

DSW SKU Conversion Formula for Price Tickets

The below calculation must be used to produce DSW's unique 7 SKU

Sample DSW SKU

4444741 -> 7 digit number representing Style/Color

Resulting 12 Digit Price Ticket Value

404400447418

Position #	1	2	3	4	5	6	7	8	9	10	11	12
Value	4	0	4	4	0	0	4	4	7	4	1	8

Breakdown of Values

The following positions always carry these values:

Position 1 = 4

Position 2 = 0

Position 5 = 0

Position 6 = 0

The DSW 7 digit SKU number goes into the following positions:

Position 3 = 1st digit of 7 digit SKU

Position 4 = 2nd digit of 7 digit SKU

Position 7 = 3rd digit of 7 digit SKU

Position 8 = 4th digit of 7 digit SKU

Position 9 = 5th digit of 7 digit SKU

Position 10 = 6th digit of 7 digit SKU

Position 11 = 7th digit of 7 digit SKU

Position 12 is always the Check Sum (digit) value

This is calculated using Mod 10.

Example:

Begin by summing the positions 1, 3, 5, 7, 9 & 11

$4+4+0+4+7+1 = 20$

Multiply this value by 3 = 60

Now sum the positions 2, 4, 6, 8 & 10

$0+4+0+4+4 = 12$

Add both values

$60+12=72$

Take the last digit from the result and subtract this from 10. The returned value is the checksum digit.

$10-2 = 8$

Position 12 = 8