

Indian Standard

GUIDELINES FOR THE PREPARATION OF TRADE CATALOGUES

FOREWORD

0.1 This Indian Standard was adopted by the Indian Standards Institution on 25 March 1987, after the draft finalized by the Publications and Graphic Technology Sectional Committee had been approved by the Executive Committee.

0.2 Trade catalogue contain information on selection and use of products, which includes materials, processes, etc. As such a trade catalogue should communicate to the potential purchasers and users, in a concise and precise manner, all the required information about the product to enable them to take a decision in selecting and using the appropriate product without losing sight of other competitors/ manufacturers. A uniform presentation of information enables users (such as design, purchase, inspection, erection, assembly and maintenance staff) to compare similar products and decide the suitability of one for a particular requirement.

0.3 It is difficult to demarcate useful technical information from advertising or sales information, because technical information also forms part of advertisement or sales information. However, in the interest of the manufacturer, it is suggested that advertising, information and technical information should not be mixed up on the same sheet.

0.4 This guide will help the product manufacturer/producer of the catalogue to communicate the required information in a clearly understood, logical and consistent manner. This guide in no way restricts the freedom of the product manufacturer/producer of the catalogue.

0.5 A blend of presentation techniques, writing, illustrating and production should be used so as to make the communication process effective and appropriate to the user. The basic objective of making essential facts accessible in the shortest possible time may not be achieved unless all aspects of presentation are considered and the best solution to the users needs identified.

0.6 Catalogues for different markets (for example home and overseas, or developed and under developed countries) and for different products (for example consumer products and industrial/engineering products) may be required. Hence the manufacturer may adopt only such of the clauses of this standard to suit this specific requirements.

1. SCOPE

1.1 This standard provides guidelines for the preparation and presentation of information in trade catalogues. It also includes guidelines relating to publication of trade catalogues.

*Rules for rounding off numerical values (*revised*)