KOHL'S PRODUCT DETAILS PAGE (PDP) COPY GUIDELINES

Consumables, Gifting & Pet

KOHL'S

Revised 3/7/2025

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OBJECTIVE

To provide Kohl’s vendors with a resource for Kohl’s 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.

INDEX

Click, or navigate to categories at right.

GIFT BASKETS & BOXES COPY REQUIREMENTS 5

CANDY & CONSUMABLES COPY REQUIREMENTS 6

GIFT/IMPULSE COPY REQUIREMENTS 7

PET CLOTHING, COLLARS & BEDS COPY REQUIREMENTS 8

PET TOYS 9

CONSUMABLES, GIFTING & PET ATTRIBUTES GLOSSARY 10

KOHL'S PRODUCT DETAIL ICONS 11

KOHL'S SUSTAINABILITY RESPONSIBLE PRODUCT FEATURES 12

LEGAL 13

REJECTIONS 14

TIPS, TRICKS, BEST PRACTICES & LONG-FORM COPY 15

GIFT BASKETS & BOXES COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Gift Boxes & Baskets copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the Attribute Glossary

A. Product Title

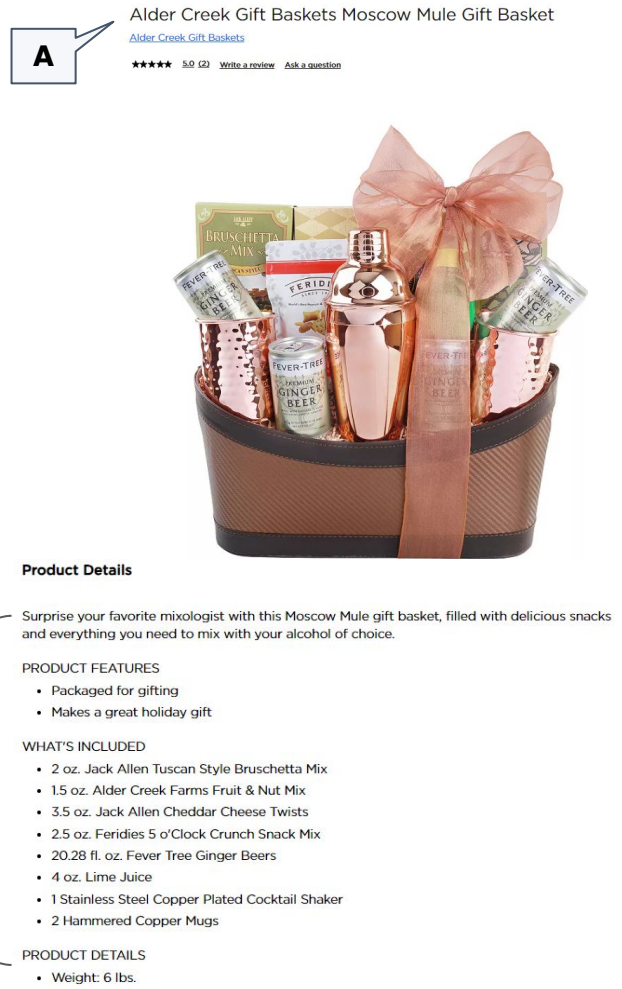
1. **Recommended Title/Title Description:** Include brand, product and any other necessary information required to title your product for Kohls.com.

B. Product Details

1. **FEATURES:** The following attributes helps build this section of the PDP.
   - If no features are provided, this section will display with little to no information
   - Include features like description and flavors of the product

2. **WHAT'S INCLUDED:** Please list each item that is included in the box or basket and include the amount ("3-pcs.") or the weight ("2-oz. cashews")

3. **DETAILS:**
   - Dimensions of the gift box or basket
   - Total weight
   - Any relevant nutrition facts or ingredients



CANDY & CONSUMABLES COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Candy & Consumables 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 and any other necessary information required to title your product for Kohls.com.

B. Product Details

1. **FEATURES:** The following attributes helps build this section of the PDP.
   - If no features are provided, this section will display with little to no information
   - Include features like description and flavors of the product

2. **DETAILS:**
   - Total weight
   - Nutrition facts

3. **INGREDIENTS:**
   - Required

GIFT/IMPULSE COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Gifts & Impulse 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 and any other necessary information required to title your product for Kohls.com.

B. **Product Details**

1. **FEATURES:**The following attributes helps build this section of the PDP.
   - If no features are provided, this section will display with little to no information
   - Include features like use, benefits and persuasive copy

2. **WHAT'S INCLUDED:** If there is more than one item, list what is included with the purchase of this product.

3. **DETAILS:** The following attributes are necessary to create this section.
   - **Dimensions**
   - **Weight**
   - **Material**
   - **Care**
   - **Origin**

PET CLOTHING, COLLARS & BEDS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Pet Clothing, Collars and Beds copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the Attribute Glossary

A. Product Title

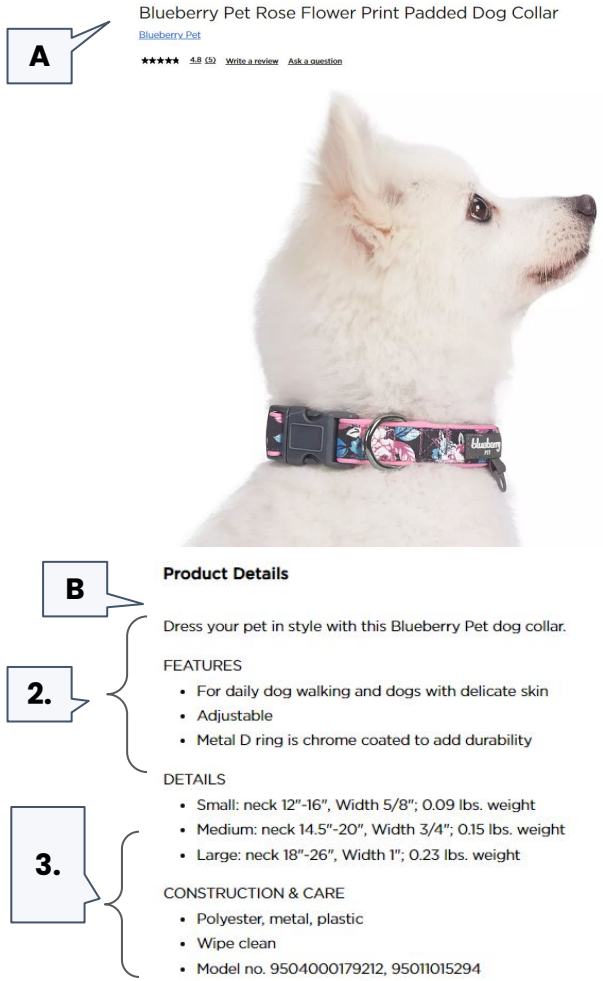
1. **Recommended Title/Title Description:** Include brand, product and any other necessary information required to title your product for Kohls.com.

B. Product Details

1. **FEATURES:** The following attributes helps build this section of the PDP.
   - Include 2-3 features or benefits of your product
   - Include features like description and benefits of the product

2. **DETAILS:**
   - Dimensions or sizing (if multiple sizes)
   - Weight (include weight for each size if multiple
   - Recommended pet size (in lbs.)

3. **CONSTRUCTION & CARE**
   - Material (include separate lining and filling materials when applicable)
   - Care
   - Model no.



PET TOYS

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

A. Product Title

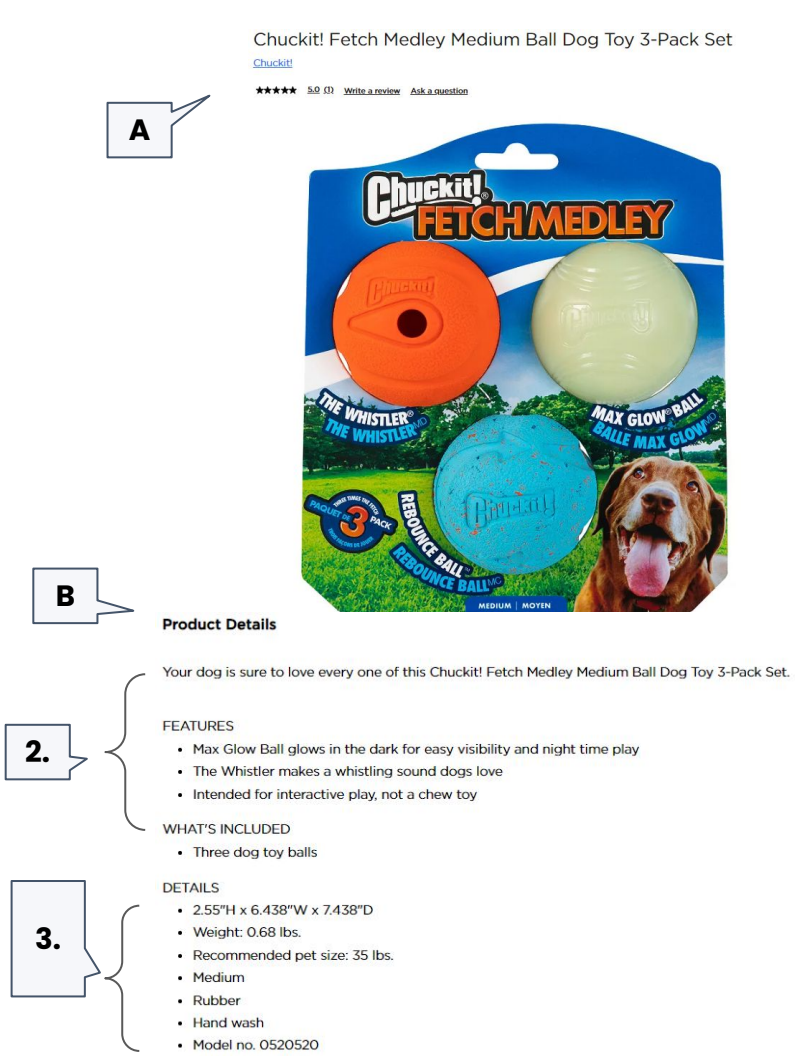
1. **Recommended Title/Title Description:** Include brand, product and any other necessary information required to title your product for Kohls.com.

B. Product Details

1. **FEATURES:** The following attributes helps build this section of the PDP.
   - Include 2-3 features or benefits of your product
   - Include features like description and benefits of the product

2. **WHAT'S INCLUDED:** If there is more than one item, list what is included with the purchase of this product.

3. **DETAILS:**
   - Dimensions or sizing (if multiple sizes)
   - Total weight
   - Recommended pet size (in lbs.)
   - Material
   - Care
   - Model no.



CONSUMABLES, GIFTING & PET ATTRIBUTES GLOSSARY

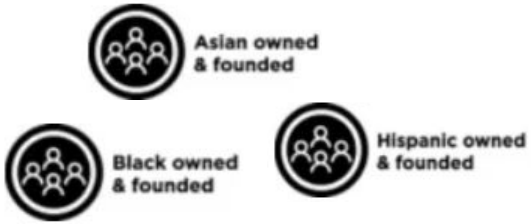
This is a list of attributes used in Consumable, Pet & Gifting. Similar attributes have been condensed for brevity.

- **Care:** Select how the product should be cared for. Do not select contradicting options (ex; selecting “Machine Wash” & “Hand Wash”)
- **Fabric/Material:** There are various attributes that request material. Generally, you will need to list all materials for the specific product. This should match the materials listed on the product tag or product packaging. Please avoid abbreviations like PE, PS, PU etc. It is difficult to determine what the intended material is. Do not include packaging materials. Other attributes will ask for a specific material on the product, such as "Cover material" & "Lining material"
- **Special Features / Features 1-5:** Provide desirable qualities of your product to inform the customer. Do not provide duplicative information from other fields. This is the primary information editors use to build the "Features" section of the PDP. Adding little to no information for this attribute(s) will result in little to no information on the product's features section
- **Gift Box:** Does this product come with a gift box?
- **H x W x D, H x W x L (should include UOM**) - For Sets Include Dimensions for Each Piece: There are various attributes that request dimensions. Please use the format listed for a specific attribute. For general dimensions (H x W x D or H x W x L) provide the assembled/opened measurements of the product. Include the UOM after each metric. Example: if UOM is inches, 4"H x 5"W x 2"D. Please use decimals instead of fractions.
- **Ingredients:** List the manufacturer's ingredients for consumable products
- **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"
- **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
- **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%
- **Nutritional Info:** List the nutritional value for consumable products
- **Recommended Pet Size (in lbs.):** Indicate what size pet (in lbs.) this product is recommended for. If multiple sizes, indicate size and recommended pet size together. (Ex.: Small: 10-20 lbs., Medium: 21-40 bs.)
- **Recommended Title/Title Description:** Include brand, product and any other necessary information required to title your product for Kohls.com. .
- **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
- **Size:** For pet beds, pet clothing & pet collars, list the sizing for each size. (Ex: Pet Collar: Small: fits 10-13-in. neck girth, Medium: fits 13-20-in. neck girth, etc.)
- **Warranty Length:** Select the warranty length of the product
- **Weight (Product) QTY & (Product) UOM:** Provide the weight quantity and unit of measure for your product
- **What's Included?:** List all items that are included for a product. For example, if the title lists a 3-pc. set, please list out each individual item.

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

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 only 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 required. 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.

CONSUMABLES, GIFTING & PET 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.***
- **Bonus Packs:** Legally, we are not permitted to call any extra item(s) out as "free" on Kohls.com. We can call out "Bonus" items if the pricing truly reflects the price of the product without the bonus item (ex: a 3 pack of socks with a 4th bonus pair of socks must cost the customer what a 3 pack of socks costs).
- **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.
- **Health Benefits:** Products that are not approved by the Food and Drug Administration require a vendor-provided disclaimer stating "this product is not approved by the Food and Drug Administration."
- **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.
- **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