

WAND Product and Service Taxonomy

The WAND Product and Service Taxonomy has been developed over the course of 20 years and includes 43,000 categories covering all products and services. Organized into a multi-level hierarchy, the WAND Product and Service Taxonomy includes more than 42,000 synonyms, translations into 11 languages (Spanish, French, Italian, Portuguese, German, Swedish, Japanese, Traditional Chinese, Simplified Chinese, Korean, Vietnamese), and over a million additional keywords from electronic search environments. Unique attribute templates have been developed for each category making the WAND Product and Service Taxonomy ideal for cataloging and product classification.

<input type="checkbox"/> Parameters
<input type="checkbox"/> Armchair
No
Yes
<input type="checkbox"/> Brands
<input type="checkbox"/> Chair Back Styles
<input type="checkbox"/> Collection Name
Depth
<input type="checkbox"/> Finish
Distressed
<input type="checkbox"/> Frame Color
Brown
<input type="checkbox"/> Has Swivel
No
Yes
Height
<input type="checkbox"/> Includes Rattan Seat

<input type="checkbox"/> Appliances	(200)
<input type="checkbox"/> Baby Goods	(87)
<input type="checkbox"/> Home Cleaning Equipment and Supplies	(164)
<input type="checkbox"/> Home Furnishings	(1263)
<input type="checkbox"/> Bed and Bath Products	(91)
Ceiling Coverings	
<input type="checkbox"/> Floor Coverings	(38)
<input type="checkbox"/> Furniture	(400)
<input type="checkbox"/> Audio/Visual Furniture	(14)
<input type="checkbox"/> Bathroom Furniture	(8)
<input type="checkbox"/> Bedroom Furniture	(58)
<input type="checkbox"/> Cabinets	(13)
<input type="checkbox"/> Chairs	(26)
<input type="checkbox"/> Children's Furniture	(9)
<input type="checkbox"/> Desks	(15)
<input type="checkbox"/> Dining Room Furniture	(12)
<input type="checkbox"/> Furniture Parts	(41)
<input type="checkbox"/> Furniture Sets	(7)
Home Office Furniture	
<input type="checkbox"/> Home Organization and Storage Furniture	(54)
<input type="checkbox"/> Kitchen Furniture	(8)
<input type="checkbox"/> Living Room Furniture	(18)
<input type="checkbox"/> Nursery and Baby Furniture	(7)
<input type="checkbox"/> Outdoor Furniture	(15)
<input type="checkbox"/> Specialty Furniture	(18)
<input type="checkbox"/> Tables	(15)

The WAND Product and Service Taxonomy is organized into 33 top level packages (some of which are listed separately in this catalog). Components of this taxonomy are also used in WAND's vertical industry taxonomies, for example in the Oil and Gas Taxonomy.

Mappings to numerous other business or industry classification schemas including UNSPSC, NAICS, SIC-4, SIC-6, HS, multiple yellow pages headings, and more have already been developed and custom mappings to any other classification schemas can be developed.

The WAND Product and Service Taxonomy can be used for business classification, directory categories, spend analysis, query categorization, keyword generation, website classification, document tagging, and much more.