

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

Home: Electronics, Floorcare, & Home Environment

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**KOHL'S**

## 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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# ELECTRONICS PDP COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Electronics 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- batteries, mounting hardware, cords etc.
3. **DETAILS:**
  - Dimensions
  - Weight
  - Cord length
  - Battery information
    - If rechargeable, include charge time & battery life
  - Compatibilities
  - Power Source
  - Connections
  - Warranty
  - Model no.

A

La Crosse Technology Color Changing Alarm Clock with Color Changing Glow Light

[La Crosse Technology](#)



B

## Product Details

Keep yourself on schedule with this La Crosse Technology Color Changing Alarm Clock with Color Changing Glow Light.

1.

### FEATURES

- Features a color changing mood light
- 12 Hour time and brightness control settings
- Dual alarms (Weekly, Daily, Weekend settings) with 10-minute snooze
- 7 Color options: night light (dawn / sunshine / forest / ocean / midnight) or, 5 lighting effects (dawn / sunshine / forest / ocean / midnight)

2.

### WHAT'S INCLUDED

- Clock, USB-C adapter to plug into 5V wall adapter

3.

### DETAILS

- 3.72"H x 6.85"W x 1.88"D
- Weight: 0.45 lbs.
- Cord length: 59-in.
- Wall plug
- Requires 2 AAA batteries (not included) as an optional backup
- Manufacturer's 1-year limited warranty
- For warranty information please click [here](#)
- Model no. 617-149
- Imported

# SMART/WIFI CONNECTED ELECTRONICS PDP COPY REQUIREMENTS

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



## Blink Outdoor Smart Battery-Powered Security Camera

[Blink an Amazon Company](#)

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



Bring peace of mind to your home with this Blink Outdoor Smart Battery-Powered Security Camera.

### FEATURES

- Go hands-free with Alexa
- Follow the included instructions and connect to your home's existing outdoor wiring
- Help protect your home day or night! This smart security camera has 2600 lumens of LED lighting, enhanced motion detection, and a built-in security siren
- See and speak from the Blink app. Experience 1080p HD live view, night view in color, and crisp two-way audio
- Get real-time alerts! Be alerted to movement with dual-zone, customizable motion detection and sound the security siren when needed
- Save and share clips. Choose to store events in the cloud with a free 30-day trial of the Blink Subscription Plan or locally with a Sync Module (sold separately)
- Battery Life: With long-lasting battery life, Indoor runs for up to two years on a single set of AA lithium batteries (included)



### WHAT'S INCLUDED

- 1 Blink Outdoor 4 camera, 2 "AA" lithium metal batteries, 1 mounting kit, 1 Sync Module 2, 1 USB Cable, 1 Power Adapter



### DETAILS

- 3.17"H x 3.52"W x 6.14"D
- Product weight: 0.94 lbs.
- Compatible with Alexa
- Requires 2 "AA" batteries (included)
- Non-rechargeable
- Wireless: WIFI
- Resolution: 1080p
- Operating system: Fire OS 5.X Thread X
- Processor: Immedia Proprietary - AC1002B
- Connections: USB-C
- Manufacturer's 1-year limited warranty
- For warranty information please click [here](#)
- Model no. BOBINSHW22

## 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
  - Battery information
    - If rechargeable, include charge time & battery life
  - Compatibilities
  - Resolution (for products with a camera)
  - Operating system
  - Processor
  - Connections
  - Wifi/Bluetooth & range (if applicable)
  - Warranty
  - Model no.

# ELECTRONICS ACCESSORIES COPY REQUIREMENTS

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



Gems 30W USB-A and USB-C Dual Port Wall Charger

[Gems](#)

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

## 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 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. **DETAILS:** The following attributes are necessary to create this section.
  - Dimensions
  - Weight
  - Material
  - Compatibility
  - Warranty
  - Model no.



## Product Details

Quickly power devices with this Gems 30W USB-A and USB-C Dual Port Wall Charger.



### FEATURES

- Compatible with: Phones, Tablets, A/C devices
- High speed charging
- Compact size for easy and convenient charging
- 18W USB-A port for fast smartphone charging



### DETAILS

- 1.26" x 2.68" x 5.59 "
- Weight: 0.157 lbs.
- ABS Plastic
- Imported
- Manufacturer's 30-day limited warranty
- For warranty information please click [here](#)

# VACUUMS & FLOOR CLEANERS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Vacuums and Floor Care 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. Include model no. in title for all vacuums and mops. .

## 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, mounting hardware, etc.
3. **DETAILS:**
  - Dimensions
  - Weight
  - Cord length (for noncordless)
  - Battery information
    - Charge time & battery life required or cordless & robotic products
  - Cleaning path width
  - Dustbin Capacity
  - Water tank capacity (for mops & carpet cleaners)
  - WiFi/Bluetooth(if applicable)
  - Warranty
  - Model no.



Ecovacs N79W Robotic Vacuum + Accessory Kit

[Ecovacs](#)

★★★★ 4.1 (16) [Write a review](#) [Ask a question](#)



## Product Details

Clean More Effectively with the powerful 2300Pa suction of this Ecovacs N79W Robotic Vacuum + Accessory Kit.

[Click this FLOOR CARE GUIDE to find the best option for your home and more!](#)

### PRODUCT FEATURES

- With the Smart Motion system, a runtime of up to 120 min, and multiple cleaning modes, N79W efficiently cleans your floor and has an appropriate cleaning mode for every job
- Ultimate Hands-Free Cleaning with Auto-Empty Station
- Vacuuming and OZMO Mopping in one-go
- Clean More Efficiently with TrueMapping, an advanced laser-based LiDAR navigation with aerospace-standard dToF detection sensors
- Exception Runtime of up to 110 Minutes with Smart-Charge Continuous Cleaning
- Upgraded Customized Cleaning
- Create unlimited virtual boundaries
- N79W provides a versatile cleaning solution for hard floors and carpets
- You can also control your robot with ECOVACS App or with Amazon Alexa and Google Assistant, and enjoy all the convenience!

### WHAT'S INCLUDED

- Robotic Vacuum
- Charging Dock
- Main Brush
- 8 Side Brushes
- 5 High Efficiency Filter
- Remote Control with Batteries
- Cleaning Tool

### DETAILS

- 3.1 x 13 x 13
- Weight: 7 lbs.
- Cord length: 6 inches
- Dustbin capacity: 520ml
- Cleaning path width: 12-in.
- Rechargeable battery
- Battery life: up to 110 minutes
- Battery charge time: 4 hours
- Manufacturer's 1-year limited warranty.
- For warranty information please click [here](#)
- Model no. N79WB

1.

2.

3.



# FLOORCARE ACCESSORIES COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Floorcare Accessories 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 liquids, include ounces (oz.); for sets include quantity (“3-pk.”)

## B. Product Details

1. **FEATURES:** The following attributes helps build this section of the PDP.
  - If no features are provided, the PDP will NOT have a “FEATURES” section
  - 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 or volume
  - Weight
  - Compatibility
  - Model no.

A

Shark® VACMOP™ Multi-Surface Cleaner 2-Liter Refill Bottle

[Shark](#)

★★★★★ 4.6 (232) [Write a review](#) [Ask a question](#)



B

### Product Details

Shark VACMOP Multi-Surface Hard Floor Cleaner is formulated to deliver a complete clean with Shark VACMOP.

[Click this FLOOR CARE GUIDE to find the best option for your home and more!](#)

1.

#### PRODUCT FEATURES

- Breaks up stuck-on residue for shiny floors
- Fast-drying and streak-free
- Designed for all sealed floors including stone, hardwood, vinyl, and tile
- Comes in a spring clean scent

3.

#### PRODUCT DETAILS

- Model no. VCM60
- 2-liters
- Compatible with Shark model no. VM252

# HOME ENVIRONMENT COPY REQUIREMENTS

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



A

## Pure Enrichment True HEPA Air Purifier with UV-C Light

[Pure Enrichment](#)

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

B

### Product Details

Breathe in fresher air with the PureZone 3-in-1 Air Purifier from Pure Enrichment. Enjoy improved air quality as the premium 3-stage filter and UV-C light safely clean the air in any home or office. With its modern design, PureZone adds a touch of elegance to any space while its true HEPA filter removes 99.97% of particles as small as 0.3 microns caused by spring or fire season and pets. It's the perfect solution to help make the air more comfortable for people with common breathing issues like allergies and asthma.

## 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, mounting hardware, etc.
3. **DETAILS:**
  - Dimensions
  - Weight
  - Cord length (for noncordless)
  - Battery information
    - Charge time & battery life required for cordless products
  - Water tank capacity (for humidifiers)
  - Room size (for purifiers, humidifiers, space heaters etc.)
  - WiFi/Bluetooth(if applicable)
  - Warranty
  - Model no.

1.

### FEATURES

- Clean and sanitize your air from 99.97% of dust, pollen, pet dander, smoke, and household odors
- Place the air purifier on a level surface near a 120V outlet and position the air purifier at least 12" from the wall and plug it in
- Built-in UV-C light adds a deeper level of cleanliness by safely eliminating up to 99.9% of viruses and bacteria
- Choose between 3 fan speeds and 3 timer settings to save energy or run continuously

2.

### WHAT'S INCLUDED

- 3-in-1 air purifier
- 3-in-1 filter
- UV-C light bulb
- User manual

3.

### DETAILS

- 12.5"H x 7"W x 11"D
- Weight: 6 lbs.
- Room size: up to 200 sq. ft.
- Cord length: 72-in.
- Manufacturer's 5-year limited warranty
- For warranty information please click [here](#)
- Model no. PEAIRPLG-M

# ELECTRONICS, FLOORCARE & HOME ENVIRONMENT ATTRIBUTES GLOSSARY

This is a list of attributes used in Electronics & Floorcare. Similar attributes have been condensed for brevity.

- **Age Appropriate:** Provide the numerical age or age range this product is appropriate for
- **Aspect Ratio:** For screens, list the aspect ratio
- **Audio Speaker Output (each speaker in watts) & Size (each speaker in inches):** If your product is or has speakers, list the output (in watts) and size (in inches for the speaker(s))
- **Batteries - Number & Type Required, Included?:** List the batteries required, how many are required and whether or not they are included
- **Cleaning Path Width (in inches):** Primarily for vacuums, list the width that the product will clean in one pass (in inches)
- **Compatibility** - list brands and model numbers, devices & apps: For products that are meant to be used with other products (i.e.: cell phones, attachments, accessories etc.) list items that are compatible
- **Connections (input, output, ports):** For electronic devices, list all of the connection options (Ex.: HDMI, USB-C etc.)
- **Cord Length (in inches):** List (in inches) the length of any attached power cord
- **Does This Have Sound?:** Indicate if the product plays a sound
- **Dust Bin Capacity:** For vacuums, list the capacity & UOM for the dustbin
- **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 product's features section..
- **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.
- **Indoor/Outdoor Use?:** Is the product intended for use inside, outside or both?
- **Is this a blind assortment where the product selection is random?:** If there is not a sku for each item in this style and the customer will be given a color/type at random, please select "Yes"
- **Is this Rechargeable/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
- **Laptop or Device Size Fit (in inches):** If your product is intended to house or cover a laptop or tablet, indicate the size device it will fit
- **Maximum Speed:** List the processor speed for electronic devices in GHz

# ELECTRONICS & FLOORCARE ATTRIBUTES GLOSSARY CONTINUED

This is a list of attributes used in Electronics & Floorcare. Similar attributes have been condensed for brevity.

- **Memory (RAM) QTY & UOM:** List the memory of the product (in GB)
- **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
- **Music/Sound - What Song, Artist?:** If this product plays music, provide the artist and song name(s)
- **Number of Card Slots:** Indicate how many slots for SD cards the product has
- **Operating System:** For laptops and tablets, list the operating system
- **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)
- **Pockets:** Please provide number of pockets and as much detail as possible so customers know pockets are functional, faux, closure, etc.
- **Power Source:** Indicate the power source (battery, wall plug etc.)
- **Processor:** For laptops and tablets, list the processor
- **Recommended Playing Level:** For video games, provide the playing level
- **Recommended Title/Title Description:** Include brand, product and any other necessary information required to title your product for Kohls.com. .
- **Screen Refresh Rate (in Hz):** For devices with screens, provide the screen refresh rate
- **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
- **Sound Frequency:** For clocks and other items that produce sound, select how often the sound plays. Ex.: On the hour, On the half hour, On the quarter hour, When demonstration button is pressed etc.
- **Storage/Hard Drive Capacity (in GB):** List the memory of the product and indicate whether it is MB, GB or TB
- **Usage Guidelines Temperature (in F):** If for outdoor use, indicate the temperature range product can be used for
- **Video Recording Specifications (Resolution, FPS, etc):** List all relevant video recording specifications (FPS, MPs etc.)
- **Video/Camera Resolution (in megapixels):** List the resolution in megapixels
- **Warranty Length:** Select the warranty length of the product
- **Watch Clock Movement:** Describe the clock movement: Analog, Automatic, Chronograph, Digital, Quartz, Swiss etc.
- **Water Resistant & Water-Resistance Depth (in meters):** For electronic items, indicate "yes" if water resistant and include the depth (in meters) that it is water resistant to
- **Water Tank Capacity:** For humidifiers, mops, steamers, irons, water flossers, dehumidifiers and any other product that that has a water tank, provide the water tank capacity and provide the UOM
- **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.
- **Wireless Range & Type:** For wireless devices, list the wireless type (WiFi, Bluetooth etc) and range with UOM (30-ft.. 10 meters, etc.)

# 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



Asian owned  
& founded



Black owned  
& founded



Hispanic owned  
& founded

## • 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



Responsible solutions for a brighter future.

# 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                               | • Recycled EVA                         | • Lenzing: Lyocell, Modal, Viscose                 |
| • Cotton LEADS Certified                          | • Responsible Down Standard Certified  | • bluesign® Certified                              |
| • Sourced through Better Cotton Initiative™ (BCI) | • EcoVero™ Certified                   | • CertiPUR-US Certified                            |
| • Global Recycled Standard Certified              | • Tencel                               | • Organic 100 Content Standard Certified           |
| • Recycled 100 Claim Standard Certified           | • Ecocosity                            | • Organic Blended Content Standard Certified       |
| • Recycled Blended Claim Standard Certified       | • STANDARD 100 by OEKO-TEX® CERTIFIED  | • Global Organic Textile Standard Certified (GOTS) |
|   | • MADE IN GREEN by OEKO-TEX® CERTIFIED | • 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.

# ELECTRONICS & FLOORCARE 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.
- **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.

# 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