KOHL'S PRODUCT DETAILS PAGE (PDP) COPY GUIDELINES

Home: Hardlines
Furniture, Lighting, Storage, Outdoor Recreation & Fitness

KOHL'S

Revised May 7, 2024

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.

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Click, or navigate to categories at right.

FURNITURE PDP COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Furniture 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:** Features attributes help build this section of the PDP.
   - Explain the benefits of the product and features a customer would want to know
   - Avoid adding large blocks of copy. Please separate out into individual features

2. **WHAT'S INCLUDED:** Please list everything that comes with a product

3. **DETAILS:**
   - Dimensions
     - For furniture with drawers and/or shelves, fill out the corresponding dimensions attributes
   - Weight
   - Seat height (for items you sit on, except beds)
   - Weight limit (for items you sit on or products that are meant to be weight bearing- shelving etc.)
   - TV Size: For furniture that is intended for use with a TV, please list the TV size (in inches) that it will accomodate
   - Materials
   - Assembly
   - Warranty
   - Care
   - Origin
   - Model no.

A

Baxton Studio Charis Bookcase Storage Cabinet

Baxton Studio

★★★★★ 5.0 (1)   Write a review   Ask a question

B

Product Details

With a modern design and ample storage space, this Baxton Studio bookcase is perfect to organize your favorite books and trinkets.

Click this HOME DECOR & FURNITURE GUIDE to find the perfect fit and more!

1.

PRODUCT FEATURES
- Walnut finish
- One drawer, two open shelves and two enclosed storage compartments provide ample storage space

3.

DETAILS
- 38.98"H x 35.43"W x 15.55"D (overall)
- Large drawer: 6.3"H x 32.1"W x 12.1"D
- Small drawer: 11.35"H x 11.8"W x 10.8"D (each)
- Shelf: 9"H x 22.2"W x 14.7"D (each)
- Weight: 72.87 lbs.
- Rubberwood, plywood, MDF, metal
- Assembly required
- Wipe clean
- Manufacturer's 30-day limited warranty.
- For warranty information please click here
- Imported
- Model no. 163-10564-KHLS

LIGHTING PDP COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required </u>for Lighting 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 and any other necessary information required to title your product for Kohls.com.

B. **Product Details**
1. **FEATURES:** Features attributes help build this section of the PDP.
   - Explain the benefits of the product and features a customer would want to know
   - Avoid adding large blocks of copy. Please separate out into individual features

2. **WHAT'S INCLUDED:** Please list everything that comes with a product- batteries, mounting hardware, cords etc.

3. **DETAILS:**
   - Dimensions
   - Weight
   - Base, Frame and Shade Materials
   - Light bulb info (if applicable)
   - Battery info (if applicable)
   - Cord length (if applicable)
   - Ceiling drop length (for ceiling lights)
   - Professional Installation Needed: For ceiling lights, indicate if the product needs to be installed by a professional
   - Warranty
   - Care
   - Origin
   - Model no.

A

INK+IVY Mililani Bohemian Flush Mount Ceiling Light

INK+IVY

B

Product Details

Brighten up any room with this INK+IVY Mililani bohemian flush mount ceiling light.

1.

PRODUCT FEATURES
- Bohemian woven design
- Mounting hardware included
- For indoor use

DETAILS

3.
- 6"H x 15.75"W
- Weight: 4.11 lbs.
- Bamboo, acrylic, iron
- Uses one incandescent 60 watt or CFL 13 watt or 9 watt LED Type A bulb (not included)
- Ceiling drop length: 6 in.
- Assembly required
- Manufacturer's 2-year limited warranty
- For warranty information please click <u>here</u>
- Spot clean
- Imported
- Model no. II152-0142

STORAGE COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Storage 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 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.
   - Dimensions
   - Weight
   - Include features like use, benefits and persuasive copy
   - Avoid adding large blocks of copy. Please separate out into individual features

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

3. **CONSTRUCTION & CARE:** The following attributes are necessary to create this section.
   - Material
   - Care
   - Origin
   - Model no.

A

The Big One® Over The Door Shoe Organizer

The Big One

B

Product Details

Keep your shoes looking new and your closet floor clutter free with this shoe organizer from The Big One.

1.

PRODUCT FEATURES
- 61″ x 19″
- Weight: 12-lbs.
- Hangs over the door
- This shoe organizer has sufficient space to fit various types of footwear and is anchored by 4 hooks.

3.

CONSTRUCTION & CARE
- Polyester
- Wipe clean
- Imported

OUTDOOR RECREATION & FITNESS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically _required_ for Outdoor Recreation & Fitness 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:** Features attributes help build this section of the PDP.
- Explain the benefits of the product and features a customer would want to know
- Avoid adding large blocks of copy. Please separate out into individual features

    2. **WHAT'S INCLUDED:** Please list everything that comes with a product- attachments, hardware, etc.

    3. **DETAILS:**
- Dimensions
- Weight
- Max weight capacity: for any item that is intended to be sat, stood or laid upon
- Battery information: Charge time & battery life required for products with rechargeable batteries
- Tent height & footprint (when applicable)
- Cord length (when applicable)
- Season
- Weather rating (when applicable)
- Material (when applicable)
- Warranty
- Model no.

A

Coleman 316 Series 65-qt. Wheeled Cooler

Coleman

★★★★⯪ 4.5 (57) **Write a review**   **Ask a question**

B **Product Details**

The Coleman 316 Series of hard coolers brings uncompromising quality and a legacy of craftsmanship and adventure wherever you take them. The Coleman 316 Series 65-Quart Wheeled Cooler has all the features you'll need for the outdoors from tailgating with friends to annual camping trips.

1. PRODUCT FEATURES
- Keeps the ice up to 4 days with fully insulated lid and body in temperatures as high as 90°F
- Heavy-duty 6-inch wheels and durable telescoping and pocket handles designed for easy transport
- Cup holders with drain are molded into the lid to keep drinks from spilling and fit up to a 30-oz. tumbler
- Have-A-Seat lid supports up to 250 lbs.
- Stain-resistant liner for easy cleanup
- Holds up to 101 cans

3. DETAILS
- 15.5"L x 21"W x 20.5"H
- Weight: 12.9 lbs.
- Weight capacity: 250 lbs.
- Plastic
- Wipe clean
- Imported

HOME: HARDLINES ATTRIBUTES GLOSSARY

This is a list of attributes used in Home: Hardlines. Similar attributes have been condensed for brevity.

- **Auto Shut-Off?:** Select whether or not this item shuts off automatically after a certain amount of time has passed
- **Bag Type (Carry, Stand, Cart):** Include whether a bag is included and what type
- **Base, Frame and Shade Materials:** For lamps, please list the individual materials for each part of the lamp.
- **Batteries - Number & Type Required, Included?:** List the type of batteries required, how many are required and whether or not they are included
- **Burn Time (in hours):** For candles, please list how many hours the candle will burn for
- **Candle Capacity (in ounces):** List the volume of the candle (in ounces)
- **Care:** Select how the product should be cared for. Do not select contradicting options (ex; selecting "Spot Clean" & "Wipe Clean")
- **Ceiling Light Drop Length in Inches:** For pendant, flush mount, semi-flush mount and chandeliers, please include the length from the ceiling that the light will hang at.
- **Compartment Quantity:** List how many compartments this product includes
- **Cord Length (in inches):** List (in inches) the length of any attached power cord
- **Does this have reflective details? If so, describe location:** If your product has reflective details, list where on the product they are located
- **Drawer Depth (in inches):** If your product contains a drawer, indicate the depth of the drawer
- **Electrical Power Number & UOM:** List the power number and unit of measure (ex: 1400 watts)

- **Fabric/Material:** There are various attributes that request material. Generally, you will need to list all materials that make up a 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 1-9:** 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.
- **Fragrance Name, Scent, Flavor:** List the fragrance name, scent and flavor
- **Fragrance Notes Top, Middle and Bottom:** List at least three fragrance notes
- **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.
- **Hanging Type:** List the hanging type
- **How Does it Work/What Does it Do?:** For products that may not be immediately self-explanatory or are introducing new technology to consumers (e.g., smart home items), provide clear explanations of their functionality, highlight the problems they can solve or explain the benefits customers will enjoy from using them. This copy should distinctly differ from the Features or Special Features sections.

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HOME: HARDLINES ATTRIBUTES GLOSSARY CONTINUED

This is a list of attributes used in Home: Hardlines. Similar attributes have been condensed for brevity.

- **How to Use Instructions/Usage Activity:** For products that may not be immediately self-explanatory or are introducing new technology to consumers, please include brief instructions or indicate what the product is used for.
- **Indoor/Outdoor Use?:** Is the product rated for use inside, outside or both?
- **Is Assembly Required?:** Does the product come assembled or is assembly required
- **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 Adjustable?:** Does the product have any part of it that adjusts length or sizing
- **Is this anti-odor? If so, define the technology?:** For active items, if this is anti-odor, list or explain the technology
- **Is this breathable?:** For active items, indicate if the product is breathable
- **Is this moisture-wicking?:** For active items, indicate if the product wicks moisture
- **Is this Rechargeable/Charge Time/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
- **Light Bulb Attributes:** There are multiple attributes about lightbulbs. Describe the quantity, type, wattage and color of any included light bulbs
- **Lining Material:** There are multiple attributes that call for type of lining or backing. If your product falls into one of these categories, please provide the specific type of lining or backing (jute, latex, polyester, etc.)

- **Maximum Light Bulb Wattage:** For products that use a light bulb, list the maximum wattage per bulb.
- **Metal Color:** For metal, please describe the color finish (black, gold tone, silver tone etc.)
- **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
- **Number of Speeds:** Indicate how many speeds this product has.
- **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%
- **Ottoman Lid:** Indicate if the lid of the ottoman is hinged or removable
- **Plating/Finish:** For metal items, list the plating/finish (black, brass, etc.)
- **Pockets Attributes:** Multiple attributes ask for pocket information. Please provide number of pockets and as much detail as possible so customers know pockets are functional, faux, button closure, etc.
- **Power Source:** Indicate the power source (battery, wall plug etc.)
- **Product Closure:** There are multiple products that require a closure attribute. Provide the functionality of the closure for your product (ex; button, hook & loop, magnetic, lobster-claw clasp, etc.)
- **Professional Installation Needed:** For ceiling lights, indicate if the product needs to be installed by a professional
- **Recommended Activity (ie. Running, Training, Yoga):** Describe the activity(ies) this product is most intended for

KOHL'S

HOME: HARDLINES ATTRIBUTES GLOSSARY CONTINUED

This is a list of attributes used in Home: Hardlines. Similar attributes have been condensed for brevity.

- **Recommended Title/Title Description**: Include brand, product and any other necessary information required to title your product for Kohls.com.
- **Safety/Protective Features:** List any safety or protective features
- **Season:** For outdoor recreation items, indicate how many seasons the product can be used during (2-season, 3-season etc.)
- **Seat Height (in inches):** For any furniture that is intended for sitting, indicate the seat height (length from floor to seat in inches)
- **Set:** Include all information for each piece within set: Provide the number of pieces in this set and what they are
- **Shelf Dimensions (in inches):** For furniture that contains shelves, list the dimensions for each individual shelf
- **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 Size Chart:** List the sizes included for this product
- **Temperature Rating (in F):** If for outdoor use, indicate the temperature range product can be used for
- **Tent Footprint Dimensions (LxW):** For camping and shade tents, provide the dimensions of the foot print
- **Usage Guidelines:** For outdoor recreation items, indicate how this product is intended to be used

- **Warranty Length:** Select the warranty length of the product
- **Water Resistant:** Select whether or not this product is water resistant
- **Weight (Product) QTY & (Product) UOM:** Provide the weight quantity and unit of measure for your product
- **Weight Capacity/Range (per piece, per rider):** 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.
- **What is the moisture-wicking name?:** For moisture wicking items, include the name of the moisture wicking technology
- **What is the type of water protection?:** For active products, indicate the type of water protection: Waterproof technology, Water-resistant technology, Water-repellent technology
- **What size TV does this accommodate?** (List as: Holds up to an x-in. wide TV): For furniture that is intended for use with a TV, please list the TV size (in inches) that it will accomodate
- **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.
- **Wheel Type:** If your product has wheels, indicate the type: inline, spinner etc.
- **Wick Count Number:** For candles. List the number of wicks per candle.

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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 an icon to display on the PDP.
  - Refer to the Responsible Product Features slide for more information on recognized certifications.
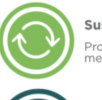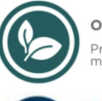 - If certified, during vendor attribute submission, select the relevant responsible product attributes

KOHL'S SUSTAINABILITY RESPONSIBLE PRODUCT FEATURES

When filling out attributes, you will encounter Kohl's Sustainability Attributes. See examples below:
- *Does this product contain sustainability features?*
- *Sustainably Sourced: Do you have any of these third party certifications?*
- *Certified Nontoxic: If OEKO-TEX, what is the certification number?*
- *Sustainably Sourced: Recycled Polyester?*

We understand that many products & brands may have eco-friendly aspects, however the specific Sustainability Attributes are only for specific certifications. Please **ONLY** fill out the Sustainability 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
- [re]Cyclo Certified
- Recycled 100 Claim Standard Certified
- Recycled Blended Claim Standard Certified

- EVA (SGS) Tested
- Responsible Down Standard Certified
- Sourced through Better Cotton Initiative™
- EcoVero™ Certified
- Lenzing Tencel
- Ecocosy
- STANDARD 100 by OEKO-TEX® CERTIFIED

- MADE IN GREEN by OEKO-TEX® CERTIFIED
- 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 Sustainability 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.

Common Sustainability Attribute Pitfalls:
- Filling out attributes that are tied to a certification without indicating a certification
  - Tested for harmful substances (only for OEKO-TEX)
  - Phthalate free (only for CertiPur certification)
  - Made from certified sustainable wood pulp (EcoCosy certification only)
- 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.
- Tip: If you have responded "No" to the attribute "Does this product contain sustainability features?" Then you should also be responding "No", "No Value", or "N/A" to all of the rest of the sustainability features attribute questions.

HOME: HARDLINES LEGAL GUIDELINES

- **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.

- **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