KOHL'S PRODUCT DETAILS PAGE (PDP) COPY GUIDELINES

Luggage, Backpacks, Wallets & Handbags

KOHL'S

Revised March 19, 2024

OBJECTIVE

To provide Kohl' vendors with a resource for Kohl' product detail copy standards and to outline specific requirements with regards to vendor-supplied copy content.

ABOUT KOHL'S COPY STANDARDS

We follow these standards for Kohls.com titles, formatting and copy. Vendor supplied copy is edited to adhere to numerous legal, SEO, DEI and marketing guidelines. This helps Kohl's build customer trust by providing accurate and consistent product pages.

From time to time you may see new attributes requested, as we are always analyzing customer feedback to create a better shopping experience.

INDEX

Click, or navigate to categories at right.
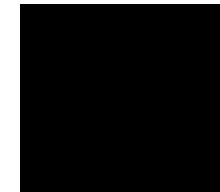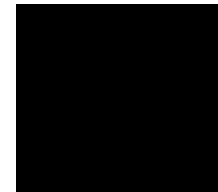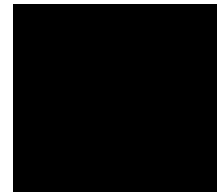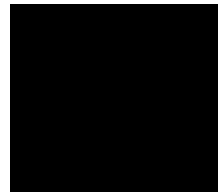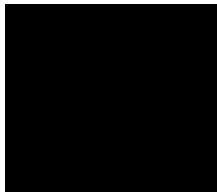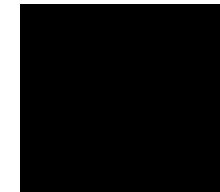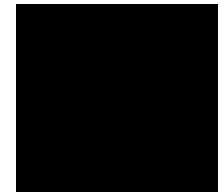
LUGGAGE PDP COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Luggage 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.
   - List features a customer would want to know
   - Interior / exterior pockets features
   - Laptop pocket capacity (In Inches)
   - Expansion details
   - Telescoping handle features
   - Avoid adding large blocks of copy. Please separate out into individual features

2. **DETAILS:**
   - Body material
   - Lining material
   - Weight
   - Closure
   - Care
   - Origin
   - Warranty (if applicable)
   - Model number

3. **SIZING:** For EACH size offered, include the following
   - Exterior dimensions (overall size, including wheels)
   - Interior dimensions (case size/packing area)

A

Samsonite Framelock Max Hardside Spinner Luggage

Samsonite

★★★★★ **4.8 (53)**   Write a review   Ask a question

B

Product Details

Travel in style with this Samsonite Framelock Max hardside spinner luggage.

1.

FEATURES
- Lightweight design
- 360 degree dual spinner wheels
- RightHeight handle system offers multiple 1-inch incremental height adjustments
- Interior: 1 divider zipper, 3 zipper pockets
- 3 compartments
- TSA-approved locks

2.

DETAILS
- Polycarbonate
- Recyclex® lining
- Zipper closure
- Wipe clean
- Imported
- Manufacturer's 10-year limited warranty:
- For warranty information please click here
- Model no. 149619-5423, 149619-4127, 149618-0423, 149618-5423, 149618-4127, 149619-0423

3.

SIZING
- 20" carry-on exterior: 21.5"H x 8.8"W x 15.4"L; 7.2 lbs.
- 20" carry-on interior: 19.7"H x 8.6"W x14.1"L
- 27" check-in exterior: 29"H x 13"W x 21"L; 11.4 lbs.
- 27" check-in interior: 27.2"H x 13"W x 20.3"L

LUGGAGE SETS PDP COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Luggage Sets 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.
   - List features a customer would want to know
   - Interior / exterior pockets features
   - Laptop pocket capacity (In Inches)
   - Expansion details
   - Telescoping handle features
   - Avoid adding large blocks of copy. Please separate out into individual features

2. **WHAT'S INCLUDED**
   - List all the luggage pieces that are included in the set

3. **DETAILS:**
   - Body material
   - Lining material
   - Weight
   - Closure
   - Care
   - Origin
   - Warranty (if applicable)
   - Model number

4. **SIZING:** For **EACH** size included, include the following
   - Exterior dimensions (overall size, including wheels)
   - Interior dimensions (case size/packing area)

American Flyer Mina 3-Piece Hard Side Luggage Set

American Flyer

A

B

Product Details

You'll be ready for adventure with this hard side spinner luggage set from American Flyer.

1.
FEATURES
- Top & side carry handles
- Telescopic handle for easy maneuverability
- 1 zippered compartment & 1 compartment with tie-down straps
- Expandable up to 2 in.
- Spinner wheels
- Side feet allow luggage to stand upright

2.
WHAT'S INCLUDED
- 20" upright, 24" upright, 28" upright

3.
DETAILS
- Body: polycarbonate
- Lining: polyester
- Zipper closure
- Imported
- Manufacturer's 2-year warranty
- For warranty information please click here
- Model no. AF142-ST3

4.
LUGGAGE SIZING
- 20" overall: 14.5"L x 9.5"W x 22.25"H, 6.8 lbs.
- 20" case: 13"L x 9"W x 16"H
- 24" overall: 16.75"L x 11.5"W x 26.25"H, 8.4 lbs.
- 24" case: 16.25"L x 9.5"W x 23.5"H
- 28" overall: 20.25"L x 12.75"W x 29.5"H, 10.2 lbs.
- 28" case: 19.25"L x 11.5"W x 27"H

BACKPACKS & DUFFELS PDP COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Backpack & Duffel Bag 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.
      - List features a customer would want to know
      - Interior / exterior pockets features
      - Laptop pocket capacity (In Inches)
      - 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
      - Weight
      - Handle length
      - Strap length
      - Fabric / material
      - Lining
      - Weight
      - Closure
      - Care
      - Origin
      - Warranty
      - Model number

Under Armour Undeniable 5.0 Small Duffle Bag

Under Armour

★★★★★ 4.8 (89)   Write a review   Ask a quest

Product Details

Carry your essentials in organized and durable style with this Under Armour Undeniable 5.0 small duffle bag.

FEATURES
- UA Storm technology delivers an element-battling, highly water-repellent finish
- Tough, TPU-coated and foam-lined bottom and side panels for added durability & structure
- Large vented pocket for laundry or shoes & internal slip pockets for organization
- Large front zippered organization pocket and molle webbing attachment points
- Dual water bottle slip pocket
- Adjustable shoulder strap

DETAILS
- Dimensions when full: 10.1"H x 10.6"W x 21.7"L
- Polyester
- Zipper closure
- Hand wash
- Imported
- Model no. 1369222

HANDBAGS PDP COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Handbag 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. **DETAILS:** Avoid adding large blocks of copy. Please separate out into individual attributes.
   - Dimensions
   - Handle length (if applicable)
   - Strap length
   - Strap functionality
   - Closure
   - Hardware finish
   - Interior pockets
   - Exterior pockets
   - Fabric technology, (if applicable) RFID-Blocking, water-resistant etc.

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

3. **CONSTRUCTION & CARE:**
   - Exterior material
   - Lining
   - Care
   - Origin

A

LC Lauren Conrad Emma Leaf Motif Satchel Bag

LC Lauren Conrad

★★★★⯨ 4.5 (11)   Write a review   Ask a question

B

Product Details

Keep your essentials organized in this stylish LC Lauren Conrad Emma leaf motif satchel bag.

1.

DETAILS
- 11.75"H x 8"W x 5"D
- 6.75" handle drop
- 21.5"-24" removable/adjustable crossbody strap
- Magnetic snap closure
- Gold-tone hardware
- Interior: center divider, 2 slip pocket, 1 zip pocket
- Exterior: 1 snap pocket

3.

CONSTRUCTION & CARE
- Manmade body
- Polyester lining
- Wipe clean
- Imported

WALLETS PDP COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Wallets 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. **DETAILS:** Avoid adding large blocks of copy. Please separate out into individual attributes.
   - Dimensions
   - Strap length (for wristlets)
   - Closure
   - Hardware finish
   - Interior pockets
   - Exterior pockets
   - Fabric technology, (if applicable) RFID-Blocking, water-resistant etc.

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

3. **CONSTRUCTION & CARE:**
   - Exterior material
   - Lining
   - Care
   - Origin

A — Abbey RFID-Blocking Indexer Wallet

Unbranded

★★★★☆ 4.0 (7)   Write a review   Ask a question

B — Product Details

Organize all of your essentials in this cute Abbey RFID-Blocking Indexer Wallet.

1. DETAILS
- 3.75" H x 5.5" W x 1.5" D
- Snap closure
- Silver-tone hardware
- Interior: 7 slip pockets
- 18 interior card slots
- RFID-blocking

3. CONSTRUCTION & CARE
- PU shell, polyester backing
- Nylon lining
- Spot clean
- Imported

LUGGAGE, BACKPACKS, WALLETS & HANDBAGS ATTRIBUTES GLOSSARY

This is a list of attributes used in Luggage, Backpacks, Wallets & Handbags. Similar attributes have been condensed for brevity.

- **Care:** Select how the product should be cared for. Do not select contradicting options (ex; selecting "Machine Wash" & "Hand Wash")
- **Character Name/Sports Player:** Provide any characters, licensed properties, athletes, etc. associated with this product
- **Compartment Quantity:** Provide the number of compartments
- **Designer/Series Name/Collection Name:** Provide the name of the designer, series or collection name as applicable
- **Does this have reflective details? If so, describe location:** If your product has reflective details, list where on the product they are located
- **Expansion:** Please indicate if the luggage is able to expand and by how much (in inches)
- **Exterior Luggage Dimensions in Inches:** Exterior luggage dimensions refer to the dimensions of the whole product, including wheels. This metric is used to help customers determine if the item will fit in overhead compartments, trunks, under seats etc. Provide the exterior height, width and depth (in inches) of the applicable size in this luggage style
- **Fabric Construction:** Provide the construction type of the fabrics. This includes constructions like poplin, jersey, corduroy, etc. and not fabrics like cotton, polyester, rayon
- **Fabric Technologies:** List the technologies of any fabrics on this product (ex; moisture-wicking technology wicks away sweat, etc.)
- **Fabric Treatment:** Provide any treatments on the fabric (slubbed, marled, etc.)
- **Fabric/Material:** List all materials for the specific product. This should match the materials listed on the product tag. Please avoid using abbreviations

- **Features 1-9/Special Features/Selling Features:** Provide desirable qualities of your product to help the customer. Do not provide duplicative information from other fields.
- **Gift Box:** Select whether or not this product comes in a gift box
- **H x W x D, H x W x L (should include UOM) - For Sets Include Dimensions for Each Piece:** Provide the height, width and depth dimensions (including the unit of measure) for this item or in the case of a set, for all items within the set. Be sure to label each measurement with height, width or depth. Please use decimals instead of fractions
- **Handle - Drop Down Length (inches) - List Range for Adjustable:** For handbags and totes, provide the dropdown length or dropdown length range (in inches) of the handle(s)
- **Hanging Type:** Provide the way in which this product can be hung
- **If has Laptop/Tablet or Phone pocket what size Laptop/Tablet or Phone does it fit? (in Inches):** Provide the size (in inches) of a laptop, tablet or device this item can effectively store
- **Interior Luggage Dimensions in Inches:** Interior luggage dimensions refer the the dimensions of the interior packing space. Provide the interior height, width and depth (in inches) for each applicable size in this luggage style
- **Is this 4-Way Stretch?:** Select whether or not the fabric features 4-way stretch
- **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"

LUGGAGE, BACKPACKS, WALLETS & HANDBAGS ATTRIBUTES GLOSSARY
(CONTINUED)

- **Is this Adjustable?:** Select whether or not this product is adjustable
- **Is this anti-odor? If so, define the technology:** Provide any anti-odor technology.
- **Is this breathable?:** Select whether or not this product features breathability
- **Is this Reversible?:** Select whether or not this product is reversible
- **Licensed Property Name:** List any characters, movies, musicians, video games, sports teams etc.
- **Lining Material:** List the lining material. If the material is made from recycled/organic material, then list the percentage of each material so it adds up to 100%. Example: 50% recycled cotton, 50% cotton
- **Luggage Lock Type:** Indicate the type of luggage lock included on/with the product (combination, lock & key, TSA approved, etc.)
- **Luggage Telescoping Handle Length:** Provide the length (in inches) of the telescoping luggage handle
- **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
- **Name the construction and describe its feel:** Provide the construction so the customer know how the product will look and feel (ex; jersey, twill, denim, etc.). This is not the material content (ex; cotton, polyester, spandex).
- **Number of Interior & Exterior Card Slots/ID Windows:** Provide the number of interior and exterior slots for cards on this product

- **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)
- **Other Exterior Features:** For luggage, backpacks and handbags, indicate any other external features not listed in other attributes
- **Other Interior Features:** For luggage, backpacks and handbags, indicate any other internal features not listed in other attributes
- **Pockets Attributes:** Multiple attributes ask for pocket information. Please provide number of pockets and as much detail as possible so customers know the functionality & location of the pockets.
- **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.)
- **Product Technologies (Provide branded names and definitions of technologies):** List and describe the technologies of this product (ex; moisture-wicking technology wicks away sweat, etc.)
- **Product Weight Rating:** For luggage, indicate the max weight this product is intended to hold
- **Recommended Title/Title Description:** Include brand, product and any other necessary information required to title your product for Kohls.com. Note: titles truncate at 60 characters

LUGGAGE, BACKPACKS, WALLETS & HANDBAGS ATTRIBUTES GLOSSARY
(CONTINUED)

- **Strap Functionality:** For handbags and other accessories that have a strap, select the strap type and functionality from the drop down (Removable/adjustable wrist strap, Removable handle, Removable crossbody strap etc.)
- **Strap length (in inches) - List Range for Adjustable:** Provide the length of the strap (in inches) or the length range of the strap (if adjustable)
- **Straps - Dropdown Length for Each Strap (in inches):** Provide the numerical value (in inches) for the drop length of any straps on this product
- **Waist Strap Length (inches) - List Range for Adjustable:** Provide the length of the strap (in inches) or the length range of the strap (if adjustable) for this product to fit around the waist
- **Warranty Length:** Provide the length of time there will be a warranty on this product
- **Water Resistant:** Select whether or not this product is water resistant

- **Weight (Product) QTY (include UOM):** Provide the numerical value of the weight of this product. Please include unit of measurement.
- **Weight in lbs. (If a set include weight for individual pieces):** For luggage, provide the numerical value (including the unit of measure) of the weight of the luggage for each size offered or included in a luggage set
- **What is the type of water protection?:** Describe if this product is water resistant, waterproof, etc.
- **What's Included?:** Provide a list of all included parts and pieces.
- **Wheel Type:** For luggage, indicate if the wheels are inline or spinner wheels
- **Wrist Strap Functionality:** For handbags and other accessories that have a wrist strap, select the strap type and functionality from the drop down (Removable/adjustable wrist strap, e

KOHL'S PRODUCT DETAIL ICONS

- **Adaptive Icons**
  - To have the adaptive Icon added to your product pages, work with your merchant to have "Adaptive" included in the merchant group
  - Include "Adaptive" in the titles of relevant product
  - Include features that explain why the product is adaptive

- **DIverse Owned Icons**
  - If your brand is diverse owned or founded, please work with you merchant partners to learn the process to become approved as a Diverse Owned/Founded brand for Kohls.
  - We offer Diverse Owned and/or Founded Icons for the following groups:
    - Black Owned Brand/Founded
    - Woman Owned/Founded Brand
    - Hispanic Owned/Founded Brand
    - Asian/Founded Owned
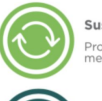   - LGBTQIA+ Founded/Owned
    - Veteran Owned

Responsible Product Icons
  - Kohls recognizes a number of 3rd party certifications that will prompt a icon to display on the PDP.
  - Refer to the Responsible Product Features slide for more information on recognized certifications.
  - IF 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.

LUGGAGE, BACKPACKS, WALLETS & HANDBAGS 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.

- **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"

- **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.

- **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.

- **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.

- **Swarovski:** Swarovski branded crystals can only be called out on sunglasses. No other product types may specify Swarovski as a crystal brand.

- **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.

- **Vegan Leather:** Any Vegan Leather callouts in attribution require the vendor to provide some form of certification(PETA Certification, Materials Report etc.)

- **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. <u>Please prioritize the use of designated attribute fields</u>. 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. <u>Please do not provide duplicate information</u>, 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