KOHL'S PRODUCT DETAILS PAGE (PDP) COPY GUIDELINES

Home: Kitchen & Dining

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.

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.

ABOUT KOHL'S
COPY STANDARDS

INDEX

Click, or navigate to categories at right.
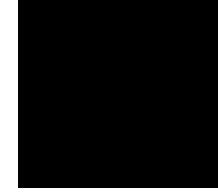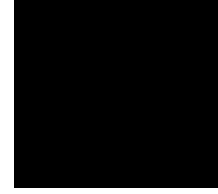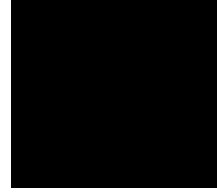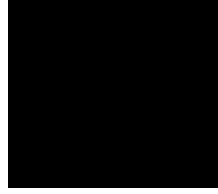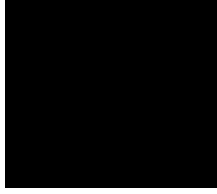
APPLIANCES & SMALL ELECTRICS PDP COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Appliances & Small Electrics 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. **CONSTRUCTION & CARE**
- Construction (if applicable)
- Care
- Warranty (if applicable)

    4. **DETAILS**
- Capacity (if applicable)
- Dimensions
- Wattage
- Cord length
- Model number

A

Farberware Classic 1000-Watt Stainless Steel Microwave Oven

Farberware

★★★★☆ 4.3 (1327)   Write a review   Ask a question

B

Product Details

With a generous 1.1-cu. ft. of cooking capacity, a sleek stainless steel exterior and 10 power levels, this Farberware countertop microwave delivers power, style and convenience to any kitchen.

1.
PRODUCT FEATURES
- Auto cooking programs (Popcorn, Potato, Pizza, Frozen Vegetable, Dinner Plate) provide convenient control and avoid guesswork
- Cook your leftovers with just a touch of a button by touching the number pad (1 through 6 minutes)
- Easy-to-read LED display lights up the digital clock and highlights each cooking setting
- Adjust cooking level mid-cycle in order to achieve the perfect finish, every time

3.
PRODUCT CONSTRUCTION & CARE
- Stainless steel
- Wipe clean
- Manufacturer's 1-year limited warranty
- For warranty information please click here

4.
PRODUCT DETAILS
- 1.1 cu. ft. interior
- 12.03"H x 20.2"W x 16.54"D
- 1000 watts
- 36-in. cord length
- Model no. FM11SS

COOKWARE & BAKEWARE PDP COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Cookware & Bakeware 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. For sets, include piece count in title.

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:** If there is more than one item, list each piece, including dimensions and/or capacity.

3. **CONSTRUCTION & CARE**
   - Construction (if applicable)
   - Care
   - Utensil/Oven restrictions
   - Oven safe to _°F
   - Warranty (if applicable)

4. **DETAILS**
   - Capacity (if applicable)
   - Dimensions
   - Model number

A

T-Fal Ingenio Expertise 3-pc. Non-Stick Cookware Set

T-Fal

★★★★★ 4.7 (18) Write a review Ask a question

B

Product Details

This T-Fal Ingenio Expertise cookware set is perfect for cooking your favorite dishes at home.

1.

FEATURES
- Click. Cook. Stack
- With the handle detached, these ingenious pots and pans nest one inside the other, saving up to 50% cupboard space
- Goes from stove, to the oven, onto the table and into the fridge in one click, providing ultimate versatility
- Patented detachable handle is safe, thanks to its three-point safety system that keeps it secure
- T-fal's longest lasting nonstick coating, Platinum, is metal utensil-safe, easy to clean and proven to be ten times more resistant versus T-fal basic coatings for excellent performance, day after day
- Thermo-spot® heat indicator lets you know when your pan has reached ideal cooking temperature for flavorful results, every time
- Induction base for fast and even cooking
- Fridge and dishwasher friendly (except the handle)

2.

WHAT'S INCLUDED
- 1 removable handle
- 2 frypans (9-in. & 10.5-in.)

3.

CONSTRUCTION & CARE
- Aluminum
- Dishwasher safe (hand wash handle)
- Oven safe up to 500°F

4.

DETAILS
- 14.57" H x 14.57" W x 6.3" D
- Weight: 12.68 lbs.
- Manufacturer's lifetime limited warranty
- For warranty information please click here

TABLEWARE COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Tableware copy approvals. Tableware includes, but is not limited to serveware, barware, drinkware, flatware, and dinnerware.This is 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. For sets, include piece count in title.

B. **Product Details**

    1. **FEATURES:** The following attributes helps build this section of the PDP.
- Include features like use, benefits and persuasive copy

    2. **WHAT'S INCLUDED:** If there is more than one item, list each piece, including dimensions and/or capacity.

    3. **CONSTRUCTION & CARE:**
- Material
- Care
- Model no.

    4. DETAILS
- Capacity (if applicable)
- Dimensions
- Model number

A

Certified International Radiance 12-piece Melamine Dinnerware Set

Certified International

★★★★ 3.9 (38) Write a review Ask a ques

B **Product Details**

For casual patio dinners or entertaining, this Certified International Raidance melamine dinnerware is the perfect choice.

1. PRODUCT FEATURES
- Durable, heavyweight melamine construction
- Great for indoor and outdoor use

2. WHAT'S INCLUDED
- Four 10.5-in. dinner plates
- Four 8.5-in. salad plates
- Four 7.5-in. all-purpose bowls

3. PRODUCT CONSTRUCTION & CARE
- Melamine
- Dishwasher safe

MODEL NUMBERS
- Teal: 89460RM
- Red: 89465RM
- Cream: 89470RM

TABLE LINENS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Table Linens 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 each piece, including dimensions.

   3. **CONSTRUCTION & CARE:**
      - Material
      - Care
      - Origin

   4. **DETAILS**
      - Dimensions (for single items)
      - Model number

A — Food Network™ Hand-Woven Placemat

Food Network

★★★★⯨ 4.7 (19)   Write a review   Ask a question

B — Product Details

Give your kitchen and dining linen collection an update with this Food Network hand-woven placemat.

1. PRODUCT FEATURES
- Striped design with frayed edges

3. PRODUCT CONSTRUCTION & CARE
- Cotton, jute
- Spot clean only
- Imported

4. PRODUCT DETAILS
- 14"W x 19"L

COOKBOOKS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically underlined_required for Cookbooks 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.
   - Highlight the primary product features
   - Include features like description of the cookbook and about the author

2. **DETAILS**
   - Publisher
   - Author
   - Hardcover/softcover
   - # of pages
   - ISBN (xxx-x-xx-xxxxxx-x)

A Modern Comfort Food Cookbook by Ina Garten

Penguin Random House

B **Product Details**

In Modern Comfort Food, Ina Garten shares 85 new recipes that will feed your deepest cravings. Many of these dishes are inspired by childhood favorites such as Cheddar and Chutney Grilled Cheese sandwiches (the perfect match for Ina's Creamy Tomato Bisque), Smashed Hamburgers with Caramelized Onions, and the crispiest hash browns that are actually made in a waffle iron!

PRODUCT FEATURES

1.
- A collection of all-new soul-satisfying dishes from America's favorite home cook! From cocktails to dessert, from special weekend breakfasts to quick weeknight dinners, you'll find yourself making these cozy and delicious recipes over and over again.
- There are few things more comforting than gathering for a meal with the ones you love, especially when dishes like Cheesy Chicken Enchiladas are at the center of the table. Old-fashioned crowd pleasers like Roasted Sausages, Peppers, and Onions are even more delicious and streamlined for quick cleanup.
- For dessert you'll find the best Boston Cream Pie, Banana Rum Trifle, and Black and White Cookies you'll ever make. Home cooks can always count on Ina's dependable, easy-to-follow instructions, with lots of side notes for cooking and entertaining.

PRODUCT DETAILS

2.
- Publisher: Clarkson Potter
- Author: Ina Garten
- Hardcover
- 256 pages
- ISBN: 978-0-80-418706-0

HOME: KITCHEN & DINING ATTRIBUTES GLOSSARY

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

- **Author:** For books, list the author
- **Batteries - Number & Type Required, Included?:** List the type of batteries required, how many are required and whether or not they are included
- **Blade Size:** For knives, list the length of the blade (in inches)
- **Care:** Select how the product should be cared for. Do not select contradicting options (ex; selecting "Spot Clean" & "Wipe Clean")
- **Cord Length (in inches):** List (in inches) the length of any attached power cord
- **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 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 1-9:** 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 features section of the product's PDP.

- **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"
- **ISBN numbers:** For books, list the ISBN number
- **Kitchen & Dining Materials Safe to What Temperature?:** Indicate what oven temp the materials of the product are safe to use
- **Liquid Capacity & UOM:** For anything that holds liquid, indicate the capacity and unit of measure
- **Model/Style Number:** List the model number for the product. For Kitchen products, if there are multiple model numbers due to color and style, please list all model numbers.
- **Number of Pages:** For books, list the total number of pages

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HOME: KITCHEN & DINING ATTRIBUTES GLOSSARY CONTINUED

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

- **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 Attributes:** 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.)
- **Publisher:** For books, list the publishing company
- **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
- **Type of Book:** For books, indicate the type (cookbook, memoir, board etc.)
- **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
- **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.
- **Year Published:** Typically for books, collectables and ornaments. List the published/production year

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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.
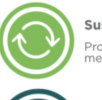 - IF certified, during vendor attribute submission, select the relevant responsible product attributes
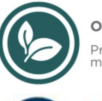
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KOHL'S SUSTAINABILITY RESPONSIBLE PRODUCT FEATURES

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: KITCHEN & DINING 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).

- **Cookware Chemicals:** California Law AB1200 requires manufacturers to disclose any intentionally added chemicals (3,000+) listed on the CA DTSC Candidate Chemical List, which may be present on any cookware surface that comes into contact with food or in the handle of the product. Vendors must respond to the attribute "Does your product require CA Chemical Disclosures for Cookware Law (Assembly Bill No 1200)?", and if the response is "Yes", must provide the names of the chemicals from the list that may be present (attribute named "Chemical Name") along with the hazardous traits associated with these chemicals (attribute named "Authoritative List").

- **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.

- **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.

- **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.

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