KOHL'S PRODUCT DETAILS PAGE (PDP) COPY GUIDELINES

Baby Gear

KOHL'S

OBJECTIVE

To provide Kohl' vendors with a resource for Kohl' product detail copy standards and to outline specific requirements with regards to vendor-supplied copy content.

**ABOUT KOHL'S
COPY STANDARDS**

We follow these standards for Kohls.com titles, formatting and copy. Vendor supplied copy is edited to adhere to numerous legal, SEO, DEI and marketing guidelines. This helps Kohl's build customer trust by providing accurate and consistent product pages.

From time to time you may see new attributes requested, as we are always analyzing customer feedback to create a better shopping experience.

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Click, or navigate to
categories at right.

CAR SEAT COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Car Seat copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the [Attribute Glossary](#)

A. Product Title

1. **Recommended Title/Title Description:** Include brand, product, piece count, style number, and any other necessary information required to title your product for Kohls.com.

B. Product Details

1. **FEATURES:**
   - **Special Features 1 through up to 9**
   - **Safety/Protective Features**
2. **WHAT'S INCLUDED:**
   - **What's Included (car seat, base, etc.)**
3. **DETAILS:**
   - **Dimensions (of the seat, not the box)**
   - **Weight (Product) QTY**
   - **Weight Capacity/Range (Per Piece)**
   - **Fabric/Material**
   - **Is Assembly Required?**
   - **Warranty Length**
   - **Origin**
4. **MODEL NUMBER(S)**
   - **Model/style number**

Graco SlimFit All-in-One Convertible Car Seat

A

B

The Graco SlimFit All-in-One convertible car seat saves space in your backseat, while giving your child plenty of room to grow!

Gift Givers: This item ships in its original packaging. If intended as a gift, the packaging may reveal the contents.

1-4

PRODUCT FEATURES
- Unique rotating cup holders rotate away
- Seat 10% slimmer saving precious back seat space
- All-in-One seat grows with your child
- Simply Safe Adjust Harness System adjusts the height of your harness and headrest; integrated harness storage compartment holds unused harness straps while seat is a belt positioning booster
- TSA approved
- Meets or exceeds U.S. standard FMVSS 213
- InRight LATCH system for an easy, one-second latch attachment or seat belt install
- 4-position recline helps keep your growing child comfy
- Plush supports keep your child comfortable and are removable; washable seat cover is easy to access without removing the harness

WHAT'S INCLUDED
- Car seat

PRODUCT DETAILS
- 26.81"H x 19.88"W x 22.36"D
- Product weight: 25.07 lbs.
- Maximum weight capacity: 100 lbs.
- Polyester, plastic and foam
- Assembly required
- Manufacturer's 1-year limited warranty
- For warranty information please click here
- Imported

MODEL NUMBERS
- Anabele: 1999656
- Darcie: 2001876

TRAVEL SYSTEM COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Travel System copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the [Attribute Glossary](#)

A. Product Title

1. **Recommended Title/Title Description:** Include brand, product, piece count, style number, and any other necessary information required to title your product for Kohls.com.

B. Product Details

1. **FEATURES:**
   - **Special Features 1 through up to 9**
   - **Safety/Protective Features**
   - **Wheel Type**
2. **WHAT'S INCLUDED:**
   - **What's Included (car seat, base, stroller, etc.)**
3. **DETAILS:**
   - **Dimensions (of each item)**
   - **Weight (Product) QTY (Per Piece)**
   - **Weight Capacity/Range (Per Piece)**
   - **Is Assembly Required?**
   - **Fabric/Material**
   - **Care**
   - **Origin**
   - **Model Number**
   - **Warranty Length**

Graco Verb Click Connect Travel System

A

B

1-3

Take your little cutie anywhere and everywhere with this travel system from Graco.

FEATURES

- Graco® SnugRide® 30 Infant Car Seat is rear-facing for infants from 4-30 lb. and up to 30"
- Click Connect™ technology provides a one-step, secure attachment of infant car seat to stroller
- Suspension gives your child an always-smooth ride
- Locking front swivel wheel for improved maneuverability
- One-hand, self-standing fold with carry strap for portability and easy storage
- Parent's tray with cup holders and storage to carry your essentials
- Child's tray with cup holder pivots for no-fuss stroller entry
- Large storage basket holds child and parent essentials
- Collapsible design
- Molded plastic wheels
- Peak-a-boo window at the top of the stroller canopy
- Stroller seat is stationary and can't be moved

WHAT'S INCLUDED

- Stroller, infant car seat, car seat base

DETAILS

- 18"D x 25"W x 40.5" H
- Stroller: up to 50 lbs, Car Seat: up to 30 lbs.
- Weight: 18.85 lbs.
- Assembly required
- Metal, polyester
- Machine wash
- Imported
- Model no. 2047762
- Manufacturer's 1-year limited warranty
- For warranty information please click here

STROLLER COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Stroller copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the [Attribute Glossary](#)

A. Product Title

    1. **Recommended Title/Title Description:** Include brand, product, piece count, style number, and any other necessary information required to title your product for Kohls.com.

B. Product Details

    1. **FEATURES:**
- **Special Features 1 through up to 9**
- **Safety/Protective Features**
- **Wheel Type**

    2. **DETAILS:**
- **Dimensions**
- **Weight (Product)**
- **Weight Capacity/Range**
- **Is Assembly Required?**
- **Fabric/Material**
- **Care**
- **Origin**
- **Model Number**
- **Warranty Length**

A Baby Trend Sit n Stand Double Stroller

B

This Baby Trend stroller is ready for all the adventures that your family is ready to take.

Gift Givers: This item ships in its original packaging. If intended as a gift, the packaging may reveal the contents.

1-2

PRODUCT FEATURES
- 5 modes of use: travel system mode, car seat in the front seat and older child standing on platform mode, child in the stroller seat only mode, child in the stroller seat with sibling sitting on bench mode, child in the stroller seat with sibling standing
- Rear brake
- Reclining front seat
- Included canopy
- Water repellent
- Easily folds for transport or storage
- Inline
- Locking Wheels
- UV 50+ sun protection
- Wheel type: molded plastic

PRODUCT DETAILS
- Imported
- 180-day warranty
- Maximum weight capacity: 100 lbs. (50 lbs. in front seat and 50 lbs. in back seat)
- Polyester, metal, plastic
- For warranty information please click here
- Assembly required
- 40.25" x 22.75" x 41.25"
- Product weight: 38.6 lbs.
- Wipe clean

CRIB COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Crib copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the <u>Attribute Glossary</u>

A. Product Title

1. **Recommended Title/Title Description:** Include brand, product, piece count, style number, and any other necessary information required to title your product for Kohls.com.

B. Product Details

1. **FEATURES:**
   - **Special Features 1 through up to 9**
   - **Safety/Protective Features**
2. **DETAILS:**
   - **Dimensions**
   - **Weight (Product)**
   - **Weight Capacity/Range**
   - **Is Assembly Required?**
   - **Fabric/Material**
   - **Care**
   - **Warranty Length**
   - **Origin**
3. **MODEL NUMBERS**
   - **Model/Style Number**

A

DaVinci Otto 3-in-1 Acrylic Slats Convertible Crib

DaVinci

★★★★★ 4.9 (17) Write a review Ask a question

B

Bring chic style to your new baby's nursery with this wonderful DaVinci Otto 3-in-1 Acrylic Slats Convertible Crib.

FEATURES
- Easily converts to a toddler bed and daybed (conversion kit not included)
- Meets or exceeds ASTM International and U.S. CPSC safety standards
- Matches with Otto Convertible Changing Table and Cubby Bookcase (not included)

1-3

DETAILS
- 35"H x 29.25"W x 53.5"D
- Weight: 58.5 lbs.
- Weight limit: 50 lbs.
- Pine wood, MDF, acrylic
- Assembly required
- Manufacturer's 1-year limited warranty
- For warranty information please click here
- Spot clean
- Imported

MODEL NUMBERS
- Model no. M22501K

CHANGING TABLE/DRESSER COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Changing Table/Dresser copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the [Attribute Glossary](#)

A. **Product Title**

  1. **Recommended Title/Title Description:** Include brand, product, piece count, style number, and any other necessary information required to title your product for Kohls.com.

B. **Product Details**

  1. **FEATURES:**
     - **Special Features 1 through up to 9**
     - **Safety/Protective Features**
  2. **DETAILS:**
     - **Dimensions**
     - **Fabric/Material**
     - **Is assembly required?**
     - **Drawer Depth (in inches) (if applicable)**
     - **Shelf Dimensions (if applicable)**
     - **Weight (Product)**
     - **Weight Capacity/Range**
     - **Care**
     - **Origin**
     - **Warranty Length**
     - **Model/Style Number**

A

Carter's by DaVinci Nolan 6-Drawer Double Dresser
DaVinci
★★★★ 4.0 (6) Write a review Ask a question

B

Coordinate your little one's nursery with ease with this Carter's by DaVinci Nolan 6-drawer double dresser.

1-2

FEATURES
- 6 drawers
- Cupped-style drawer pulls
- Euro drawer glides with stop mechanisms
- Anti-tip kit included
- Sold separately: Removable Changing Tray (M0619), Contour Changing Pad (M5319)
- Solid pine wood construction

DETAILS
- 34" x 20" x 47"
- Wood
- Assembly required
- Drawer depth: 5" x 18.75" x 13.25"
- Weight capacity: 50 lbs.
- Product weight: 106 lbs.
- Spot clean
- Imported
- Manufacturer's 1-year limited warranty
- For warranty information please click here

HIGH CHAIR COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for High Chair copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the Attribute Glossary

A. **Product Title**

 1. **Recommended Title/Title Description:** Include brand, product, piece count, style number, and any other necessary information required to title your product for Kohls.com.

B. **Product Details**

 1. **FEATURES:**
    - **Special Features 1 through up to 9**
    - **Safety/Protective Features**
 2. **WHAT'S INCLUDED**
    - **What's Included**
 3. **DETAILS:**
    - **Dimensions**
    - **Weight (Product) QTY**
    - **Weight Capacity/Range**
    - **Fabric/Material**
    - **Care**
    - **Is assembly required?**
    - **Origin**
    - **Warranty Length (if applicable)**
    - **Model/Style Number (if applicable)**

Graco DuoDiner DLX 6-in-1 Highchair

Graco

★★★★☆ 4.5 (537) Write a review Ask a question

A

B

Offering 6 stages of use, this Graco high chair can be used from when your child first tastes food all the way to seating two children at once.

1–3

PRODUCT FEATURES
- 6-in-1 Highchair offers 6 growing stages from infant highchair to seating two kids at once
- Easily folds for transport or storage,Collapsible design
- Features infant body support and 3 recline positions for early comfort
- Adjustable
- Self-standing fold and 5 height positions to match dining table height
- Stage 1: Infant Highchair with 3 Position Recline provides the right position for baby's comfort
- Stage 2: Traditional Highchair with a machine washable seat pad
- Stage 3: Infant Booster attaches to a dining room chair to bring baby right up to the table
- Stage 4: Toddler Booster provides the perfect seat as your baby grows, for use at home or on the go
- Stage 5: Youth Stool gives your growing child their own seat at the table
- Stage 6: Seat 2 kids at once by using the infant booster and youth stool together for family mealtime
- Plush infant body support and harness covers keep baby comfortable
- One-hand removable tray with dishwasher-safe, removable insert

WHAT'S INCLUDED
- High Chair, removeable inset, tray

PRODUCT DETAILS
- 43.25"H x 24.25"W x 28.25"L
- Product weight: 26.5 lbs.
- Maximum weight capacities: Infant recline: 3 yrs, 40 lbs.; Infant booster: 3 yrs, 40 lbs.; Toddler booster: 6 yrs, 60 lbs.; Youth Stool & Bid Kid Chair: 6 yrs, 60 lbs.
- Polyester
- Wipe clean
- Assembly required
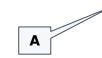- Imported

BABY MONITOR COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Baby Monitor copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the [Attribute Glossary](#)

A. Product Title

1. **Recommended Title/Title Description:** Include brand, product, piece count, style number, and any other necessary information required to title your product for Kohls.com.

B. Product Details

1. **FEATURES:**
   - **Special Features 1 through up to 9**

2. **WHAT'S INCLUDED**
   - **What's Included**

3. **DETAILS:**
   - **Dimensions (of each piece if applicable)**
   - **Fabric/Material**
   - **Batteries - Number & Type Required, Included?**
   - **Warranty Length**
   - **Care**
   - **Origin**
   - **Model/Style Number (if applicable)**

A

VAVA 5-Inch 720P Audio and Video Baby Monitor
VAVA
★★★★⯪ 4.5 (17)   Write a review   Ask a question

B

To pay closer attention to your baby, VAVA baby monitor with 5" HD display lets you see every detail of your baby's night.

1-3

PRODUCT FEATURES
- Equipped with 4500mAh rechargeable battery, it allows 24 hrs. of use per charge
- Long transmission range maintains constant visuals with a monitor transmission range of up to 900 feet
- Compatible with: Android, Apple iOS, Apple iPadOS, Mac
- Use the two-way talk to comfort your baby anytime
- Auto-pilot mode gives you both panoramic and up-close views of your baby
- Battery Charge Time: 8 hrs. (Can be used while charging)

WHAT'S INCLUDED
- Monitor, user manual

PRODUCT DETAILS
- Monitor: 2.64"H x 0.79"W x 6.34"L
- Camera: 4.27"H x 2.56"W x 3.19"L
- Plastic
- Requires: 1 Lithium ion battery (included)
- Manufacturer's 1-year limited warranty
- For warranty information please click here
- Wipe clean
- Imported
- Model no. VA-IH006

SWINGS & ACTIVITY CENTERS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Swing & Activity Center copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the [Attribute Glossary](#)

A. Product Title

1. **Recommended Title/Title Description:** Include brand, product, piece count, style number, and any other necessary information required to title your product for Kohls.com.

B. Product Details

1. **FEATURES:**
   - **Special Features 1 through up to 9**
2. **DETAILS:**
   - **Fabric/Material**
   - **Dimensions**
   - **Weight Capacity/Range**
   - **Weight (Product) QTY**
   - **Age Appropriate**
   - **Is assembly required?**
   - **Warranty Length (if applicable)**
   - **Care**
   - **Origin**
3. **MODEL NUMBERS:**
   - **Model/Style Numbers**

Maxi-Cosi Cassia Swing

A

B

This Maxi-Cosi Cassia Swing is perfect for baby's playtime. Put your baby up to 20 pounds in the swing and watch them giggle, laugh, and play for hours on end.

1-3

FEATURES
- Featuring EcoCare--premium, 100%-recycled fabric made from plastic bottles (exclusive of 2 felt mobile toys)
- 360° seat rotation so you and your little one can always keep an eye on each other
- Optional automatic motion detection activates swing when baby needs soothing
- Intuitive touch screen panel controls 5 swing speeds plus 12 melodies and nature sounds
- 2 reclining positions for customized comfort and 5-point harness for security
- Sleek, modern design complements home décor.
- Removable soft, cozy newborn inlay
- Not suitable for sleeping. Never let babies sleep in rockers, bouncers, or swings.

DETAILS
- Steel, plastic, polyester
- Dimensions: 35.04" H x 26.77" W x 27.95" D
- Weight capacity: 20 lbs
- Product weight: 10 lbs
- Ages birth & up
- Assembly required
- 2-year warranty
- For warranty information please click <u>here</u>
- Spot clean, Wipe clean
- Imported

MODEL NUMBERS
- Model nos. SW128HCOA, SW128HBG, SW128HCR

PLAY YARD COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Swing & Activity Center copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the [Attribute Glossary](#)

A. Product Title

1. **Recommended Title/Title Description:** Include brand, product, piece count, style number, and any other necessary information required to title your product for Kohls.com.

B. Product Details

1. **FEATURES:**
   - **Special Features 1 through up to 9**
2. **DETAILS:**
   - **Age Appropriate**
   - **Dimensions**
   - **Weight Capacity/Range**
   - **Weight (Product) QTY**
   - **Is assembly required?**
   - **Fabric/Material**
   - **Care**
   - **Origin**
   - **Warranty Length (if applicable)**
   - **Model/Style Numbers**

Disney Baby 2-in-1 Play Yard with Rocking Bassinet

A

B

Give your little Disney fan the perfect place to rest, snooze, and entertain themselves with the Disney Baby 2-in-1 play yard with rocking bassinet. ©Disney

1-2

FEATURES
- From those first precious moments with your newborn, to watching your toddler play all by themselves, this 2-in-1 essential will be your go-to piece at home, and on-the-go
- When your newborn is awake and curious, they'll be fascinated by the detachable plush toy bar with Minnie's classic ears and bows. Then, when it's naptime, place them in the full-size, zip-in bassinet
- 2 in 1 full-size play yard and zip-in full-size bassinet
- 2 bassinet modes: gently calm your baby using rocking mode or secure in place in stationary mode
- Compact fold for easy storage or travel
- Removable storage organizer to keep the essentials handy
- 2 wheels for easy mobility
- Easily folds for transport or storage
- This product is designed with a firm, flat sleeping surface that meets the Consumer Product Safety Commission's recommendations for safe sleep

DETAILS
- Ages birth & up
- 39.37" H x 27.56" W x 27.56" D
- Weight capacity: 50 lbs
- Product weight: 16.09 lbs
- Assembly required
- Polyester
- Wipe clean
- Imported
- 1-year warranty
- For warranty information please click <u>here</u>
- Model no. PY902HD

BABY GATE COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Baby Gate copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the [Attribute Glossary](#)

A. **Product Title**
   1. **Recommended Title/Title Description:** Include brand, product, piece count, style number, and any other necessary information required to title your product for Kohls.com.

B. **Product Details**
   1. **FEATURES:**
      - **Special Features 1 through up to 9**

   2. **DETAILS:**
      - **Dimensions**
      - **Weight (Product) QTY**
      - **Fabric/Material**
      - **Care**
      - **Warranty Length (if applicable)**
      - **Origin**

   3. **MODEL NUMBERS:**
      - **Model/Style Number(s)**

Dreambaby Newport Adapta Gate

A

B

Featuring an extra-wide design, this Dreambaby Newport Adapta gate is designed to fit just about any opening.

Gift Givers: This item ships in its original packaging. If intended as a gift, the packaging may reveal the contents.

PRODUCT FEATURES
- Hardware-mounted design
- Accommodates straight, angled or irregular shaped openings
- Easy close design
- EZY-Check Indicator helps give you peace of mind by clearly showing if the gate is locked or unlocked
- Red/green indicator light for locked/unlocked status
- 2-inch gap between bars
- Screw-in installation
- Gate can be removed without uninstalling hardware from wall
- Simple one-handed operation
- For indoor use only

PRODUCT DETAILS
- 29"H x 79"W x 1.5"D (each panel measures 22.75" in length)
- Product weight: 8 lbs.
- Metal
- Wipe clean
- Manufacturer's 1-year limited warranty
- For warranty information please click here
- Imported

MODEL NUMBERS
- White: L2022BB
- Brown: L2068BB
- Black: L2021BB

1-3

CRIB MATTRESS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Crib Mattress copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the [Attribute Glossary](#)

A. Product Title

1. **Recommended Title/Title Description:** Include brand, product, piece count, style number, and any other necessary information required to title your product for Kohls.com.

B. Product Details

1. **FEATURES:**
   - **Special Features 1 through up to 9**
   - **Certification**

2. **DETAILS:**
   - **Dimensions**
   - **Weight Capacity/Range**
   - **Weight (Product) QTY**
   - **Fabric/Material**
   - **Care**
   - **Warranty Length (if applicable)**
   - **Origin**

3. **MODEL NUMBERS:**
   - **Model/Style Number(s)**

Baby Trend Respiro Crib Mattress

A

B

Your little one will rest easy snuggled up on this Baby Trend Respiro Crib Mattress.

FEATURES
- Guarantees 100% ventilation
- Firm side for newborns (0-1 year)
- Softer side for toddlers (1-3 years)
- Uses no foam or stuffing
- Sleep surfaces can be removed and machine washed
- Breathable fabric
- JPMA certified
- Reversible

WHAT'S INCLUDED
- Mattress frame, splash mat, laundry bag, storage bag

DETAILS
- 6"H x 28"W x 52"L
- Infant weight capacity: 30 lbs., Toddler weight capacity: 50 lbs.
- Product weight: 15 lbs.
- Polyester
- Wipe clean
- Imported

MODEL NUMBERS
- Model no. CM01B48A

1-3

BABY GEAR ATTRIBUTES GLOSSARY
This is a list of attributes used in Baby Gear. Similar attributes have been condensed for brevity.

- **Age Appropriate:** Provide the numerical age or age range this product is appropriate for
- **Amps or Voltage (Output) & UOM:** Provide the numerical value & unit of measure of the amps or voltage this product runs on
- **Batteries - Number & Type Required, Included?** List the batteries required, how many are required and whether or not they are included
- **Care:** Select how the product should be cared for. Do not select contradicting options (ex; selecting "Machine Wash" & "Hand Wash")
- **Certification:** Provide any certifications this product has
- **Coatings:** Provide any type of coatings this product has
- **Compatibility - list brands & model numbers, devices & apps:** List any brands, devices, apps, products and model numbers this product is compatible with
- **Drawer Depth (in inches):** Provide the numerical value (in inches) of the drawer depth
- **Fabric/Material:** List all materials for the specific product. This should match the materials listed on the product tag. Please avoid using abbreviations. Do not include packaging materials.
- **Fabric Technologies:** List and describe the technologies of any fabrics on this product (ex; moisture-wicking technology wicks away sweat, etc.)
- **Features 1-9/Special Features:** Provide desirable qualities of your product to help the customer. Do not provide duplicative information from other fields.
- **Fitted Sheet Depth (in inches):** Provide the numerical value (in inches) of the depth of this fitted sheet
- **Foldable/Collapsible:** Select whether or not this product if foldable or collapsible
- **Gift Box** Select whether or not this product comes in a gift box

- **H x W x D, H x W x L (should include UOM) - For Sets Include Dimensions for Each Piece:** Provide the height, width and depth dimensions (including the unit of measure) for this item or in the case of a set, for all items within the set. Be sure to label each measurement with height, width or depth. Please use decimals instead of fractions
- **Hanging Type:** Provide the way in which this product can be hung
- **Height Range - Forward-Facing Car Seats & Rear-Facing Car Seats:** Provide the child's height range (in inches) that this product is safe for
- **Ingredients:** Provide a list of all ingredients in this product
- **Is Assembly Required?** Select whether or not assembly is required in order to use this product
- **Is this a blind assortment where the product selection is random?** If there is not a sku for each item in this style and the customer will be given a color/type at random, please select "Yes"
- **Is this Rechargeable/Battery Charge Time/Battery Charge Life:** List whether or not this product is rechargeable, how long it takes to fully recharge, and how long a fully charged battery lasts
- **Is this reversible?** Select whether or not this product is reversible
- **Licensed Property Name:** Provide any characters, licensed properties, athletes, etc. associated with this product
- **Lining Material:** Provide the type of material used in the lining or this product
- **Manual or Electric:** Select whether this product functions manually or by electricity
- **Model/Style Number:** List the model number for the product. If multiple model numbers due to color and style, simplify when possible. For example: red: 1112-R, blue: 112-B, green: 1112-G, you would provide "1112" as the model number

BABY GEAR ATTRIBUTES GLOSSARY (CONTINUED)

- **Mounting Instructions:** Provide any instructions required to mount this product, including how this product is mounted
- **Music/Sound - What Song, Artist?** If this product plays music, provide the song(s) and musical artist(s)
- **Nipple Flow:** Provide the flow at which liquids come out of this/these nipple(s)
- **Nipple Size:** Provide the numerical level size of this/these nipple(s)
- **Number of Passengers:** Provide the number of passengers this product can carry
- **Organic & Recycled Materials:** For all products that claim to be recycled or organic, you must provide the percentage of recycled or organic material: total product material content breakdown is needed and should add up to 100%
- **Origin:** Provide the origin of this product. If you are providing a domestic (made in the USA) origin, ensure than you have followed the legal documentation process for doing so (if you are unsure, reach out to your merchant partners)
- **Pockets (How many, location (front, back, side), closure type, faux or functional):** Provide the number of pockets on this product, what types of pockets they are, if they have any closures and where they are located on the product
- **Product Closure:** Provide the type of closure this product has
- **Recommended Title/Title Description:** Include brand, product, licensed property and any other necessary information required to title your product for Kohls.com.
- **Safety/Protective Features:** Provide any safety or protective features this product has

- **Seat Height (in inches)** For any product that is intended for sitting, indicate the seat height (length from floor to seat in inches)
- **Shelf Dimensions (in inches):** Provide the height, width and depth dimensions (in inches) of this/these shelf/shelves
- **Shipped in Original Packaging:** Select whether or not this product is shipped in its original packaging. This enables us to alert customers if an item they may be giving as a gift will arrive at their home showing the product that is inside the bag/box
- **Sizing for Parent:** If this product is intended to be used by the parent, provide the sizing information needed for parents to know whether this product will fit their body
- **UV Protection & UV Protection Rating - Numerical:** Select whether or not your product provides UV protection and provide the numerical rating of the UV protection rating on this product
- **Warranty Length:** Provide the length of time there will be a warranty on this product
- **Water Resistant:** Select whether or not this product is water resistant
- **Weight Capacity/Range (per piece):** List the maximum weight capacity (including unit of measure) for this item or for each item in a set. This is recommended and often required of products that the customer is meant to sit, stand or lay on.
- **Weight (Product) QTY:** Provide the numerical value of the weight of this product
- **What's Included?:** Provide a list of all included parts and pieces
- **Wheel Type:** Select whether the wheels are rubber or plastic
- **Wireless Range:** Provide the numerical value and unit of measure, of the range this products wireless capabilities extend to

KOHL'S

KOHL'S PRODUCT DETAIL ICONS

- **Adaptive Icons**
  - To have the adaptive Icon added to your product pages, work with your merchant to have "Adaptive" included in the merchant group
  - Include "Adaptive" in the titles of relevant product
  - Include features that explain why the product is adaptive

- **DIverse Owned Icons**
  - If your brand is diverse owned or founded, please work with you merchant partners to learn the process to become approved as a Diverse Owned/Founded brand for Kohls.
  - We offer Diverse Owned and/or Founded Icons for the following groups:
    - Black Owned Brand/Founded
    - Woman Owned/Founded Brand
    - Hispanic Owned/Founded Brand
    - Asian/Founded Owned
    - LGBTQIA+ Founded/Owned
    - Veteran Owned

- **Responsible Product Icons**
  - Kohls recognizes a number of 3rd party certifications that will prompt a icon to display on the PDP.
  - Refer to the Responsible Product Features slide for more information on recognized certifications.
  - **IF** you have a product that is certified by one of Kohl's recognized 3rd party certifications, during vendor attribute submission please complete all relevant responsible product attributes

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KOHL'S RESPONSIBLE PRODUCT FEATURES

When filling out attributes, you will encounter Kohl's Responsible Product Attributes. See examples below:

- *Responsible Solutions: Do you have any of these third party certifications?*
- *OEKO-TEX: If OEKO-TEX, what is the certification number?*
- *Organic: Do you have any of these third party Organic certifications?*

We understand that many products & brands may have eco-friendly or sustainable aspects, however the Responsible Product Attributes are <u>only</u> for specific certifications. Please **ONLY** fill out the Responsible Product Attributes if the product has **one or more of the following recognized 3rd party certifications:**

- REPREVE Certified
- Cotton LEADS Certified
- Sourced through Better Cotton Initiative™ (BCI)
- Global Recycled Standard Certified
- Recycled 100 Claim Standard Certified
- Recycled Blended Claim Standard Certified

- Recycled EVA
- Responsible Down Standard Certified
- EcoVero™ Certified
- Tencel
- Ecocosy
- STANDARD 100 by OEKO-TEX® CERTIFIED
- MADE IN GREEN by OEKO-TEX® CERTIFIED

- Lenzing: Lyocell, Modal, Viscose
- bluesign® Certified
- CertiPUR-US Certified
- Organic 100 Content Standard Certified
- Organic Blended Content Standard Certified
- Global Organic Textile Standard Certified (GOTS)
- EIM Scored (Water Conscious)

In order to display a "Responsible Product Features" section and apply Responsible Product Icons to the PDP, third-party certification is <u>required</u>. Depending on the certification, you may also need to provide a certification # and other substantiating information.

Recognized Third Party Certifications that Kohl's has agreed to display on a PDP, but will not have the icon displayed:

- UL GREENGUARD Certified
- UL GREENGUARD GOLD Certified
- UL 2884 Environmental Claim Validation Procedure (ECVP) for Substance Content Claims - Formaldehyde Free Claim Validation

Common Sustainability Attribute Pitfalls:

- Not providing a certification # for certifications where this is required
  - Global Recycled Standard Certified, Recycled 100 Claim Standard Certified or Recycled Blended Claim Standard Certified, OEKO-TEX, Organic 100/Blended Content Standard Certified, Global Organic Textile Standard Certified (GOTS)
- Not including a material percentage breakdown for recycled or organic materials
  - Applies to ALL claims of recycled/organic material, including recycled/organic products that do not have one of the Kohl's recognized 3rd party certifications.
- For OEKO-TEX: Not selecting "Yes - OEKO-TEX Certification is displayed on the product packaging":
  - If your product has an OEKO-TEX certification, if this question is selected as "No", we will be unable to display the OEKO-TEX claim on the PDP.

BABY GEAR LEGAL GUIDELINES

- **Bamboo & Hypoallergenic:** Product that is/has rayon from bamboo or viscose from bamboo is acceptable. Vendors must provide the percentage of a product that is crafted of rayon from bamboo or viscose from bamboo, and any other materials used in crafting the product. If your product is **antimicrobial** you must submit documentation that the product has been treated with an antimicrobial agent. If your product is **odor resistant / odor absorbing** you must submit documentation, such as a test report showing this is true. Products made with bamboo and bamboo-derived materials **cannot have a hypoallergenic callout.**

- **Trademarks**: If copy or imagery features a trademarked term, brand name or logo, we cannot include the claim without confirmation you have the proper licensing to use it (Common examples include: Velcro, Onesie, Wiffle Ball, Luxury brands like Dior and Chanel, etc.)

- **Faux Fur:** We cannot have any products on kohls.com that contain real fur. You must confirm via the Faux-Fur attribute that "yes", your product contains faux-fur or "no", your product does not contain faux-fur. If you select "No Value", your attribution will be rejected.

- **Pajama Disclaimers:** For children's safety, pajamas must be snug fitting or flame resistant. Please select to applicable pajama disclaimer from the dropdown.

- **Made in the USA:** In order to use "Made in the USA" on the PDP, the merchant group name must include "MIUSA". Work with your merchant partner to complete the verification process to be able to display "Made in the USA" on product pages.

- **New & Improved:** Kohls.com does not use the terms "new and improved" unless there truly are **substantial** or **significant** features that are both new **and** improved. The FTC closely examines an advertiser's use of the word "new" because it is no longer "new" after a certain period of time.

- **Non-Profits:** For non-profit donations, you must provide specific verbiage to be displayed on Kohls.com. You must also provide confirmation and documentation stating you will notify Kohl's if the donations change or stop.

- **Testing Claims:** Testing done under specific conditions (ie: multiple variables, disclaimers to testing) **cannot** be called out in copy. Testing done to compare against other models/brands **cannot** be called out in copy. For any copy callouts regarding claims about specific testing you must confirm you can provide documentation if requested to verify testing.

- **Proposition 65:** Vendors are responsible for providing Kohl's with the warning when it is needed. Specific attributes ask for Prop 65 info. Please fill out this attribute exactly as the disclaimer should appear on the PDP.

- **Sleep Products:** Due to Legal issues, there should be NO references of "sleep" "nap" or "rest" in copy or images for baby gear that is not intended for sleep

- **Tribal Names:** Kohls.com will not use any specific tribal names in any copy - this violates the Indian Arts & Crafts Act. Acceptable keywords include; general use of the word tribal, geometric, medallion, scroll, ikat and batik

- **Utah Law Label:** Any article of bedding, upholstered furniture, quilted clothing, or filling material sold must be labeled and tagged correctly, and that the label is easily accessible to the consumer for examination before purchase. Because Kohl's is an online retailer, and these products will be on Kohls.com, we request that you upload to K-Link an image or rendering of the law label for each bedding, upholstered furniture, quilted clothing, or filling material product that will be sold on Kohls.com.

- **Wool:** If a product is 100% wool, you must state this specifically in attribution and be able to provide proof if requested.

REJECTIONS

Your attributes may be rejected for many reasons. Some of the most common reasons are listed here:

- You have not filled in a value for a **required attribute**

- You have filled in attributes with **conflicting information** (ex; machine wash and spot clean)

- You have filled in an attribute **incorrectly** (incorrect information, incorrect formatting, etc.)

- You indicated your product is Made in the USA, but the merchant group name does not include this

- You have selected an attribute value that **requires another attribute(s)** to be filled out, but you have **not filled out the additional attribute(s)**;

  - Your product requires a Prop 65 warning label, but you have not provided the text for the label
  - You have listed recycled or organic materials, but have not provided a percentage breakdown totaling 100% for what these materials are
  - Your product is intended to be sat or rode upon and you did not include maximum weight capacity

TIPS, TRICKS & BEST PRACTICES

- **Attribution Best Practice:** Designated attributes are customized for specific product types to provide accurate information efficiently. Please prioritize the use of designated attribute fields. The special features attributes should be reserved for unique product features that do not fit elsewhere, but would be crucial for understanding or selling the product.

- **Duplicative Information:** Due to the large number of product types Kohl's sells online, occasionally, there may be redundancies in attributes. Please do not provide duplicate information, as editing out redundancies slows the page build process and delays getting the product online.

- **Product Titles:** we advise against using robust marketing copy in your title to ensure readability and a seamless customer experience on our mobile platform. For these reasons, we recommend limiting your titles to 60 characters.

- **Gender:** do not include gender in product titles for non-gendered items

- **Branding:** be sure to enter your brand name exactly as you want it displayed on Kohls.com

- **Long Form Marketing Copy:** Avoid using large blocks of copy. It is preferred to separate copy out into individual features either using the Features 1-9 attributes or in a bulleted/list format in the Special Features/Selling Features attribute. Per guidance from our SEO partners, we do not necessarily use vendor copy verbatim in order to mitigate negatively impacting our SEO value and to stand out from our competitors for Google ranking. Kohl's aims to preserve a clear, concise and positive user experience, for all customers, including our mobile customers.

- **Sentence Case:** ALL CAPS and Proper Case should be avoided when filling out attributes. Please use Sentence Case ONLY when filling out attributes.

- **Controversial Products:** we will not sell controversial products on Kohls.com. These include but are not limited to products featuring; cultural stereotypes, jokes or puns regarding religion, political candidates, political parties, controversial groups, promotion of violence, gore, inappropriate innuendo, profanity, and inappropriate drug or alcohol use

- **Material Percentages:** there is no need to call out the percentages of materials used to create a product, unless you are making recycled or organic claims

- **Not Applicable:** avoid using the term "NA" or "na" without a forward slash "/" between the "N" and the "A" when you wish to skip an attribute or leave it blank. Our system has a problem with this specific term. Instead, please only use "N/A" or "No Value" when you would like to skip an attribute without leaving a value.

- **Dimensions:** Always list as H x W x L (or D) using prime marks. Example of dimension attribute with prime marks: 12"H x 4"W x 3"L. Use decimals instead of fractions

- **Conflicting information:** be cautious not to include conflicting information in your attributes (examples: machine wash and wipe clean; selecting "not included" for batteries, but listing "batteries included" in the Special Features)

- **Good-Faith Advertising:** If a product makes a claim, then that claim should be specific and accurate. Vendors may be asked to provide substantiation for certain claims.

  - Examples: Any claims that generalize the environmental benefits of a product will not be published: "green," "environmentally friendly", "eco-friendly", "Better for the environment/planet" etc.; Testing claims that assert one product to be superior to other models/brands will not be published