



Advertising  
Specialty  
Institute®

Knowledgebase > I am a Supplier/Decorator > ESP Updates > ESP Data Standards

---

## ESP Data Standards

Tamika C - 2021-07-15 - ESP Updates

ASI wants supplier products to be easily found, shared and ordered by distributors using ESP CRM & Orders. [Data standards and requirements](#) are set for product fields in ESP Updates to ensure ESP is full of accurate and relevant product information. These standards help distributors find your products more quickly, easily add them to presentations and seamlessly place orders through ESP CRM & Orders.

ASI strongly recommends updating your product data so you don't miss out on any sales opportunities.

If you have any questions regarding the standards, please email [DataUpdates@asicentral.com](mailto:DataUpdates@asicentral.com) or check out the [Data Standards Reference Guide](#).