

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

## Men's Apparel

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**KOHL'S**

Revised 2/17/2025

Confidential and Proprietary  
Information of Kohl's, Inc.

## 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, 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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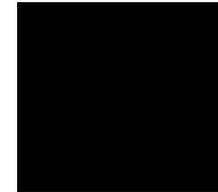
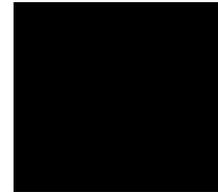
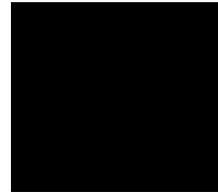
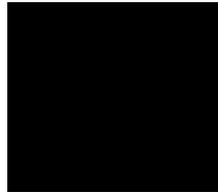
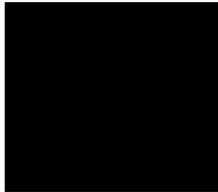
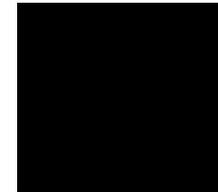
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# MEN'S TOPS & TEES COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Men's Tops & Tees copy approvals. This not an exhaustive list and is subject to change.

For attribute definitions, visit the [Attribute Glossary](#)

A

## A. Product Title

1. **Recommended Title/Title Description:** Include brand, product and any other necessary information required to title your product for Kohls.com.
2. **Sizing Type:** Sizing type helps ensure the product title on Kohls.com is correct (ex; Big & Tall, Slim, etc.)

## B. Product Details

1. **FEATURES:** The following attributes help us build this section of the PDP
  - **Construction**
  - **Neckline**
  - **Sleeve length**
  - **Fit & Style**
2. **FABRIC & CARE:** The following attributes are necessary to create this section.
  - **Fabric Contents**
  - **Care**
  - **Origin**

B

1.

Men's Sonoma Goods For Life® Supersoft Crewneck Tee

[Sonoma Goods For Life](#)

★★★★ 4.4 (4358) [Write a review](#) [Ask a question](#)



Stay in your comfort zone all day in this men's Sonoma Goods For Life crewneck t-shirt.

[Click on this MEN'S GUIDE to find the perfect fit and more!](#)

### PRODUCT FEATURES

- Super soft fabric construction
- Crewneck
- Short sleeves

### FABRIC & CARE

- Polyester
- Machine wash
- Imported

# MEN'S DRESS SHIRT COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Men's Dress Shirt 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.
2. **Sizing Type:** Sizing type helps ensure the product title on Kohls.com is correct (ex; Big & Tall, Slim, etc.)

## B. Product Details

1. **FEATURES:** The following attributes help build this section of the PDP
  - **Special features or technologies**
  - **Construction**
  - **Sleeve length**
  - **Closure**
2. **FIT & SIZING:** The following attributes help build this section of the PDP
  - **Fit style**
3. **FABRIC & CARE:** The following attributes are necessary to create this section.
  - **Fabric Contents**
  - **Care**
  - **Origin**

A

Men's Apt. 9® Premier Flex Slim-Fit Wrinkle Resistant Dress Shirt

[Act. 9](#)

★★★★: 4.2 (1163) [Write a review](#) [Ask a question](#)



B

Look great and feel even better in this stretch-fabric button-down from Apt. 9.

### FEATURES

- Wrinkle resistant: constructed from breathable fabric enhanced with innovative anti-wrinkle technology designed to resist wrinkles throughout the day
- Stretch fabric blend for comfortable movement
- Spread collar flares to accommodate wider tie knots
- Long sleeves
- Button front

### FIT & SIZING

- Slim fit features high arm holes, slightly narrow straight body and tapered sleeve opening

### FABRIC & CARE

- Cotton, spandex
- Machine wash
- Imported

1.

# MEN'S SHORTS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Men's Shorts 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.
2. **Sizing Type:** Sizing type helps ensure the product title on Kohls.com is correct (ex; Big & Tall, Slim, etc.)

## B. Product Details

1. **FEATURES:** The following attributes help build this section of the PDP
  - **Waistband**
  - **Closure**
  - **Type & number of pockets**
2. **FIT & SIZING:** The following attributes help build this section of the PDP
  - **Inseam**
  - **Fit style**
3. **FABRIC & CARE:** The following attributes are necessary to create this section.
  - **Fabric Contents**
  - **Care**
  - **Origin**

A

Men's Sonoma Goods For Life® 10" Flexwear Everyday Cargo Shorts

[Sonoma Goods For Life](#)

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



B

He'll love the look and feel of these men's Sonoma Goods For Life 10" flexwear everyday cargo shorts.

[Click on this MEN'S GUIDE to find the perfect fit and more!](#)

### FEATURES

- Elastic waistband
- Zipper fly with button closure
- 2 front pockets, 2 back pockets and 2 cargo pockets

### FIT & SIZING

- 10-in. inseam
- Regular fit

### FABRIC & CARE

- Cotton, spandex
- Machine wash
- Imported

1.

# MEN'S PANTS & JEANS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Men's Pants & Jeans 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.
2. **Sizing Type:** Sizing type helps ensure the product title on Kohls.com is correct (ex; Big & Tall, Slim, etc.)

## B. Product Details

1. **FEATURES:** The following attributes help build this section of the PDP
  - **Construction**
  - **Type & number of pockets**
  - **Closure**
2. **FIT & SIZING:** The following attributes help build this section of the PDP
  - **Fit style**
  - **Waistband**
  - **Leg Opening**
3. **FABRIC & CARE:** The following attributes are necessary to create this section.
  - **Fabric Contents**
  - **Care**
  - **Origin**

A

Men's Sonoma Goods For Life® Straight-Fit Stretch Chinos  
[Sonoma Goods For Life](#)

★★★★ 4.5 (1063) [Write a review](#) [Ask a question](#)



B

Maintain a stylish ensemble without compromising comfort with the stretch chino pants from Sonoma Goods For Life.

1.

### PRODUCT FEATURES

- Stretch twill fabric
- 4 stitched pockets
- Button & zipper front closure

### FIT & SIZING

- Straight fit
- Elastic waistband
- 7 7/8-inch leg opening

### FABRIC & CARE

- Exterior: cotton, spandex
- Lining: cotton, polyester
- Machine wash cold
- Imported

# MEN'S SUITS COPY REQUIREMENTS

Men's OppoSuits Slim-Fit Solid Suit & Tie Set

[OppoSuits](#)

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



The following is a snapshot of the attributes that are typically required for Men's Suits 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.
2. **Sizing Type:** Sizing type helps ensure the product title on Kohls.com is correct (ex; Big & Tall, Slim, etc.)

## B. Product Details

1. **FEATURES:** The following attributes help build this section of the PDP
  - **What's Included**
  - **Closure**
  - **Sleeve length**
  - **Waistband**
  - **Construction**
  - **Type & number of pockets**
2. **FIT & SIZING:** The following attributes help build this section of the PDP
  - **Fit style**
3. **FABRIC & CARE:** The following attributes are necessary to create this section.
  - **Fabric Contents**
  - **Care**
  - **Origin**



Unforgettable style. Featuring a solid design and slim fit, this men's novelty suit and tie set from OppoSuits will have them remembering you.

[Click on this MEN'S GUIDE to find the perfect fit and more!](#)

### PRODUCT FEATURES

- Includes: suit jacket, pants & matching tie
- Jacket: padded shoulders, notched lapels, 2-button front, 5-pocket, long sleeves, regular-length jacket fits those between 5'8" and 5'11" tall
- Pants: flat front, 4 pockets, zipper fly with hook & button closure, 9.8-inch front rise, 13.75-inch leg opening, 33.5-inch inseam
- Extra length for tailoring

### FIT & SIZING

- Slim fit features high arm holes, slightly narrow straight body and tapered leg openings
- When in doubt between two sizes, we recommend you pick the larger of the two

### FABRIC & CARE

- Polyester
- Machine wash or dry clean
- Imported



# MEN'S OUTERWEAR COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Men's Outerwear 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.
2. **Sizing Type:** Sizing type helps ensure the product title on Kohls.com is correct (ex; Big & Tall, Slim, etc.)

## B. Product Details

1. **FEATURES:** The following attributes help build this section of the PDP
  - **Weight**
  - **Hood details**
  - **Special features**
  - **Sleeve length**
  - **Pocket details**
  - **Closure**
2. **FIT & SIZING:** The following attributes help build this section of the PDP
  - **Fit style**
  - **Hem**
3. **FABRIC & CARE:** The following attributes are necessary to create this section.
  - **Fabric Contents**
  - **Care**
  - **Origin**



Men's Columbia Ascender Hooded Softshell Jacket

[Columbia](#)

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



Tame the elements in comfort and style with this men's hooded jacket from Columbia.

[Click on this MEN'S GUIDE to find the perfect fit and more!](#)



### PRODUCT FEATURES

- Midweight insulation
- Attached hood
- Water- and wind-resistant shell
- Long sleeves
- Zipper pocket
- 3-pocket

### FIT & SIZING

- Regular fit
- Adjustable drawcord hood and hem
- Adjustable cuffs

### FABRIC & CARE

- Polyester
- Machine wash
- Imported

# MEN'S ROBE COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Men's Robe 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.
2. **Sizing Type:** Sizing type helps ensure the product title on Kohls.com is correct (ex; Big & Tall, Slim, etc.)

## B. Product Details

1. **FEATURES:** The following attributes help build this section of the PDP
  - **Construction**
  - **Closure**
  - **Pocket details**
  - **Sleeve length**
2. **FABRIC & CARE:** The following attributes are necessary to create this section.
  - **Fabric Contents**
  - **Care**
  - **Origin**

A

Men's Lands' End Calf-Length Turkish Terry Robe

[Lands' End](#)

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



B

Once you put on this men's luxurious Lands' End robe, you won't want to take it off.

[Click on this MEN'S GUIDE to find the perfect fit and more!](#)

1.

### PRODUCT FEATURES

- Shawl collar
- Luxurious Turkish terry is so soft and cozy
- Tie front
- 2-pocket
- Long sleeves

### FABRIC & CARE

- Cotton
- Machine wash
- Imported

# MEN'S APPAREL ATTRIBUTES GLOSSARY

This is a list of attributes used in Men's Apparel. Similar attributes have been condensed for brevity.

- **Belt Size:** Provide the smallest and largest waist size (in inches) this belt will fit
- **Bottoms Fit/Style:** Describe the way the pants fit on the body (ex: slim fit, skinny fit, straight fit)
- **Brim (in inches):** Provide the depth of the brim (in inches) of this hat
- **Brim Type:** Select the type of brim this hat has
- **Buckle Type:** Select the type of buckle closure on this product
- **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
- **Compression:** Describe the amount of pressure applied to the body (ex: light, medium)
- **Convertible/Detachable Style:** Describe any convertible and/or detachable aspects of this product, where they are located, and how they function
- **Cuffs:** Are there cuffs present on the product?
- **Designer/Series Name/Collection name:** Provide the name of the designer, series or collection name as applicable
- **Does this have a removable Hood?:** Select whether or not this product has a hood that is removable
- **Does this have reflective details? If so, describe location:** List whether or not this footwear have any reflective details. If it does, provide the location of these details
- **Dress/Jacket/Coat/Top length (in inches) from HPS to hem:** Describe the length of the product in inches from the shoulder to the hemline
- **Exterior Pockets (How many, location (front, back, side), closure type, faux or functional):** Provide the number, type and location of all exterior pockets
- **Fabric Technologies & Definitions/Explanation or Product Technologies (Provide branded names and definitions of technologies):** List the technologies of any fabrics on this product (ex; moisture-wicking technology wicks away sweat, etc.) & describe their function
- **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
- **Fashion Silhouette:** Provide the silhouette of this product (infinity, wrap, bucket, thong, etc.)
- **Fit Style:** Describe the overall cut and shape of a garment in relation to the body
- **Front (ie fly front, Y fly front, faux fly):** Select the front type from the drop down
- **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
- **Hemline:** Describe the type of hemline on the product (lace, hi-low etc.)
- **Inseams (in inches) - Regular:** Provide the length of the inseam on the regular size of these pants
- **Interior Mesh Liner?:** Select whether or not this product has an interior mesh lining
- **Interior Pockets (How many, location (front, back, side), closure type, faux or functional):** Provide the number, type and location of all interior pockets
- **Is this 4-Way Stretch?:** Select whether or not the fabric features 4-way stretch
- **Is this anti-odor? If so, define the technology?:** Provide any anti-odor technology
- **Is this breathable?:** Select whether or not this footwear features breathability

# MEN'S APPAREL ATTRIBUTES GLOSSARY (CONTINUED)

- **Is this Lined? & Lining Material:** Select whether or not this product has a separate lining. If yes, list the lining material in the "Lining Material" attribute. Please avoid using abbreviations.
- **Is this moisture-wicking:** Select whether or not this product features moisture-wicking technology
- **Is this packable:** Select whether this product is intended to condense into a significantly smaller size to take up less space in a suitcase
- **Is this reversible:** Select whether or not this product is reversible
- **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).
- **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)
- **Other exterior & interior features:** For wallets and cases, indicate any other internal or external features not listed in other attributes
- **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 neckline:** Select the product neckline from the dropdown
- **Provide Rise:** Describe where the waistband sits on the body (ex: low rise, mid rise, high rise)
- **Recommended Activity (ie, running, training, yoga):** Provide any specific activities this product is intended for
- **Recommended Title/Title Description:** Include brand, product and any other necessary information required to title your product for Kohls.com.
- **Sleeve Length:** Describe where the sleeves are intended to fall (long, short, 3/4-length, etc.)
- **Sock Size Range:** Provide the size range of the socks
- **Special Features/Selling Features:** Provide desirable qualities of your product to help the customer. Do not provide duplicative information from other fields.
- **Tag Free?:** Select whether or not this product has a tag
- **Thumbholes:** Select 'Yes' if this product has thumbholes on the sleeves
- **Tops & Jackets Fit/Style:** Describe the fit or style of this jacket (ex: slim fit, boxy fit, athletic fit or style: bomber, parka)
- **UV/UPF Protection & UV/UPF Rating (Numerical):** Select whether or not this product has UV or UPF protection and provide the numerical value of the UV or UPF protection on this product
- **Waistband (Elastic, Foldover, Drawstring):** Describe the waistband functionality
- **Warmth Rating:** Select the weight category of this product. This helps customers determine if the product will be warm or lightweight enough without feeling the product.
- **Warranty Length:** Provide the length of time there will be a warranty on this product
- **What is the moisture-wicking name?:** Describe if this product is water resistant, waterproof, etc.
- **What is the type of water protection?:** List all items that are included for this product. For example, if the title lists a 3-pc. set, please list out each individual item
- **What's Included?:** Provide all of the products included in this set

# 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.

# MEN'S APPAREL 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.
- **Loungewear vs. Sleepwear:** In compliance with US Customs H140735, you must specify whether your product is specifically intended as sleepwear (worn in private situations or with intimate family and friends) or specifically intended as loungewear (worn in informal situations in and around the home)
- **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.
- **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.
- **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