



KOHL'S

Digital

Vendor

Newsletter





Welcome,

A Note to Our Vendor Partners

At Kohl's Digital, we're always looking for new ways to better support our vendors. Beginning this quarter, we're excited to introduce the Vendor Digital Newsletter, which will be shared with our vendor partners at the start of each quarter!

This newsletter is designed to provide helpful guidance and education on how to work most effectively within the Kohl's Digital landscape. You can expect information on topics such as attribution and image processes, troubleshooting tips, important reminders and key dates, as well as general K-Link tips, best practices, and more.

The Vendor Digital Newsletter will be sent to all vendors with an active K-Link account who have signed in within the last 90 days. Past editions will also be available in K-Link under Resources > Digital > Digital Vendor Newsletter.

We encourage you to read through each edition and take advantage of the valuable information shared. Our goal is to make your experience in Digital as smooth and successful as possible.

Thank you for your continued partnership with Kohl's!

The Kohl's Digital Team





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GENERAL K-LINK UPDATES

NEW! K-Link Vendor Troubleshooting Guide

This guide will assist you in troubleshooting the most common issues and errors you may encounter when completing the attribution and image process in K-Link. [K-Link Troubleshooting Guide](#)

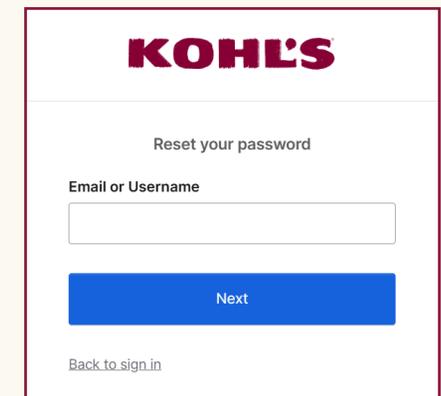
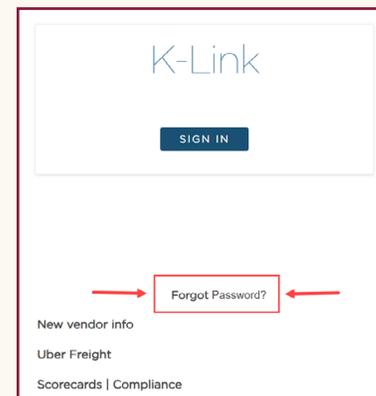
What will this guide help with?

- Provides step-by-step fixes to common issues without needing to contact support
- Eliminates delays caused by unnecessary tickets
- Improves confidence in resolving basic issues independently
- Strengthens onboarding and training

The guide is available in K-Link Resources by navigating to: Resources > Digital > K-Link Guides & How-To > Guides > K-Link Vendor Troubleshooting Guide

Forgot Your K-Link Password?

- Please refer to the Quick Reference Guide — Forgot Password located in K-Link Resources for step-by-step instructions on resetting your password: [Forgot Password](#)
- If you are not receiving the password reset email or text, please contact k-link@kohls.com and the team can resend the notification.
- For assistance with security questions, please reach out to the EOC at 262-703-1515 to open an incident ticket. The K-Link team is not able to assist with these issues!



GENERAL K-LINK UPDATES

Automated Attribute & Image Reminder Emails

In mid November 2025, we launched automated email reminders to help you stay on track with required copy attributes and image uploads in K-Link.

You may receive messages with these subject lines when due dates are approaching or past due:

- Action Required: Kohl's Attribution & Image Needed - (With Inventory) [Timestamp]
- Action Required: Kohl's Attribution & Image Needed - (Without Inventory) [Timestamp]

Each email highlights the **merchant groups needing updates** and includes **K-Link navigation details** so you can quickly complete your tasks.

You'll only receive reminders for the merchant groups **you've clicked into in K-Link** that are currently **In Progress, Ready to Submit**, or **Rejected**. The reminders are tied to the **K-Link login email** associated with your activity.

For assistance or questions, please reach out to your merchant partners.

To share feedback on this new process, contact EC-DigitalOperationsProcess@kohls.com.

Updated Organic Guidelines on K-Link

In late October 2025, updated requirements for labeling and marketing **organic** products (for digital commerce and retail stores) were introduced in K-Link and communication was sent out to vendors. As a refresher, we're sending a reminder to ensure all vendors have reviewed and implemented the latest standards.

Access the **"Organic Guidelines"** on link.kohls.com under **Resources > Compliance & Product Standards**.

The guidelines outline key expectations, including:

- Proper use of the term "organic" and related claims on packaging, product labels, listings, and descriptions.
- Standards for marketing content, imagery, and any materials referencing organic attributes.

Compliance was required as of January 6, 2026.

Please note: Products that do not meet these standards may be removed from our website or require further review.



IMAGERY & VIDEO

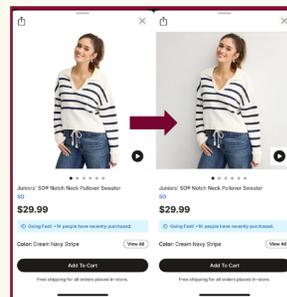
Inspire Confidence with Compelling Imagery

Great images help sell a product. At Kohl's, we're updating our Image & Video Style Guides to help you create the kind of visuals that inspire customers to make a purchase.

What content works best?

- Multiple angles & close-ups
- Lifestyle, editorial, & environmental shots
- 360° views & educational imagery
- Clean, neutral, or tonal gray backgrounds for an elevated look

These updates are designed to give customers the confidence to add to cart when on the Product Detail Page (PDP). Explore some of the examples below and see how you can make your products shine.



Dynamic Imagery Submission: Do's & Don't's

Do:



- Submit alt images for all colorways with “_dynamic” at the end of the file name for any styles you want to be dynamic that **were loaded pre-March 2025**.
- Follow all relevant style guides found under the **Resources** tab in K-Link.
- Reach out to your merchant partner with any questions regarding dynamic imagery.

Don't:



- Submit alt images with “_dynamic” at the end of the file name for styles that **have not been previously submitted**. Images and styles that are submitted through K-Link for the first time will automatically be processed as dynamic.
- Re-Submit any imagery without making any changes to the image and file name.

IMAGERY & VIDEO

PDP STYLE GUIDE UPDATES

Accessories	Home	Personal Care
Baby & Kid's Gear	Household Supplies	Pets
Beauty	Intimates	SVVW
Consumables	Jewelry	Women's
Footwear	Junior's	
KOHL'S PHOTO & VIDEO STYLE GUIDE		

FAQs

Please reach out to your Kohl's merchant/buying partners for the following:

- What is my product's style number?
- Is my style considered legacy?
- What merchant group is my style number in?

Please reach out to K-Link@kohls.com for the following:

- Register for a K-Link account
 - Add an additional vendor to your K-Link profile
 - Questions on the K-Link upload process
 - Any issues with K-Link system
- If the vendor is uploading alternate images in bulk for older products, please include EC-ImageAssets@kohls.com on the email thread.

- More FAQs [Here](#)

PRODUCT ATTRIBUTION

Attribute Education

To produce high-quality product page content, we rely on you to provide concise, consistent, and accurate product details. During the page build process, we identified three opportunities to reduce duplicate information while improving overall accuracy and content quality.

Opportunity 1

Attribute: H x W x D, H x W x L (should include UOM)
-For Sets That Include dimensions for Each Piece

Consistent attribute formatting reduces manual edits and improves accuracy. The expected attribute format is listed below, along with examples of incorrect formatting to avoid.

 **Correct:** 4"H x 7"W x 11"L

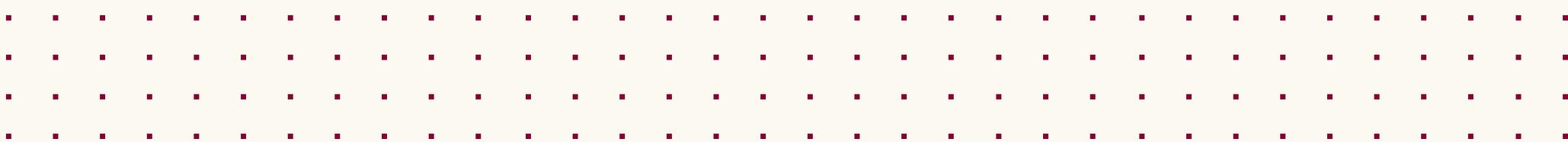
 **Incorrect:** 4in. x 7in. x 11 in.
Incorrect: 4x7x11in.
Incorrect: 4in.x7"x11

Opportunity 2

Attribute: Construction
-"Please use this field to name the product's construction and describe its feel"

This attribute should explain how the item is made and how it feels when worn or used, not just the material. Please provide the construction type, such as knit, woven or fleece, then add a simple feel description, such as soft, smooth or lightweight.

Example combinations include: knit & soft, woven & smooth, fleece & plush, ribbed & stretchy, and similar descriptions.



PRODUCT ATTRIBUTION

Attribute Education Cont.

Opportunity 3

Attribute: Special Features

Use “Special Features” Carefully: If you add measurements or materials here, the same information may appear twice on the product page. To avoid this, only include details that are not listed in other fields.

 **Do:** Add only unique features

 **Don't:** Add measurements, sizes, or materials that already appear elsewhere

Special Features/Selling Features

FEATURES
 Ventilated lightweight design
 Adjustable straps provide secure fit
 Water friendly
 Padded footbed
 DETAIL
 Synthetic upper & lining
 EVA midsole
 TPR outsole
 Open toe
 Hook-and-loop tape closure
 EVA footbed
 Flex groove outsole
 0.05-in. heel
 Spot clean

DETAILS

- Unnamed Attribute 01 • Hook-and-loop tape closure
- Unnamed Attribute 02 • Flex groove outsole
- Unnamed Attribute 03 • Open toe
- Unnamed Attribute 04 • 0.01 in. platform height
- Unnamed Attribute 05 • 0.01 in. heel height
- Unnamed Attribute 06 • Imported

FEATURES

- Unnamed Attribute 13 • Ventilated lightweight design
- Unnamed Attribute 14 • Adjustable straps provide secure fit
- Unnamed Attribute 15 • Water friendly
- Unnamed Attribute 16 • Padded footbed
- Unnamed Attribute 17 • Provides arch support
- Unnamed Attribute 18 • Open toe design
- Unnamed Attribute 19 • Hook-and-loop tape closure
- Unnamed Attribute 20 • Flex groove outsole

LIVE TO SITE

Flipping Sample Sent Toggles/Indicators in Merchant Groups

Please note that this process applies only to Turn-In Vendors who send samples to Kohl's for photography in our internal studio. VSI Vendors, who upload their own imagery directly into K-Link, can disregard the Sample Sent Toggle process.

The Sample Sent toggle must be flipped any time a sample is sent to Kohl's for our internal photography. Without the toggle flipped, imagery will not flow into the Merchant Group; page build cannot proceed, and the product will not appear online.

Only the vendor has the ability to flip the Sample Sent toggles. Kohl's cannot perform this action on the vendor's behalf. For directions on how vendors can flip the sample sent toggles, please refer to the [Image Sample Indicator/Toggle Quick Reference Guide](#)

Toggle Flipped

WT6SA105PP2
MESH TANK
CCs: 1 | Images : 0 | Due: 10-24-25

Customer Choice #: 57220922
Vendor Color: RD PLM
NRF Color: 501-DRK PURPLE

Kohls.com Samples Sent for Entire Style

Kohls.com Samples Sent

READY FOR IP REVIEW

Toggle NOT Flipped

LR970SS-SBLX
Locker Room 9Seventy Stretch Snap
CCs: 2 | Images : 0 | Due: 03-09-26

Customer Choice #: 59285850
Vendor Color: SEA GRAY
NRF Color: 020-GREY

Kohls.com Samples Sent for Entire Style

Kohls.com Samples Sent

UNDER VENDOR REVIEW

Resources

[K-Link Vendor User Guide](#)

Resources>Digital>K-Link Guides & How-To>Guides

[Kohl's PDP Copy Guide](#)

Resources>Digital>K-Link Guides & How-To>Guides

[Made In USA FAQs](#)

Resources>Digital>K-Link Guides & How-To>Guides

[Kohl's Photo & Video Style Guide](#)

Resources>Kohl's Photo & Video Style Guide>Choose Relevant Category of Business

[Dynamic Imagery FAQs](#)

Resources>Kohl's Photo & Video Style Guide>FAQ's





What is K-Link?: K-Link is a dynamic, cloud-based web user interface that serves as a one-stop entry point into the Kohl's ecosystem, connecting vendors and internal teams to Kohl's product information.

Product Attribution: Product details (including descriptions, features, measurements etc.) Provided by the vendor that feed directly to PDPs on Kohls.com.

Dynamic Imagery: In Spring 2025 we introduced a new site enhancement: Dynamic Alternate Images. When a customer selects a color on a product, both the main and alternate images now automatically update to reflect that specific colorway*. This feature offers a more interactive shopping experience and helps customers feel confident in their purchase decisions. To take advantage of this functionality, please upload alternate images for each available colorway of your products. **This will only apply if the vendor has uploaded additional colorway images for the product.*

Merchant Group: This is an organizational tool used to group related styles together—most commonly based on buy or season, though each merchant office may organize them in the way that works best for their area. Merchant groups follow a standard naming convention: Vendor Name_Dept Number_Name of Group.

Sample Sent Indicator/Toggle: A K-Link toggle that vendors are required to flip after sending product samples to Kohl's for studio photography. This indicator is intended only for Turn-In Vendors whose samples require eCommerce imagery to be shot at the Kohl's studio for Kohls.com PDPs.

PDP: Stands for product detail pages. It is the individual product page on Kohls.com that displays all key information a customer needs to make a purchase. This includes product images, descriptions, pricing, available colors and sizes, shipping options, and vendor-provided attributes that originate from systems like K-Link.

