KOHL'S PRODUCT DETAILS PAGE (PDP) COPY GUIDELINES

Toys

KOHL'S

Revised 2/17/2025

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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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BUILDING BLOCK COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Building Block 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, piece count, style number, and any other necessary information required to title your product for Kohls.com.

B. Product Details

1. **FEATURES:**
   - **Explain the highlights of the product and features a customer would want to know**

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

3. **DETAILS:**
   - **Dimensions (of assembled piece when applicable, not the box)**
   - **Model/Style no.**
   - **Age Appropriate**
   - **Fabric/Material**
   - **Care**
   - **Origin**

ACTION TOYS & VEHICLES COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Action Toys & Vehicles copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the Attribute Glossary

A. Product Title

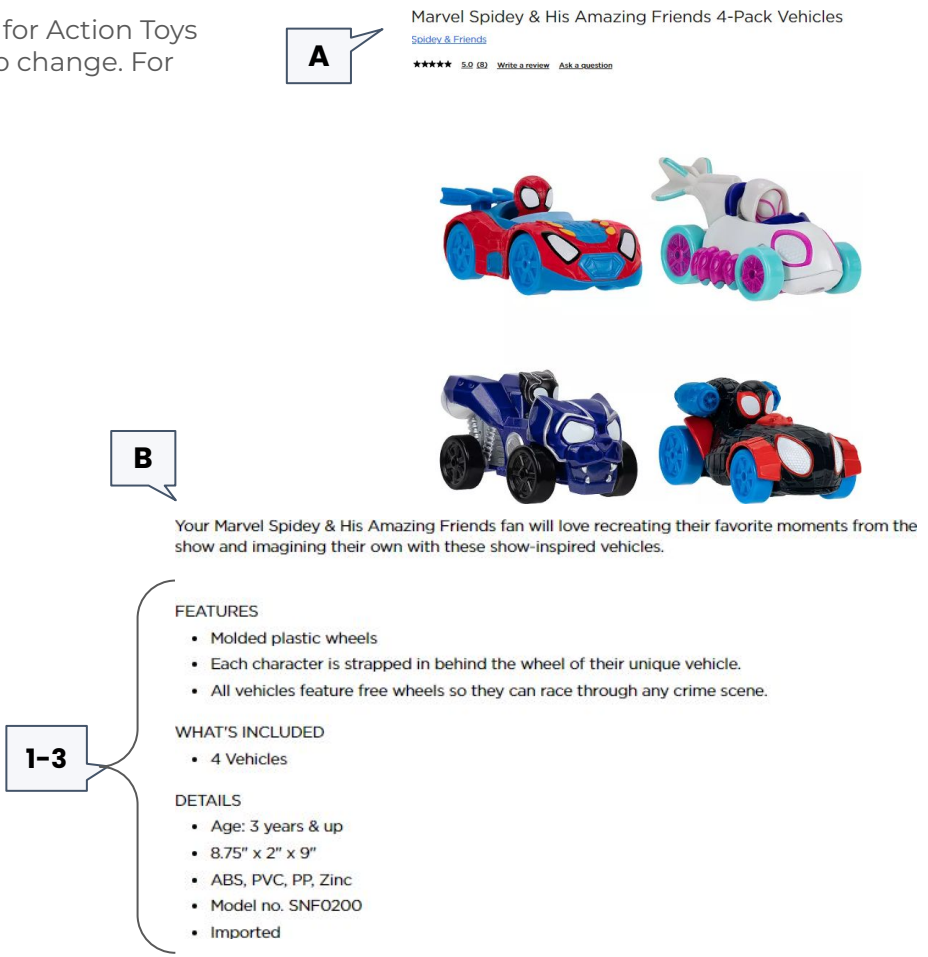
1. **Recommended Title/Title Description:** Include brand, product, piece count and any other necessary information required to title your product for Kohls.com.

B. Product Details

1. **FEATURES:**
   - **Explain the highlights of the product and features a customer would want to know**

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

3. **DETAILS:**
   - **Age Appropriate**
   - **Dimensions (of toy(s), not the box)**
   - **Fabric/Material**
   - **Model no.**
   - **Warranty length (if applicable)**
   - **Origin**



PLUSH TOYS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Plush Toy copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the Attribute Glossary

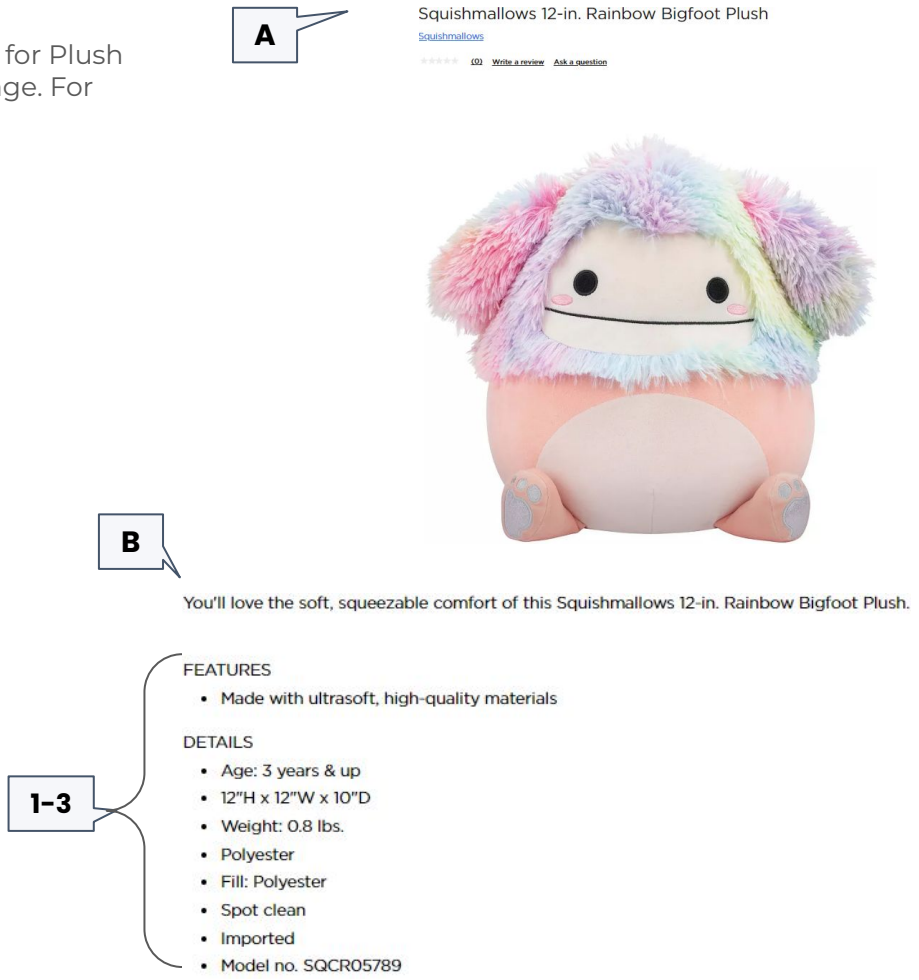
A. Product Title

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:**
   - **Explain the highlights of the product and features a customer would want to know**

2. **DETAILS:**
   - **Age Appropriate**
   - **Dimensions**
   - **Product weight**
   - **Fabric/Material**
   - **Fill**
   - **Care**
   - **Origin**
   - **Model no. (if applicable)**



DOLL COPY REQUIREMENTS

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

A. Product Title

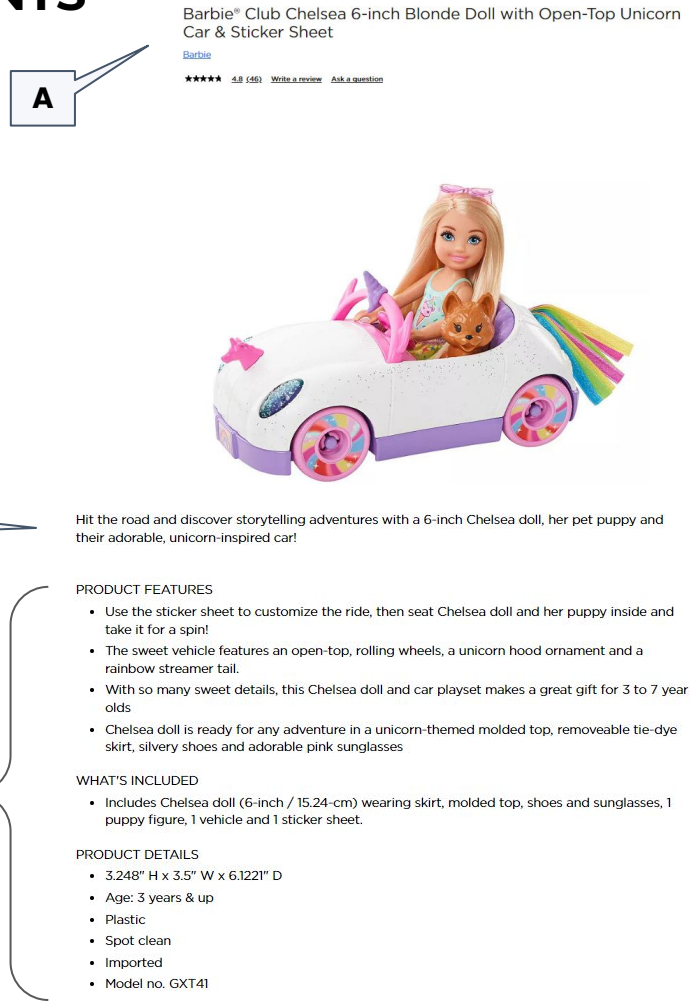
1. **Recommended Title/Title Description:** Include brand, product, dimension(s), and any other necessary information required to title your product for Kohls.com.

B. Product Details

1. **FEATURES:**
   - **Explain the highlights of the product and features a customer would want to know**

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

3. **DETAILS:**
   - **Dimensions (of product, not the box)**
   - **Age Appropriate**
   - **Fabric/Material**
   - **Care**
   - **Warranty length (if applicable)**
   - **Origin**
   - **Model no. (if applicable)**



ARTS & CRAFTS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Arts & Crafts 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, piece count (if applicable), and any other necessary information required to title your product for Kohls.com.

B. Product Details

1. **FEATURES:**
   - **Explain the highlights of the product and features a customer would want to know**

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

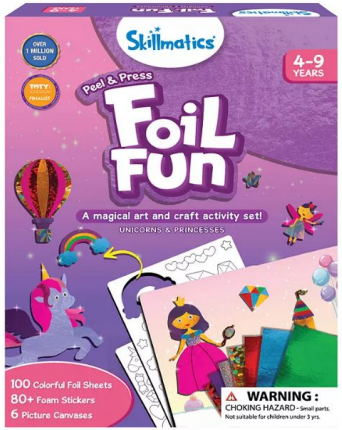
3. **DETAILS:**
   - **Age appropriate**
   - **Dimensions (of assembled piece when applicable)**
   - **Fabric/Material**
   - **Model no.**
   - **Product weight**
   - **Care**
   - **Origin**

A

Skillmatics Foil Fun Unicorns & Princesses Activity Craft Kit

Skillmatics

★★★★★ 5.0 (4) Write a review Ask a question



B

Your children will have so much fun with this Skillmatics Fun Unicorns & Princesses foil arts & crafts kit.

1–3

FEATURES

- Create colorful foil-art scenes featuring unicorns, princesses, hearts, rainbows, stars, and more
- Simply peel a sticker, press the foil on top, and peel back to reveal the sparkly magic
- Inspires hours of open-ended creativity and independent screen-free play
- Supports the development of fine-motor skills, spatial reasoning, and creative thinking

WHAT'S INCLUDED

- 6 colorful princess-themed canvases, 80 foam stickers and 100 sparkly foil sheets

DETAILS

- Age: 4 years & up
- 11"H x 8.4"W x 2"D
- Paper, foam, foil
- Model no. SKILL643FFUP
- Weight: 0.8 lbs.
- Wipe clean
- Imported

PRETEND PLAY COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Pretend Play copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the Attribute Glossary

A. Product Title

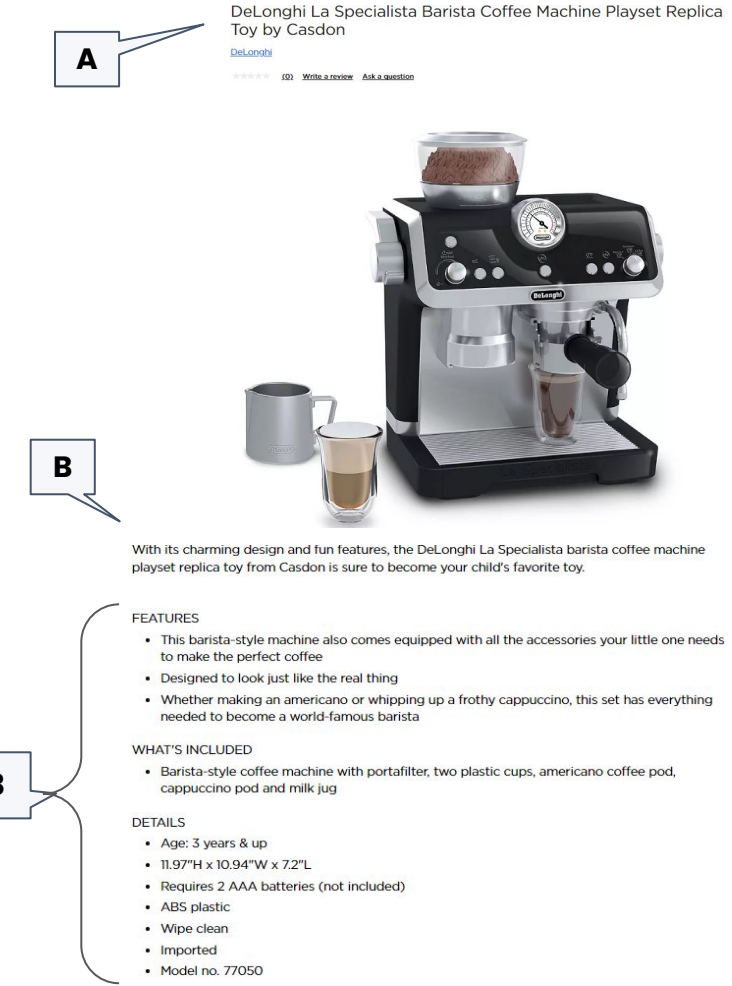
1. **Recommended Title/Title Description:** Include brand, product, piece count (if applicable), and any other necessary information required to title your product for Kohls.com.

B. Product Details

1. **FEATURES:**
   - **Explain the highlights of the product and features a customer would want to know**

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

3. **DETAILS:**
   - **Age Appropriate**
   - **Dimensions (of product, not the box)**
   - **Batteries - number & type required, included?**
   - **Fabric/Material**
   - **Care**
   - **Origin**
   - **Model no.**



GAMES & PUZZLES COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Games & Puzzles 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:**
   - **Explain the highlights of the product and features a customer would want to know**

2. **DETAILS:**
   - **What's Included**
   - **Age Appropriate**
   - **Players**
   - **Is assembly required?**
   - **Origin**

A

Trouble Game by Hasbro

Hasbro

★★★★½ 4.3 (102) Write a review Ask a question

B

Move your pegs around the board and send other players' pegs back to the beginning to get ahead in this Trouble game.

1-2

PRODUCT FEATURES

- Get all your pegs to the Finish space to win
- Pop-O-Matic die roller rolls the die
- Double Trouble and Warp spaces change up the game

PRODUCT DETAILS

- Includes: gameboard, plastic game unit with Pop-O-Matic die roller, 16 pegs & 4 rubber feet
- Ages 5 years & up
- For 2 to 4 players
- Assembly required
- Imported

OUTDOOR TOYS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Outdoor Toys 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, piece count, style number, and any other necessary information required to title your product for Kohls.com.

B. **Product Details**

1. **FEATURES:**
   - **Explain the highlights of the product and features a customer would want to know**

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

3. **DETAILS:**
   - **Age Appropriate**
   - **Dimensions (of assembled piece when applicable, not the box)**
   - **Fabric/Material**
   - **Warranty (if applicable)**
   - **Is assembly required?**
   - **Care**
   - **Origin**
   - **Model no.**

A

Little Tikes 3-in-1 Splash 'n Grow Water Table Toy

Little Tikes

★★★★★ 4.7 (10) Write a review Ask a question

B

Upgrade your kiddo's summer with this Little Tikes 3-in-1 Splash 'n Grow Water Table Toy.

1–3

FEATURES

- Water table fun
- Water resistant
- Activities like spinning gears, funnels and center tower with ball drop and rain shower
- Room for multiple kids to play at once
- Legs can be adjusted for different heights and levels
- 5+ foot large splash pad can be filled with water for added play

WHAT'S INCLUDED

- Water table, splash pool, 2 scoops and 5 play balls

DETAILS

- Age: 2 years & up
- Water Table without pool: 29.00"H x 24.00"W x 36.00"D Water Table with pool: 29.00"H x 66.00"W x 66.00"D
- Plastic, PVC, metal
- Manufacturer's 90-day limited warranty
- For warranty information please click here
- Some assembly required
- Wipe clean
- Imported
- Model no. 660412

RIDE-ON TOYS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Ride-On Toys copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the Attribute Glossary

A. Product Title

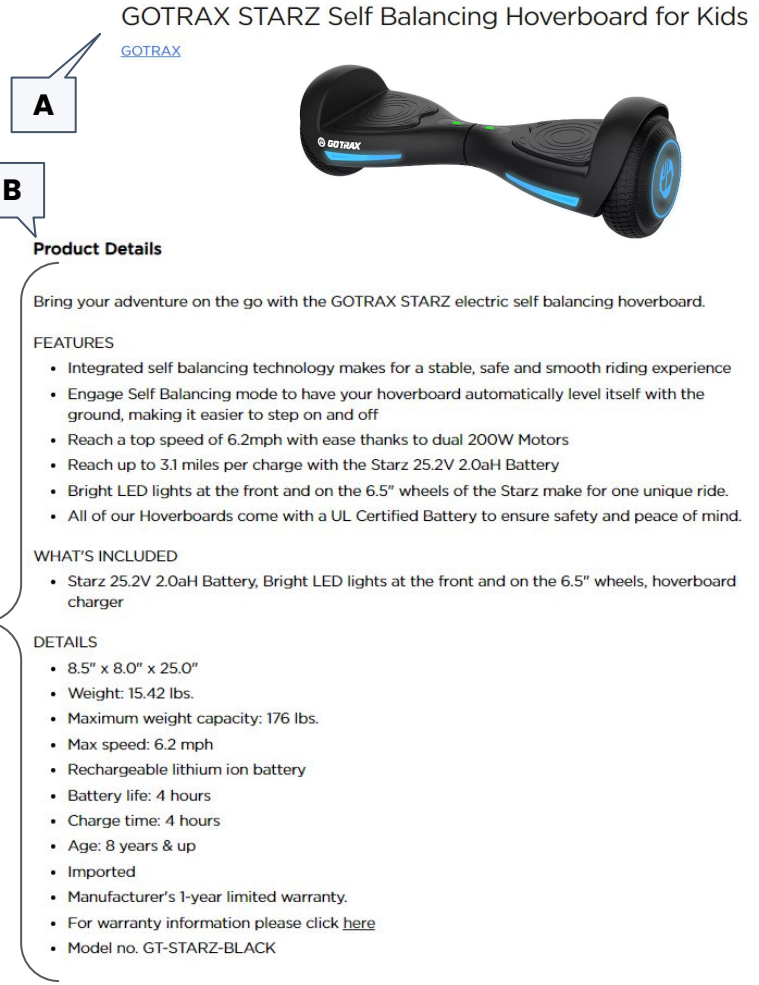
1. **Recommended Title/Title Description:** Include brand, product, piece count, style number, and any other necessary information required to title your product for Kohls.com.

B. Product Details

1. **FEATURES:**
   - **Explain the highlights 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**

3. **DETAILS:**
   - **Dimensions (of assembled piece when applicable, not the box)**
   - **Weight**
   - **Maximum Weight Capacity: for items that are meant to be weight bearing- scooters, bikes, slides, etc.**
   - **Maximum Speed: for electric ride-on toys**
   - **Fabric/Material**
   - **Battery information**
     - **If rechargeable, include charge time & battery life**
   - **Is assembly required?**
   - **Care**
   - **Age Appropriate**
   - **Origin**
   - **Warranty (if applicable)**
   - **Model no.**



TOYS ATTRIBUTES GLOSSARY

This is a list of attributes used in Toys. Similar attributes have been condensed for brevity.

- **Age Appropriate:** Provide the numerical age or age range this product is appropriate for
- **Author:** If this is a book, provide the name of the author
- **Auto Shut-Off?:** Select whether or not this item shuts off automatically after a certain amount of time has passed
- **Backing Material:** Provide the material makeup of the backing on this product
- **Batteries - Number & Type Required, Included?:** List the batteries required, how many are required and whether or not they are included
- **Brake Location:** Provide the location of the brake(s) on this product
- **Care:** Select how the product should be cared for. Do not select contradicting options (ex; selecting “Machine Wash” & “Hand Wash”)
- **Certification:** Provide any certifications this product has
- **Character Name/Sports Player?:** Provide any characters, licensed properties, athletes, etc. associated with this product
- **Compartment Quantity:** Provide the number of compartments
- **Compatibility - list brands and model numbers, devices & apps:** List any brands, devices, apps, products and model numbers this product is compatible with
- **Connections (input, output, ports):** List any inputs, outputs or ports on this product
- **Does this arrive inflated?:** Select whether or not this product arrives inflated
- **Does this have sound?:** Provide whether or not this product emits any sounds
- **Electrical Power Number & UOM:** List the power number and unit of measure (ex: 1400 watts)
- **Fabric/Material:** List all materials for the specific product. This should match the materials listed on the product tag. Please avoid using abbreviations. Do not include packaging materials.
- **Features 1-9/Special Features:** 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 PDP.
- **Fill content:** Provide the content of the filling within this product
- **Grip material:** Provide the material of the grip(s) on this product
- **Grip Size (in inches):** Provide the size (in inches) of the grip on this product
- **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.
- **Head Size QTY & UOM:** Provide the numerical value of the head size and unit of measure this product has
- **How does it work/What does it do?:** For products that may not be immediately self-explanatory or are introducing new technology to consumers, provide clear explanations of their functionality. This copy should distinctly differ from the Features or Special Features sections.
- **Is assembly required?** Select whether or not assembly is required in order to use this product
- **Is this adjustable?:** Select whether or not this product is adjustable
- **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):** Provide the size (in inches) of a laptop, tablet or divide this item can effectively store
- **Licensed Property Name:** Provide any characters, licensed properties, athletes, etc. associated with this product
- **Light Bulb Included:** Select whether or not the light bulb(s) is/are included or not
- **Manual or Electric:** Select whether this product functions manually or by electricity
- **Maximum Speed:** Provide the maximum speed (with the unit of measure) this product has
- **Memory (RAM) QTY & UOM:** Provide the numerical value of the amount of RAM this product has and unit of measure
- **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

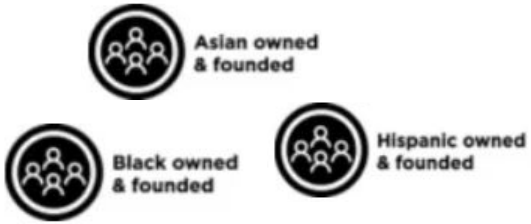
TOYS ATTRIBUTES GLOSSARY (CONTINUED)

- **Mounting Instructions:** Provide any instructions required to mount this product, including how this product is mounted
- **Music/Sound - What Song, Artist?:** If this product plays music, provide the song(s) and musical artist(s)
- **Number of ____ (Card slots/pages/recipes etc.)**Provide the number of the specific subject that the attribute is requesting. Ex.: Number of Players: 2-4 players
- **Operating System:** Provide the operating system this product runs with
- **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)
- **Plot Summary:** Describe the storyline of this book
- **Pockets Attributes:** Multiple attributes ask for pocket information. Please provide number of pockets and as much detail as possible so customers know pockets are functional, faux, button closure, etc.vide the number of pockets this product has on its exterior
- **Power Source:** Provide the source of power required for this product to function
- **Processor:** Provide the type of processor this product has
- **Product Closure:** Provide the type of closure this product has
- **Publisher:** Provide the publishing company that published this book
- **Recommended Playing Level:** Provide the recommended playing level for this product
- **Recommended Title/Title Description:** Include brand, product, licensed property and any other necessary information required to title your product for Kohls.com.
- **Safety/Protective Features:** Provide any safety or protective features this product has
- **Screen Refresh Rate (in Hz):** Provide the numerical value (in hertz) at which this product's screen refreshes
- **Seat Height (in inches):** For any furniture that is intended for sitting, indicate the seat height (length from floor to seat in inches)
- **Shelf Dimensions (in inches):** Provide the height, width and depth dimensions (in inches) of this/these shelf/shelves
- **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
- **Size (official, intermediate/womens, youth):** Provide the specific sizing of this product
- **Straps - Dropdown Length for Each Strap (in inches):** Provide the numerical value (in inches) for the drop length of any straps on this product
- **String (in gauge):** Provide the gauge of the string(s) on this product
- **String Pattern:** Provide the pattern of the string on this product
- **Strung:** Select whether or not this product comes pre-strung
- **Type of Book:** Provide the type of book this product is (hardcover, softcover, board, etc.)
- **Usage Guidelines Temperature (in F):** Provide the temperatures this product should be used and stored in
- **UV Protection & UV Protection Rating - Numerical:** Select whether or not your product provides UV protection and the UV protection rating
- **Video Recording Specifications (Resolution, FPS, etc.):** Provide any specifications for this product video recording capabilities
- **Video/Camera Resolution (in megapixels):** Provide the numerical value of the resolution (in megapixels) of this product
- **Waistband (elastic, foldover, drawstring):** Describe the type of waistband on this product
- **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 & UOM:** Provide the numerical value of the weight of this product and unit of measure
- **Weight Capacity/Range (per piece):** List the maximum weight capacity (including unit of measure) for this item or for each item in a set. This is recommended and often required of products that the customer is meant to sit, stand or lay on.
- **What's Included?:** Provide a list of all included parts and pieces
- **Wheel Type:** Select whether the wheels are rubber or plastic
- **Wireless Range & Type:** For wireless devices, list the wireless type (WiFi, Bluetooth etc) and range with UOM (30-ft.. 10 meters, etc.)
- **Year Published:** Provide the year in which this book was published

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** 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

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
- Cotton LEADS Certified
- Sourced through Better Cotton Initiative™ (BCI)
- Global Recycled Standard Certified
- Recycled 100 Claim Standard Certified
- Recycled Blended Claim Standard Certified
- Recycled EVA
- Responsible Down Standard Certified
- EcoVero™ Certified
- Tencel
- Ecocosy
- STANDARD 100 by OEKO-TEX® CERTIFIED
- MADE IN GREEN by OEKO-TEX® CERTIFIED
- Lenzing: Lyocell, Modal, Viscose
- 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 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.

TOYS LEGAL GUIDELINES

- **Trademarks**: If copy or imagery features a trademarked term, brand name or logo, we cannot include the claim without confirmation you have the proper licensing to use it (Common examples include: Velcro, Onesie, Wiffle Ball, Luxury brands like Dior and Chanel, etc.)
- **Faux Fur:** We cannot have any products on kohls.com that contain real fur. You must confirm via the Faux-Fur attribute that "yes", your product contains faux-fur or "no", your product does not contain faux-fur. If you select "No Value", your attribution will be rejected.
- **Made in the USA:** In order to use “Made in the USA” on the PDP, the merchant group name must include “MIUSA”. Work with your merchant partner to complete the verification process to be able to display “Made in the USA” on product pages.
- **New & Improved:** Kohls.com does not use the terms "new and improved" unless there truly are ***substantial*** or ***significant*** features that are both new ***and*** improved. The FTC closely examines an advertiser's use of the word "new" because it is no longer "new" after a certain period of time.
- **Non-Profits:** For non-profit donations, you must provide specific verbiage to be displayed on Kohls.com. You must also provide confirmation and documentation stating you will notify Kohl's if the donations change or stop.
- **Testing Claims:** Testing done under specific conditions (ie: multiple variables, disclaimers to testing) ***cannot*** be called out in copy. Testing done to compare against other models/brands ***cannot*** be called out in copy. For any copy callouts regarding claims about specific testing you must confirm you can provide documentation if requested to verify testing.
- **Proposition 65:** Vendors are responsible for providing Kohl's with the warning when it is needed. Specific attributes ask for Prop 65 info. Please fill out this attribute exactly as the disclaimer should appear on the PDP.
- **Tribal Names:** Kohls.com will not use any specific tribal names in any copy - this violates the Indian Arts & Crafts Act. Acceptable keywords include; general use of the word tribal, geometric, medallion, scroll, ikat and batik.

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