

# KOHL'S PRODUCT DETAILS PAGE (PDP) COPY GUIDELINES

HOME: Softlines  
Bedding, Pillows, Rugs, Bath, & Window

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**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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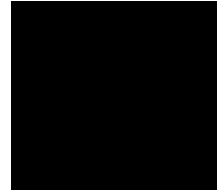
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# BEDDING COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Bedding 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. SIZE + SET (Ex: TWIN SET, FULL SET, etc.)

- Piece count
- Comforter, Duvet cover, Coverlet, Quilt, Bedspread
- Flat sheet (If provided)
- Fitted sheet (if provided)
- Shams
- Pillowcases
- Throw Pillows
- Extra items (bedskirt, window curtains, blankets, etc.)

## 3. CONSTRUCTION & CARE

- Fabric/Material
- Care
- Origin



Koolaburra by UGG Koolawash Wavy Clip Jack Comforter Set with Shams

[Koolaburra by UGG](#)

★★★★★ 4.3 (28) [Write a review](#) [Ask a question](#)



## Product Details

Add style and most ultimate softness to your bed with the Koolaburra by UGG Koolawash Wavy Clip Jack Comforter Set with Shams.

1.

### FEATURES

- Pre-washed fabric for extra softness
- Textured clip-jack pattern
- Prefect for all ages
- Easy care
- Hyproallergenic
- Reversible

2.

### TWIN/TWIN XL SET

- 2-Piece Set
- Comforter: 68" x 92"
- Sham: 20" x 26"

3.

### FULL/QUEEN SET

- 3-Piece Set
- Comforter: 90" x 92"
- Two Shams: 20" x 26"

### KING SET

- 3-Piece Set
- Comforter: 106" x 96"
- Two Shams: 20" x 36"

### CONSTRUCTION & CARE

- Face: polyester clip jacquard microfiber
- Back: polyester pre-washed microfiber
- Machine wash
- Imported
- [Law Label](#)

# UTILITY BEDDING COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Utility Bedding 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.
  - Key callouts (ex. moisture-wicking waterproof design)
  - Quality and/or Fabric Technologies
  - Any other special features
  - 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.
3. **SIZING:** List dimensions for each size
4. **CONSTRUCTION & CARE**
  - Fabric/Material
  - Fill material
  - Care
  - Origin
  - Warranty



## Sealy Elite Cool Touch Mattress Pad

[Sealy](#)

★★★★★ 4.7 (30) [Write a review](#) [Ask a question](#)

## Product Details



Stay cool and comfortable with this Elite Cool Touch mattress pad from Sealy.

[Click this BED & BATH GUIDE to find the perfect fit and more!](#)



1.

### FEATURES

- BlueCool Technology for instant cooling
- Breathable soft knit fabric
- Fits mattresses up to 18-in. thick
- Stretch skirt

3.

### SIZING

- Twin: 39"W x 75"L + 15"
- Full: 54"W x 75"L + 15"
- Queen: 60"W x 80"L + 15"
- King: 78"W x 80"L + 15"

4.

### CONSTRUCTION & CARE

- Polyethylene, nylon
- Polyester fill
- Machine wash
- Imported
- Manufacturer's limited lifetime warranty
- For warranty information please click [here](#)

# RUGS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Rugs 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.
  - Special construction features
  - Any other special features
  - Indoor/outdoor if applicable
  - Nonslip/backing features
2. **SIZING**
  - Dimensions for all available sizes

### 3. CONSTRUCTION & CARE

- Construction
- Care
- Main construction material
- Backing material
- Pile type (plush, shag, loop, cut, etc.)
- Pile height
- Care instructions
- Warranty, if applicable
- Imported

## Unique Loom Daisy Edinburgh Area Rug

A

[Unique Loom](#)

★★★★★ 4.9 (17) [Write a review](#) [Ask a question](#)



## Product Details

B

Refresh the look of your living space with this Unique Loom Daisy Edinburgh area rug.

1.

### FEATURES

- Durable and versatile design
- Stain, fade & shed-resistant

2.

### SIZING

- 6 ft. round rug: 73" x 73" x 0.5"
- 9 ft. x 12 ft. rug: 108" x 146" x 0.5"
- 3 ft. x 5 ft. rug: 39" x 63" x 0.5"
- 8 ft. round rug: 96" x 96" x 0.5"
- 10.5 ft. x 16.5 ft. rug: 126" x 197" x 0.5"
- 5 ft. x 8 ft. rug: 61" x 96" x 0.5"
- 7 ft. x 10 ft. rug: 85" x 120" x 0.5"
- 2.5 ft. x 10 ft. rug: 31" x 120" x 0.5"

3.

### CONSTRUCTION & CARE

- Polypropylene
- Jute backing
- Plush pile
- Pile height: 0.5-in.
- Spot clean only
- Imported
- Manufacturer's lifetime limited warranty:
- For warranty information please click [here](#)

# BATH/DEC BATH & STORAGE COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Decorative Bath 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.
  - Indicate # of pcs. included
  - Key callouts (ex. moisture-wicking waterproof design)
  - Quality and/or Fabric Technologies
  - 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**
  - Dimensions (if applicable)
  - Construction
  - Care
  - Origin)

## iDesign Vine Soap Pump Caddy

A

[iDesign](#)



B

### Product Details

This iDesign Vine Soap Pump Caddy has a fashionable bronze finish is the perfect addition to any bathroom decor.

1.

#### FEATURES

- Soap pump can hold up to 13 ounces of liquid
- Ceramic soap pump has a plastic pump head and caddy is made with rust-resistant steel for years of quality use

3.

#### CONSTRUCTION & CARE

- 7.25" H x 3.25" W x 8.25" L
- Plastic, ceramic, steel
- Wipe clean
- Imported



# WINDOW/WINDOW HARDWARE COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Window 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.
  - Indicate # of pcs. or panels included
  - Include features like grommet, fabric technologies, rod type etc.
  - 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. **SIZING:** List dimensions for each size
4. **CONSTRUCTION & CARE**
  - Construction
  - Care
  - Warranty (if applicable)

A

## Sun Zero 2-pack Aria 100% Blackout Theater Grade Curtain Panel Pair

[Sun Zero](#)

★★★★★ 4.7 (41) [Write a review](#) [Ask a question](#)



B

## Product Details

Transform your space with this Sun Zero 2-pack Aria 100% Blackout Theater Grade curtain panel pair.

1.

### FEATURES

- Extreme Blackout technology with magnetic closure blocks out 100% of outside light
- Energy Efficient design reduces energy lost through your windows by up to 50%
- Thermal properties help keep summer heat and winter chill out of your home
- Noise reduction by up to 45% helps you get a sounder, more uninterrupted sleep
- Hidden back tabs fit curtain rods up to 1.5" in diameter
- Includes: 2 panels

3.

### SIZING

- Large - Single: 52" x 96", Set: 104" x 96"
- Medium - Single: 52" x 84", Set: 104" x 84"
- Small - Single: 52" x 63", Set: 104" x 63"

4.

### CONSTRUCTION & CARE

- Polyester
- Machine wash
- Imported

# DECORATIVE THROW PILLOW COPY REQUIREMENTS

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

**A** Koolaburra by UGG Kyra Tufted Throw Pillow  
[Koolaburra by UGG](#)

★★★★☆ 4.5 (2) [Write a review](#) [Ask a question](#)



**B**

## Product Details

Create an inviting and luxurious space with the trendy Koolaburra by UGG Kyra Tufted Throw Pillow.

**1.**

### FEATURES

- 20" x 20"
- Fun and fresh tufted look
- Soft micromink reverse
- Enhances any room decor
- Removable cover with an invisible zipper closure

**2.**

### CONSTRUCTION & CARE

- Face: polyester, tufted cotton, rayon
- Fill: polyester
- Spot clean
- Imported
- Law Label

## 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
  - Closure (zipper, sewn)
  - Any special features
  - Indoor/outdoor use (if applicable)
2. **CONSTRUCTION & CARE:**
  - Main construction material (shell)
  - Fill material
  - Care
  - Origin
  - Warranty (if applicable)

# HOME: SOFTLINES ATTRIBUTES GLOSSARY

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

- **Batteries - Number & Type Required, Included?:** List the type of batteries required, how many are required and whether or not they are included
- **Twin/Full/Queen/King Fitted Sheet: H" x W" x D":** List the dimensions of the fitted sheet in the format of H" x W" x D"
- **Twin/Full/Queen/King Flat Sheet: H" x W" x D":** List the dimensions of the flat sheet in the format of H" x W" x D"
- **Standard/King Pillowcase Dimensions: H" x W" x D":** List the dimensions of the pillowcase in the format of H" x W" x D"
- **Twin/Full/Queen/King Set Piece Count:** For sets, list the number of pieces included
- **Standard/King Sham Dimensions: H" x W" x D":** List the dimensions of the sham in the format of H" x W" x D"
- **Twin/Full/Queen/King: H" x W" x D":** List the dimensions of the comforter/duvet/quilt/throw in the format of H" x W" x D"
- **Care:** Select how the product should be cared for. Do not select contradicting options (ex; selecting "Machine Wash" & "Hand Wash")
- **Cord Length (in inches):** List (in inches) the length of any attached power cord
- **Curtain Type:** Indicate the curtain type
- **Diameter QTY:** For curtain rods, indicate the diameter in inches
- **Fill Power:** Fill power is a number that indicates the relative quality of fill. The metric should be how many cubic inches of loft one ounce of that down fill produces. (Ex.: 600 Fill Power)
- **Fill Weight (in oz.):** Fill weight is the actual weight of the filling, typically in ounces
- **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.
- **Firmness:** Indicate the level of firmness (Medium, Extra Firm etc.)
- **Fits Most Mattresses up to \_\_ Inches:** Indicate the max thickness of mattress that this product will fit
- **Grommet Color:** List the grommet color (gunmetal, silver etc.)
- **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.

# HOME: SOFTLINES ATTRIBUTES GLOSSARY

## (CONTINUED)

- **Hanging Type:** List the hanging type
- **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 come assembled or is assembly required
- **Is this Reversible?:** Does the product have any part of it that adjusts length or sizing
- **Latex Free?:** Does your product contain latex?
- **Max Rod Diameter:** For curtains, indicate the max rod diameter in inches that the curtain can accommodate
- **Memory Foam Density:** List the density of the memory foam
- **Number of Panels Included:** Indicate the number of curtain panels that are included
- **Number of Settings:** List the number of settings
- **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 that you have followed the legal documentation process for doing so (if you are unsure, reach out to your merchant partners)
- **Piece Count:** List the number of pieces in a set
- **Pile Height (in inches):** Indicate the thickness of the rug, measuring from the surface of a rug to its backing (in inches)
- **Pile Type:** List the pile type for a rug (shag, flat weave etc.)
- **Plating/Finish:** For metal items, list the plating/finish (black, brass, 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.)
- **Recommended Title/Title Description:** Include brand, product and any other necessary information required to title your product for Kohls.com.
- **Removable Cover Included?:** Is there a cover? Is it removable?
- **Rug Backing:** List the type of rug backing (PVC, latex etc.)
- **Top Treatment:** For window treatments, indicate the type of top treatment (Ex.: valances, cornices, scarves, swags)
- **Type of Cotton:** Typically for towels and bedding, indicate the type of cotton (Egyptian, Turkish, Linen etc.)
- **Warranty Length:** Select the warranty length of the product
- **Weight (Product) QTY:** Provide the weight quantity and unit of measure for your product
- **Weight Capacity/Range (per piece):** For items that are intended to be laid, stood or sat on, indicate the maximum weight or weight range for the 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 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



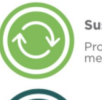
Asian owned  
& founded



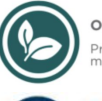
Black owned  
& founded



Hispanic owned  
& founded



Sustainably Sourced  
Produced by using responsible  
methods and materials



Organic  
Produced with organic  
methods and materials



Certified Nontoxic  
Product tested for substances known to be  
harmful to human and environmental health.

# 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: SOFTLINES 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.
- **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