as Main Product". Clicking in this checkbox will auto-fill the form with the same nutritional values as the main product, and you will only need to manually fill in the number of servings per package.

As you complete nutritional information for each additional size, you will note that in the listing to the right of the form, a red check will appear for each completed product. This list will also display basic information for the product you are currently working on. This is a good visual guide for keeping track of what you have completed so far, especially if you are interrupted, or have several package sizes for one product.

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