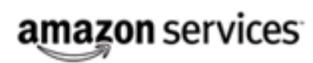


Selling on Amazon



About this document

This Style Guide is intended to give you the guidance you need to create effective, accurate product detail pages in the Home & Garden category.

In addition to using this document, we encourage you take advantage of the wealth of information available in our Help pages. Click "Help" on the upper-right side of the Seller Central home page.

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Section I: Product Listing



Title Style

Your product title is the first thing the customer sees when they go to your detail page. Does your title provide the customer with the right information? Will they continue looking at your detail page?

The customer should be able to make the purchase based on information in the title alone, and only product-related information should be included. Amazon uses the words in your titles to display your product in search results. A concise and relevant title will drive traffic to your product. Always check titles for consistent format and accuracy. To ensure that your title creates a good first impression, follow the guidelines below.

Tips for creating a great title

| Do | Do Not |
|---|---|
| <ul style="list-style-type: none">• Capitalize the first letter of each word (see exceptions under Do Not)• Use numerals (2 instead of two)• Spell out measurements (inches instead of ")• Keep it short, but include critical information• 100 characters maximum <p>Note: Please include only standard text. Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.</p> | <ul style="list-style-type: none">• Do not use ALL CAPS• Do not capitalize:<ul style="list-style-type: none">○ Conjunctions (and, or, for)○ Articles (the, a, an)○ Prepositions with fewer than five letters (in, on, over, with, etc.)• Do not include merchant information• Do not include promotional messages such as "sale" or "free ship" (use the Promotion Manager tool to include messaging)• Do not use your merchant name for Brand or Manufacturer information, unless your product is Private Label• Do not include symbols in your listings (such as ! * \$?) |

Elements to Include

[Brand] + [Pattern Name/Material] + [Product Type] + [Model Number (for Kitchen and Housewares only)], + [Size/Style] + [Set Quantity] + [Color]*

* If you are using variations, include the size and color in the "child" items only. Do not include size or color in the parent. See the [Variation Relationships](#) Help page for more information.

Note: If you include your company information or sale messaging in your product titles, your account may be at risk of being suspended.

For more information go to [Seller Performance Measurement](#). To find out how to appeal a decision related to a blocked or suspended account, please go to [Appeals for Suspended or Blocked Accounts](#).

Examples

| Brand | Pattern/Material | Product Type | Model# | Size | Set Qty | Color |
|----------------|---------------------------------------|-------------------------|--------|------|---------------|-------------|
| Royal Albert | Old Country Roses Floral Pillar/Taper | Candleholder | | | Set of 2 | |
| Nautica | J Class 100% Hygro | Hand Towel | | | | Deck White |
| Corelle | Livingware | 16-Piece Dinnerware Set | | | Service for 4 | Memphis |
| Tommy Hilfiger | Egyptian Cotton | Fitted Sheet | | King | | Blue Stripe |

Good example



[See larger image](#)
[Share your own customer images](#)

Include model number in your title for Kitchen & Housewares products.

Include color for products without variations.

Umbra 330726-125 Lavish Kitchen Soap Pump, Bronze

Other [Umbra](#) products | [See collection](#)
No customer reviews yet. [Be the first.](#)

List Price: ~~\$17.00~~

Price: **\$15.99** & eligible for free shipping with **Amazon Prime**

You Save: **\$1.01** (6%)

[Special Offers Available](#)

In Stock.

Ships from and sold by **Amazon.com**. Gift-wrap available.

2 used & new available from **\$15.99**

This is an ideal title. It is concise, clear, and includes relevant information (brand, model number, product, color).

Bad example



[See larger image](#)
[Share your own customer images](#)

Do not include sale information.

Don't use ALL CAPITAL LETTERS.

Don't mention your company.

This is not relevant product information.

Sale!!!! NEW BED IN A BAG SET FROM MY COMPANY EXCELLENT QUALITY, MODEL #56923BB43F, PERFECT FOR HOLIDAY GIFTS -- BUY NOW WITH CONFIDENCE!

Other products by [ME M](#)
No customer reviews yet.

Price: **\$4,000.00**

In Stock.

Ships from and sold by

Remove from Title, Put in "Key Product Features" unless it is a Small Appliance product.

[duct](#)

Including any information that isn't directly related to the product, including your company information, is a violation of Amazon policy.

Only 1 left in stock--order soon.

Brand & Manufacturer

Brand information allows the Amazon.com customer to determine the model and brand of the product they may purchase. These fields improve the accuracy of your data listings and help customers discover your products. Typically, Brand is the best identifier for a product, but occasionally Manufacturer is used (more common with furniture). We request that you fill out both fields.

| Brand | Manufacturer |
|--|--|
| <ul style="list-style-type: none">• A unique and identifiable symbol, association, name or trademark which serves to differentiate competing products or services• A name used to distinguish one product from its competitors; it can apply to a single product, an entire product line, or even a company• A name or symbol used to identify a seller's goods or services, and to differentiate them from those of competitors• Example: Royal Legacy | <ul style="list-style-type: none">• A business engaged in manufacturing a product• Someone who manufactures something• Example: KitchenAid |

Note: It is important to not use your merchant name for Brand or Manufacturer information, unless your product is Private Label.

Key Product Features

The Key Product Features bullets on the detail page tell the customer about the details of your product and can drive the customer purchase decision.

- Be clear, specific, and include product information only
- Do not include shipping or company information. Amazon policy prohibits including merchant, company and shipping information
- The description helps customers evaluate a product, so any non-product-specific information can decrease your chances of a sale
- There are five featured bullets, each with a recommended maximum of 80 characters per line

| Content | Example: Featured Bullets |
|---------------------------|--|
| Used For/ Features | Electric ice-cream maker produces up to 1-1/2 quarts in about 20 minutes |
| Materials | Birch wood; stainless steel; 100% cotton |
| Place of Origin | Made in USA |
| Warranty information | 1-year manufacturer warranty with proof of purchase |
| Electrical Specifications | 110 volts |
| Quantities in package | 4 plates included |
| Number of items in a set | 6 person place setting, including dinner plate, salad plate and bowl per setting |
| Dimensions | 30 by 20 inches |
| Care instructions | Dry clean only |
| Other | Assembly required; Energy Star rating; note any warnings |

Customers use this section to get a snapshot of the product. They may use this section to finalize a purchase decision or it may interest them enough so they will then read the full product description.

| Do | Don't |
|--|--|
| <ul style="list-style-type: none"> • Write all numbers as numerals • Separate phrases in one bullet with semicolons • Spell out measurements such as quart, inch, feet, and so on | <ul style="list-style-type: none"> • Do not use hyphens, symbols, or exclamation points • Do not write vague statements; be as specific as possible with product features and attributes • Do not enter company-specific information; this section is for product features only |

Examples of Good Product Feature Bullets

Kitchen

- 9-inch skillet, 1-1/4-quart covered saucepan, and 3-1/2-quart round covered French oven
- Enameled cast iron provides unexcelled heat distribution and retention
- Durable handles ensure a safe, confident grip when transporting
- Heavy, tight-fitting cast-iron lids help keep in moisture, nutrients, and flavor
- Oven-safe to 400 degrees F; limited lifetime warranty; dishwasher-safe

Furniture

- Classically styled ottoman with built-in storage
- Espresso-colored leather around solid wood frame; foam cushion
- Hinged top cushion opens up for storage space inside
- Wipe clean with damp cloth; fully assembled
- Measures 40 inches high by 35 inches wide by 35 inches long

Bed & Bath

- Luxury goose down comforter provides medium warmth for year-round comfort
- 440-thread-count Tencel cotton shell; 48 ounces goose down fill; machine wash and dry
- 650 fill power; patented PermaBaffle construction keeps filling locked in place
- 6-inch perimeter frame with mitered corners borders centered baffled box design
- 5-inch vertical cabana stripe pattern; king comforter measures 108 by 96 inches

Examples of Ineffective Product Feature Bullets

- - orange
- for your bed**
- anyone will love this product!

- 5 x 8
- comes in a bag!

Product Descriptions

The Product Description lists the product's features, explains what the product is used for, and provides other specific product information. The customer reads the description to learn more about the product than is obvious from the Title, Image, or Key Product Features. Product Descriptions are limited to 2000 characters.

| Do | Do Not |
|--|---|
| <ul style="list-style-type: none"> • Describe the major product features and list product information including size, used-for and style • Keep it short, but include critical information • Include accurate dimensions, care instructions and warranty information • Please use correct grammar and complete sentences | <ul style="list-style-type: none"> • Do not include your merchant name, e-mail address, website, or any company-specific information • Do not write about anything but the product for sale; this is your opportunity to tell the customer what they are buying • Do not include promotional language such as "sale" or "free ship" (use the Manage Promotions tool) |

Example of a Good Product Description

SteamVac SpinScrub Hoover steam vacuums clean spots and stains on your floors with ease. Hoover vacuums use a powerful 12-amp motor to propel 5 spin scrub brushes that wash and wipe away spots and stains. Includes extra-long 24L power cord for efficient use in large rooms. Tool kit includes spin scrub powered hand tool, on-board hose, and upholstery tool. Includes 16-ounce detergent. 1-year warranty.

Example of a Bad Product Description

THIS IS A GREAT BED IN A BAG! GOOD FOR KIDS, YOU, ME, PETS, BABIES, IT'S JUST A GREAT BAG! BUY WITH CONFIDENCE! HTTP://AWESOMEPRODSFORYOUANDME.COM OR CALL US AT 800-333-35686 PLEASE EAMIL WITH QUSETIONS, YOU CAN REACH US AT THESEAWESOMEPRODUCTS@HOTMAIL.COM!!!! YOU WILL LOVE THIS PURCHASE!



Item Package Quantity

The Item Package Quantity (IPQ) provides customers with information on the number of units within a set. Make sure you enter the correct IPQ in your listing data so your product will attach to the correct detail page.

Note: Most manufacturers create UPCs for products that are sold as a set (for example, 4 plates sold as 1 unit). However, some sellers break up these sets and sell the products as single units. To minimize detail page errors and customer confusion, it is important to always include the IPQ for products that could be sold either in a set or as single units.

| Your Product | Your Product IPQ | Why? |
|---|------------------|--|
| Bormioli Rocco Fido 3/4-Liter Italian-Glass Canning Jar | 1 | The customer will receive only 1 jar. |
| Set of 4 Chairs, Cappuccino Finish | 4 | There are 4 chairs. Other merchants may be selling single chairs. |
| KitchenAid Gourmet Essentials 12-Piece Hard-Anodized Cookware Set | 1 | This pack is made up of 12 unique products. There are no duplicates in this pack. |
| Jarden 67000 Ball 12-Pack Wide-Mouth 1-Quart Mason Jar | 12 | You are selling 12 identical jars; the customer will receive 12 jars. If your IPQ is 1, you will match with other sellers offering 1 jar for sale, and you will have the highest price. This means you will not win the buy-box. |
| Fiesta 20-Piece Dinner Set, Service for 4 | 1 | Each Dinner Set equals one unit. |

Note: This is especially important for Arts & Crafts, Tableware, and Pet Products categories.

Enter the quantity of the items you are selling in your product listings. This should avoid matching to other sellers offering different quantities of products.

Furniture: If you sell furniture, do not use the IPQ field to determine the number of boxes that will be shipped to the customer. When you list furniture, even when it is packed in multiple boxes, sell all boxes under one single detail page ASIN.

How to Set Up IPQ for a Product:

Add a Product in Seller Central

Your Product Details: Optional

Category: Other Products **Edit**

(How should your product be categorized?)

Quantity:

(Quantity of the item for sale in one package)

Text-file Feed Template

| fx | BO | BP | BQ | BR |
|----|----------------------------|--------|---------------------|---------------------|
| | DisplayWeightUnitOfMeasure | Volume | VolumeUnitOfMeasure | ItemPackageQuantity |

XML

"Brand Y" dinner plates available as either a 4-pack or a single would be entered as:

4-pack: (Title) = "Brand Y Dinner Plates, Set of Four" >> (UPC) = "000123456789" >> **(IPQ) = "4"** >> (Price) = \$20

Single: (Title) = "Brand Y Dinner Plate" >> (UPC) = "000123456788" >> **(IPQ) = "1"** >> (Price) = \$6

Image Standards

Images display on the product search page and the product detail page. A professional image helps customers discover your product and can drive traffic to your detail page. Show customers what they will receive in their shipment (and only what they will receive). Make it easy for them to identify your product with a clear, high-quality image displaying exactly what you're offering.

MAIN images

Every product on Amazon needs one or more product images. The primary image of an item--called the "MAIN" image--represents the product in search results and browse pages, and is the first image customers see on an item's detail page. Choose images that are clear, easy to understand, information-rich, and attractively presented. Images must accurately represent the product, but may include items that are not sold with the product in order to provide inspiration and scale important to customers for style-based categories. Images are very important to customers, so quality matters.

- The background for a MAIN image must be pure white (pure white blends in with the Amazon search and item detail pages- RGB values of 255,255,255).
- MAIN images must show enough of the item to be easily understood by customers and must not contain accessories that will not be received by the customer, props that may confuse the customer, text that is not part of the product, or graphics/watermarks.
- The MAIN should be an attractive, professional, high-resolution photograph that fills 85 to 100 percent of the image's area.
- Images should be 1000 pixels or larger in either height or width as this will enable zoom function on the website (zoom has proven to enhance sales)--The smallest your file should be is 500 pixels on the longest side.
- MAIN images must NOT be a graphic or illustration, text that is not part of the product, or logos/watermarks/inset images
- Amazon accepts JPEG(.jpg), TIFF(.tif), or GIF(.gif) file formats (JPEG is preferred)

Additional images

MAIN images should be supplemented with additional/secondary images showing different sides of a product, the product in use, or details that aren't visible in the MAIN image.

- Additional images must not include Logos or Watermarks, and all props or accessories must be presented in a way that do not cause customer confusion
- Secondary image is recommended to have a pure white background but it is not required
- Be a single product shot
- Collection shots that present too many products to be a main image but showcase an entire collection or related products, can be uploaded as a secondary image to promote customer awareness and purchase of entire collections

Lifestyle Images

- Lifestyle images (containing background and props/accents) are allowed as secondary image as long as focal point of image is the product for sale
- Product must stand out clearly from background
- Image may contain accessories and props if they enhance main product, but are subject to rejection if they contain too many props or obscure the product

Propping and Additional Objects

Product images on the Amazon site must be clear and unambiguous. Images should depict the item for sale and show it clearly in the context of the room or background it is featured in.

However, in certain situations, propping may be included in MAIN views. Perishable items like fruit or flowers are often pictured with kitchen or home items. Storage and organization items often require neutral additional wardrobe propping to show the product in use. Customers should be able to clearly focus on the featured product--props must never obscure the product.

Additional items may be featured in lifestyle images to help demonstrate how the product is used (books or candles on floating shelves), the scale of an object (pillows, plants, or pictures near a sofa), or to evoke/inspire a mood (a holiday-themed living room to showcase a prelit Christmas tree).

Prop choices that might cause rejection

It's extremely important to consider whether the props used in the image could be confusing to customers. If the object is something that could conceivably be sold with the actual product, be sure to make the product for sale the focal point of the image and clearly state in the product title, bullets, and long description the specific item(s) that customer will receive. Also, be sure props/accents do not obscure the product so customers are unclear about what they're getting.

Required

- Use pure white backgrounds that do not distract from the product
- Create images with 300-dpi minimum; 1,000-dpi images are preferred
- Show the entire product. It should occupy at least 80 percent of the image area
- Include only what the customer will be receiving; accessories that are not part of the product should not be shown
- Please do not show a picture with multiple colors of your product; only the product color you are offering should be displayed in the image

Prohibited

- Do not include borders, watermarks, text, or other decorations
- Do not use colored backgrounds or lifestyle pictures, except as secondary images for Bed & Bath products

- Only include exactly what the customer will be buying; no other products can be displayed in the image
- Do not include promotional text such as "sale" or "free ship" (use the Manage Promotions tool)

Note: Zoom Functionality

When you submit an image that is at least 1,280 pixels on the longest side, customers can zoom in on your product image on the detail page. This provides a detailed look at your products and can reduce customer returns and negative feedback.

Examples of good images



[See larger image](#)



[See all 2 customer images](#)

[Share your own customer images](#)



[See larger image](#)

[Share your own customer images](#)

Examples of bad images



[See larger image](#)

[Share your own customer images](#)

- Do not have a colored background
- Make sure your image displays your product and what is included in the offer
- Use a high-quality image



- Do not have a colored background
- The primary image should be of just the product, no user information.
- Do not include company info or watermarks.

Additional Images

Swatches

When you use variations, upload a swatch image for each child item, in each item's exact color. Swatch images should show a close-up of the appropriate fabric color (for bedding or bath) or of a plate wedge (for tableware). The image displayed in the detail page Color selection box is populated from the

SwatchImageURL field in the text-file template or from "Variation Swatch" in Seller Central Add a Product.



 ZOOM

[See larger image and other views \(with zoom\)](#)



[Share your own customer images](#)

Examples of good and bad images

Good lifestyle main image



Bad lifestyle main image



Good Secondary image



Good lifestyle main image



Bad lifestyle main image



Good Secondary image



Good lifestyle main image



Bad lifestyle main image



Good Secondary image



Good lifestyle main image

Bad main image (not enough info)

Good Secondary image



Good lifestyle main image

Bad main image (not enough info)

Good *Secondary* image



Good main image (shows scale)

Good *Secondary* image (but doesn't show scale)



Good lifestyle main image

Bad lifestyle main image (not zoomed in)

Good *Secondary* image



Good lifestyle main image

Bad lifestyle main image

Good *Secondary*



image



Garden Seat



Storage Basket



Tabletop Décor (set of 2)



Vases (set of 3)



Sofa



Dining Set



Bed Frame



Desk and Chair Set



Sheet set



Comforter



Wall Art

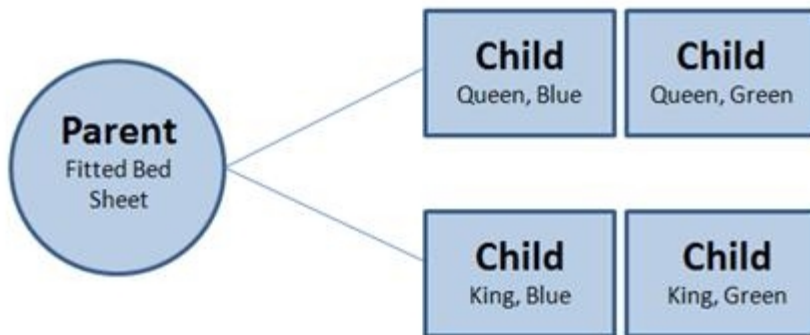


Variation Relationships

Variations allow customers to choose the desired color and size of your product from a single detail page, which you create using parent-child product relationships. Variations provide a cleaner customer buying experience.

Note: If your products currently match with Amazon offers on the detail page, you can skip this section (and please do not use Variation Relationships) because your products will automatically match to an identical product offer.

The parent products are the initial display on the detail page. The child products are the products that are related to each parent and display when the variation is selected by the buyer. The relationship of parent to child is the variation theme: Size, Color, or Size-Color.



There are three Components to a Parent/Child relationship:

- **Parent product:** Non-buyable products displayed in search results are parent products, such as sheets.
- **Child products:** Buyable products related to parent product by size and/or color, such as Queen, Blue sheet.
- **Variation theme:** Defines how the product differs from each other, such as size-color.

When to use Variation Relationships

The categories below support variation relationships. Do not use variations in Home & Garden categories except those listed below.

| Category | Size | Color | Double Variations (Size-Color) |
|----------|------|-------|--------------------------------|
|----------|------|-------|--------------------------------|

| | | | |
|-------------------|---|---|--------------|
| Kitchen & Dining | | • | |
| Furniture & Décor | | • | • (Art only) |
| Bed & Bath | • | • | • |

Use Single Variations (Size or Color)

- The product is one-size-fits-all, but with a variety of colors
- The product is available with various upholstery colors. Do not use fabric or material as a furniture variation
- The product is available in different sizes
- For a product that varies by size or color *and* framing, material or scent, only use single variations for size or color

Use Double Variations (Size-Color)

- An identical product comes in a variety of sizes and colors
- The product is listed in a category that supports variations
- You are selling the same products another merchant varies by size and color, such as Bed and Bath products

No Variations (Create separate listings.)

- The product varies by pattern, material, scent, or use
- The product has no different sizes or colors
- The product is slightly different based on year, model number, quality, or brand
- The product is an accessory or from a collection

When creating variations, you must provide information in these required fields:

- SKU
- Parentage (identify for that SKU, either "parent" or "child")
- Parent SKU (for child SKUs only, enter the parent SKU for that child)
- Relationship Type (enter "variation" if the product is part of a variation set)
- Color – if appropriate
- Size – if appropriate
- Variation Theme (size or color or size-color; for size-color the size and color fields must both have values)

Note: If you enter the Relationship Type and fail to enter the color or size, you might receive an error when uploading your data, or your product might not display properly on the website. Make sure you have entered all required variation fields for your products. If you fail to enter any of the required fields, your products could be suppressed from the website. If you have questions, please contact technical support.

Required

- Fully describe each child product, so they will be included in browse and search results
- Add the size and color to the child product title
- Use SKUs to build relationships using field for SKU and ParentSKU
- List the Child offers under the Parent SKU in the flat-file or XML

Prohibited

- Do not include price and quantity values for parent products
- The parent title should not include size or color
- Do not choose a variation theme ID other than size, color, size-color
- Do not link any products that are not a variation of size or color to the parent product

Guidelines for listing your Size Variations

- Furniture & Décor: Spell out your unit of measure (inch, centimeter)
 - Example: Art Frames 14 by 16 inches
- Bed & Bath: Use standard sizes for bedding (do not use inches)
 - Example: Queen, King
- Use the same exact formatting for your parent and child sizes
- Refer to "Display Height/Length" instructions in the Inventory File Templates definitions

How to set up Variations for a product

Example text-file for sheet sets in 2 sizes and 2 colors

| | A | D | E | F | BU | BV | BW | BX | BZ | CB | |
|---|-------------------|--|-------|--------------|-----------|-----------|------------------|-------------------------------------|---------|------------------|--|
| 1 | TemplateType=Home | n.com use only. Do not modify or delete. | | | | | | BED AND BATH SPECIFIC FIELDS | | | |
| 2 | SKU | ProductName | Brand | Manufacturer | Parentage | ParentSKU | RelationshipType | BB_Color | BB_Size | BB_VariationTher | |
| 3 | PARENT88 | 1000-Thread Count Fitted Sheet | | | Parent | | Variation | | | Size-Color | |
| 4 | Child1 | 1000-Thread Count Fitted Sheet, Queen, Blue | | | Child | PARENT88 | Variation | Blue | Queen | Size-Color | |
| 5 | Child2 | 1000-Thread Count Fitted Sheet, Queen, Green | | | Child | PARENT88 | Variation | Green | King | Size-Color | |
| 6 | Child3 | 1000-Thread Count Fitted Sheet, King, Blue | | | Child | PARENT88 | Variation | Blue | Queen | Size-Color | |
| 7 | Child4 | 1000-Thread Count Fitted Sheet, King, Green | | | Child | PARENT88 | Variation | Green | King | Size-Color | |
| 8 | | | | | | | | | | | |

Watch a video tutorial on [creating Variations with a text-file feed](#).

XML [Help](#) and [sample feeds](#)

Example detail page for Bath, Color Variation:



Pike Street 100% Egyptian Cotton 725

Other [Pike Street](#) products
★★★★☆ (147 customer reviews)

List Price: ~~\$130.00~~

Price: **\$29.99** & eligible for free shipping with Prime
You Save: **\$100.01 (77%)**

[Special Offers Available](#)

Color: Harvest



Example detail page for Bedding, Size & Color Variation:



Pike Street 1000-Thread Count Luxur

Other [Pike Street](#) products
★★★★☆ (11 customer reviews)

List Price: ~~\$200.00~~

Price: **\$79.99** & eligible for free shipping with Prime
You Save: **\$120.01 (60%)**

[Special Offers Available](#)

Size: Queen



Color: Crystal



Without variations, customers must browse through multiple displays of similar products to find the appropriate color and size. Adding variations improves customers' ability to navigate and view products in different colors and sizes in just one click.

[Learn more about variations.](#)

Browse & Search

Customers come to Amazon.com to shop for products. They can find your products two ways: either using the Browse option, or using Search Terms. Most often customers use a combination of browse and search. Make sure customers can find your products. Really drive your sales by providing Search Terms and Item Type Keywords (for Browse).

Classification - Browse

Thousands of merchants sell millions of products on Amazon.com. To help customers find products easily, Amazon developed a detailed product hierarchy or browse-tree structure. Customers refine by category and subcategory links until they reach the most specific product type. Make your Item Type keywords more specific and watch your sales grow!

Amazon uses your Item Type Keywords to classify your products under the correct browse nodes. In order for your products to continue to appear when customers refine their category options, they must be classified correctly to the deepest level. This means your pasta pots should be classified as pasta-pots and not just pots or not just as Kitchen.

[See the latest Browse Tree Guide](#) (BTG). Browse Tree Guides are category-specific documents that provide valid values for setting up your products. These values take advantage of the browse structure for categories on Amazon.com.

Example of the browse-tree category structure on Amazon.com:



The attributes below are used for browse classification.

| Attribute | Definition | Examples |
|-----------|--------------------------------|------------------------------------|
| ItemType | Enables customers to find your | Select an item-type value from the |

| | | |
|----------------------------|--|--|
| | products as they browse to the most specific item types. This is the most important value and determines browse category structure. | BTG, such as pizza-pans, wok-accessories, or salt-and-pepper-mills. |
| UsedFor | Further clarifies how and for what the item can be used, such as for holidays, seasons, or events. | Select an item-type value from the BTG, such as business-gifts, new-baby, autumn, or bar-mitzvah. |
| OtherItemAttributes | Specifies other item attributes of your product. Recommended for further classification of your products in the Browse structure. Refer to the BTG for allowed values. | Select other-item-attribute values from the BTG, such as lantern-lighting-style, stained-glass-media, or wall-mounted. |
| SubjectContent | Adds subject-content values to the item that assist with classification online. (This field is currently not used.) | Select a SubjectContent value from the BTG, such as dinosaurs, nautical-themes, or airplanes. |
| TargetAudience | Specifies the target audience of the item. This is used in browse refinements on the search pages. | Select a target audience value from the BTG, such as unisex-baby, bluebirds, or women. |

Find the specific browse keywords that best describe your product in the Home & Garden or Pet Supplies BTGs. Here is a classification example.

Terms that can go in the **ItemType** field:

- air-purifier-accessories
- air-purifier-replacement-filters
- air-purifier-replacement-parts
- air-purifiers
 - aham-certified-air-purifiers
 - carbon-prefilter-air-purifiers
 - charcoal-prefilter-air-purifiers
 - electrostatic-filter-air-purifiers
 - electrostatic-precipitator-air-purifiers
 - hepa-filter-air-purifiers
 - ionizer-air-purifiers
 - travel-size-air-purifiers
 - ulpa-filter-air-purifiers
- clothes-dryer-hookup-kits
- clothes-dryers
 - electric-clothes-dryers
 - gas-clothes-dryers
- clothes-washing-machines
 - front-load-clothes-washing-machines
 - top-load-clothes-washing-machines
- combination-clothes-washing-machines-and-dryers

Item Type Keywords drive categorization in the left side of Amazon's browse tree category structure.

Please choose the most specific subcategory. If you choose air-purifiers but not electrostatic-filter-air-purifiers, you will not show up as customers refine past air-purifiers.

Note:

- The Item Type must have the same exact spelling and formatting as listed in the BTG.
- Make sure all of your products have keywords for the most specific subcategory possible.

Search

Search terms help customers find your products. Your product titles and company name are already searchable, so think about other words that describe your product. Think like Amazon customers when choosing your terms; use words they might enter into the search bar, including synonyms. Make sure they can find your products!



Guidelines for listing your Search Terms

- Each product can have up to five search lines of 50 characters per field; that's 250 characters available for your search terms
- The words you choose are the terms our search engine pulls from when customers search the site
- The individual words of the title, merchant, and brand are also automatically included as search terms and do not need to be repeated in your search terms
- Any combination of title words and search terms are fully searchable

Examples

Text-file feed

| AJ | AK | AL | AM | AN |
|--------------|--------------|--------------|--------------|--------------|
| SearchTerms1 | SearchTerms2 | SearchTerms3 | SearchTerms4 | SearchTerms5 |

If you are using an inventory text file, the template fields for search terms appear as search-terms1, search-terms2, and so on. For more details about how to create effective search terms, see [Using Search & Browse](#).

Add a Product in Seller Central

| | |
|--|--|
| Search Terms: (Provide specific search terms to help customers find your product.) | fill this space with your search terms |
| | you should fill up all 5 lines with words |
| | you don't need to repeat your title words |
| | customers search these words to find your products |
| | word space word space word space |
| Example: Dark Chocolate, Apples, Cookies | |

Learn about [classifying your products using XML](#).

Section II: Sub - Category Specific Guides



Please reference the subcategory style guide that is appropriate for the product you're listing.

1. Kitchen & Dining
 - a. [Cutlery](#)
 - b. [Utensils & Gadgets](#)
 - c. [Tableware](#)
 - d. [Bakeware](#)
 - e. [Cookware](#)
 - f. [Small Appliances](#)
 - g. [Large Appliances](#)

2. Home
 - a. [Décor](#)
 - b. [Furniture](#)
 - c. [Bath](#)
 - d. [Bedding](#)
 - e. [Floorcare](#)
 - f. [Home Environment](#)
 - g. [Home Storage](#)
 - h. [Arts, Crafts & Sewing](#)

3. Patio, Lawn & Garden
 - a. [General](#)
 - b. [Mowers & Outdoor Power](#)
 - c. [Plants, Seeds & Flowers](#)
 - d. [Pool & Spa](#)
 - e. [Replacement Parts](#)

4. Pet Supplies
 - a. [General](#)

Kitchen & Dining



Cutlery Style Guide

1. Titles:

The customer should be able to make a purchase based on info in the title. Titles should always be checked for style and accuracy.

- Capitalize first letter of each word (except prepositions, conjunctions, and articles such as "of," "and," "an")
- Spell out dimensions such as Feet and Inches
- Do **not** include trademark symbol
- Keep titles as short and simple as possible, but make sure to include all essential information
- Follow specific style guidelines below
- Ampersands should **not** be used in titles (unless part of a brand name); spell out and lowercase "and"

Title Style:

Brand + Line + Size+ Product Type

Example:

- Wüsthof Gourmet 14-Piece Deluxe Knife Block Set

Note: If the product does not come in multiple colors, the color should not be noted in the title. If it does come in multiple colors, the color should be listed at the end of the title, as in this example:

- KitchenAid 12-Piece Target Handle-Natural Knife Block Set, Red

2. Feature Bullets:

Four strong feature/benefit bullets are better than five short ones. Separate phrases in a single bullet with semicolons. Write all numbers as numerals. Spell out quantities such as quart and inch. Capitalize the first letter in the first word of each bullet. Include what's in the box, number of items in sets, and accessories. Note any applicable limits, warnings, warranty information, or if product assembly is required. Detail major features, construction, and materials. The final bullet for all products should list product care instructions and warranty when applicable.

Feature/benefit style, Block Sets:

1. Contents--list what's in the set, including size (8-inch chef's knife) of each item
2. Construction and material of blades and benefit (Precision-forged from a single piece of high-carbon, stain-resistant steel; Stamped high-carbon stainless-steel blades, etc.)
3. Tang and bolster assembly*
4. Handle construction and material (if rivets, describe here)
5. Care instruction; warranty information; origin if Germany, France, or China (Hand-wash; lifetime limited warranty; made in Germany)

Feature/benefit style, Open-Stock Cutlery:

1. Contents--size and use of knife (7-inch Japanese-style chef's knife for chopping, slicing, dicing)
2. Construction and material of blade and benefit (Precision-forged from a single piece of high-carbon, stain-resistant steel; Stamped high-carbon stainless-steel blade, etc.)

3. Tang and bolster assembly *
4. Handle construction and material (if rivets, describe here)
5. Care instruction; warranty information; origin if Germany, France, or China (Hand-wash; lifetime limited warranty; made in Germany)

*If the cutlery has another feature that is especially important to the customer (e.g. Friodur ice-hardening process strengthens blade and prevents staining), please work the feature into the bullets. You might need to combine bullets 3 and 4 above and insert the additional feature into the third bullet point. For consistency, reserve bullet 1 for content/size/use and bullet 5 for care and warranty.

Example:

Title: Henckels Professional S Stainless-Steel 10-Piece Knife Set with Block

- 2-3/4-inch parer/boner, 3-inch parer, 5-inch serrated utility, 5-1/2-inch boning, 5-inch hollow-edge santoku, 6-inch utility, 8-inch chef's kitchen shears, 9-inch steel, hardwood block
- Friodur ice-hardened blades; high-carbon stainless steel; long-lasting edges; easy to resharpen
- Full-tang blades for balance and strength; precision-honed; stain-resistant
- Triple-riveted Novadur handles; block has slots for steak knives
- Dishwasher-safe; made in Germany

3. Product Descriptions:

The description covers the major product features and positioning within its category. Begin the opening paragraph by introducing the product(s), size, and possible use(s). Blade shape is important (ex: The curved edge--the belly of the knife--is designed from the tip to the heel to facilitate chopping and dicing).

In the second paragraph, discuss the features and benefits of the cutlery line, covering in detail the features mentioned in the bullet points: blade construction/material and benefits, handle/rivet construction, bolster and tang assembly, care instruction, and warranty information.

Other relevant issues to address:

Origin (made in France, Germany, or China) is very important to cutlery customers.

How the cutlery was created and/or tested (Blades are fully forged using Henckels's own Sintermetal Component Technology (SCT), a process that welds the optimum grades of metal into each part of the knife while keeping the blade, bolster, and tang as one piece of metal).

Stain/corrosion-resistance.

Any features the manufacturer mentions on the package or on its website: Tempered or hardened? Great for smaller or larger hands? (ex: Blades go through the Friodur ice-hardening process, which adds more strength to the blade and prevents staining.)

Distinguishing characteristics: Amazon carries all lines made by Henckels and Wüsthof. Mention in the review how the line of cutlery you're reviewing differs from other lines (Classic three-rivet handles distinguish Pro S from Henckels's other quality lines, TwinStar, Five Star, and Four Star. Pro S handles are heavier and its knives have less weight-forward. Handles are also smaller.).

Example: Shun Classic 8-Piece Knife Set with Bamboo Block

Amazon.com Product Description

Shun knives are made in Seki City, Japan, where craftsmen have made samurai swords for centuries. This ultra-efficient eight-piece set includes a 4-inch paring knife, 6-inch tomato knife, 7-inch santoku knife, 8-inch offset bread knife, and a 6-inch boning knife. Also included are shears for snipping herbs or opening packages, a bamboo block to store and protect the knives, and a sharpening steel. The set makes an unforgettable gift for newlyweds, budding chefs, or anyone who appreciates kitchen tools as beautiful as they are functional and long lasting.

Shun knives are made from VG-10 stainless steel, specially constructed to be harder, less brittle, but also more flexible than traditional steel formulations. The VG-10 core is then clad with 16 full layers of high-carbon stainless steel on each side, for a total of 33 layers. These layers not only protect the VG-10, they create an exquisitely-detailed surface reminiscent of Damascus or pattern-forged steel, the kind once used for Samurai swords. As a result, the knives are simply stunning to look at--much like antique Damascus knives but without their tendency to rust. As an additional benefit, the slight patterning helps slice rather than crush delicate foods and keeps cut food from sticking to the blade.

Like many Asian-style knives, these feature handles that are especially suited to smaller users. In contrast to the traditional round profile, Shun's are D-shaped to prevent the knife from twisting in the hand, providing extra stability and a firm grip. The handles are made from ebony-colored PakkaWood, a fused blend of hardwood veneers imbued with waterproof resin that combines the warmth and traditional look and feel of wood with the strength and durability of plastic. The offset stainless steel bolster is designed for ergonomic comfort and maximum safety, while a stainless-steel end cap provides the finishing touch. As sturdy as they are lovely, these knives are officially safe to put in the dishwasher--although they're so good-looking you might find yourself hard-pressed to do so. Shun knives are covered by a limited lifetime warranty.

4. Product Refinements:

Populate the refinements available for your products—customers utilize these refinements on our site to sort products and locate specific items (such as a “red” blanket, a “queen” sheet set, or an “oak” table). If the data you provide for your products does not include values for the available refinements, your products will be left out of search results as well as site campaigns and e-mails that use those refinements.

Refinements important to **Cutlery**:

- BladeType
- BladeMaterial

For a complete list of Kitchen & Dining refinements and valid values, please reference the *Valid Values* tab of the [Home & Garden](#) feed template.

Utensils & Gadgets Style Guide

1. Titles:

The customer should be able to make a purchase based on info in the title. Titles should always be checked for style and accuracy.

- Capitalize first letter of each word (except prepositions, conjunctions, and articles such as "of," "and," "an")
- Spell out dimensions such as Feet and Inches
- Do **not** include trademark symbol
- Keep titles as short and simple as possible, but make sure to include all essential information
- Follow specific style guidelines below
- Ampersands should **not** be used in titles (unless part of a brand name); spell out and lowercase "and"

Title Style:

Brand (+ Model # if necessary) + Model Name + Product Type, Quantity, Color

Examples:

Bodum Twin Dual Salt and Pepper Grinder, Black

PUR 2 Stage Water Pitcher Replacement Filter, 3-Pack

Vacu Vin 3-Piece Wine Saver Pump and Stopper, White

Progressive International 19-Piece Measuring Cup and Spoon Set

Note1: If the product does not come in multiple colors, the color should not be noted in the title.

Note2: For factory-reconditioned products, always use "Factory-Reconditioned" as the first term in title.

2. Feature Bullets:

1. Overall synopsis of product: what it's used for; what's in the set
2. Materials and construction of gadget(s) and benefits

3. Major features (release button, nonslip handle, airtight lid)
4. Care instructions; oven-safe temperature if applicable
5. Dimensions (6 inches long); warranty information

Example: Pyrex Storage 10-Piece Set with Lids

- Includes two 2-cup round, 3-1/2-cup rectangular, 4-cup round, and 6-cup rectangular storage pieces
- Made of nonporous glass that won't warp, stain, or absorb odors
- All pieces come with seal-tight plastic lids for secure food storage
- Oven, microwave, refrigerator, freezer, and dishwasher safe
- 2-year warranty for glass pieces; stackable design; made in the U.S.

3. Product Descriptions:

The product description covers the major product features and positioning within its category. Begin the opening paragraph by introducing the product(s), what's in the box, and possible use(s).

In the second paragraph (or second half of first paragraph, if short), discuss the features and benefits of the gadget, covering in detail the features mentioned in the bullet points, including materials and construction, uses, handles, buttons, blades, etc. Finish the review with accurate dimensions, special care instructions, oven-safe temperature, warranty information, and what's in the box.

Other relevant issues to address:

Special instructions for use, such as: Close the "ears" over the neck of the bottle, and then raise and lower the lever just once.

Origin: Made in Italy

Information on any major awards won

Safety instructions, if any (Do not use a pot that is scratched, chipped, or cracked.)

How the tool was created and/or tested

Example: *Pyrex Storage 10-Piece Set with Lids*

Transporting foods for lunches and picnics and storing leftovers for reheating is a cinch with the Pyrex Storage Plus set. Included in this set are two 2-cup round, one 3 1/2-cup rectangular, one 4-cup round, and one 6-cup rectangular storage container, all glass, with plastic covers. Pyrex glass doesn't warp, stain, or absorb odors and can be used in the oven, microwave, refrigerator, or freezer for storing, reheating, and serving. The set is easy to stack, so it takes up less cabinet space when not in use. The set includes a pamphlet with safety and use instructions, and each glass piece is covered by a two-year warranty.

4. Product Refinements:

Populate the refinements available for your products: customers utilize these refinements on our site to sort products and locate specific items (such as a “red” blanket, a “queen” sheet set, or an “oak” table). If the data you provide for your products does not include values for the available refinements, your products will be left out of search results as well as site campaigns and e-mails that use those refinements.

Refinements important to **Utensils & Gadgets**:

- Material
- Style

For a complete list of Kitchen & Dining refinements and valid values, please reference the *Valid Values* tab of the [Home & Garden](#) feed template.

Tableware Style Guide

1. Titles:

The customer should be able to make a purchase based on info in the title. Titles should always be checked for style and accuracy.

- Capitalize first letter of each word (except prepositions, conjunctions, and articles such as "of," "and," "an")
- Spell out dimensions such as Feet and Inches
- All numbers should be numerals
- Do **not** include trademark symbol
- Keep titles as short and simple as possible, but make sure to include all essential information
- Follow specific style guidelines below
- Ampersands should not be used in titles (unless part of a brand name such as Villeroy & Boch); spell out and lowercase “and”

Style for Sets:

Brand + Pattern + Product Type, + Amount

Examples:

Pfaltzgraff Charlotte 16-Piece Dinnerware Set, Service for 4

Spiegelau Authentis Collection Burgundy Wine Glasses, Set of 6

Oneida Mooncrest 45-Piece Flatware Set, Service for 8

Style for Serveware and Individual Pieces:

Brand + Pattern + Size + Product Type

Examples:

Pfaltzgraff Jamberry 4-Quart Salad Bowl

Fiesta Cinnabar 11-3/4-Inch Chop Plate

Style for Collections:

Brand + Pattern + Product Type

Examples:

Lenox Pearl Innocence Platinum-Banded Fine China Collection

Villeroy & Boch New Wave Tableware Collection

Note: If the product does not come in multiple colors, the color should not be noted in the title. If it does come in multiple colors, the color should be listed at the end of the title, as in this example:

- Kosta Boda Hearts Medium Bowl, Blue

2. Feature Bullets:

Four strong feature/benefit bullets are better than five short ones. Separate phrases in a single bullet with semicolons. Write all numbers as numerals. Spell out quantities such as quart and inch. Capitalize the first letter in the first word of each bullet. Include what's in the box, number of items in sets, accessories. Note any applicable limits, warnings, warranty information, or if product assembly is required. Detail major features, construction, and materials. The final bullet for all products must list product dimensions/measurements.

Dinnerware and Flatware Sets:

1. General summary of set
2. What's in the box info--list each piece in set, plus dimensions
3. Construction/materials details
4. Details on pattern/design (discuss colors, textures, mix-match options, etc.)
5. Care instruction; freezer/oven-safe details; manufacturer's warranty information

Flatware Set Example: Oneida Mooncrest 45-Piece Flatware Set, Service for 8

- 45-piece flatware set with service for 8; 8 each: salad/dessert fork, place fork, place knife, place spoon, and teaspoon
- Also includes a serving spoon, pierced serving spoon, meat fork, butter knife, and sugar spoon
- Made of 18/0 stainless steel, the pieces are dishwasher safe
- Mooncrest pattern is understated and pairs with virtually any china and décor; boasts a bright, highly reflective finish
- Backed by Oneida's 25-year warranty

Serveware, Drinkware, and Individual Pieces:

1. General summary of piece, including dimensions
2. Construction/materials details
3. Details on pattern/design (discuss colors, textures, mix-match options, etc.)
4. Care instructions: dishwasher-safe, or hand washing recommended; safe in oven, etc.

5. Warranty information and/or replacement policy of the manufacturer; or miscellaneous information

Serveware Example: Fiesta Cinnabar 70-Ounce Casserole with Lid

- 70-ounce casserole dish; 9-1/4 inches in diameter
- Chip-resistant vitrified china provides enhanced durability
- Lead-free, nonporous glazing in festive colors for mixing and matching
- Safe in the oven, microwave, and dishwasher
- Fitted lid with easy-to-grasp scalloped knob; signature concentric rings

3. Product Descriptions:

Begin the paragraph by introducing the product(s), size, and possible use(s). Discuss the style of the item (contemporary, vintage, modern, etc.) and how it might fit into surrounding décor. Discuss relevant additional accessories available for purchase. You can also add any relevant story behind the design of the product. Finish the review with accurate dimensions, particular care instructions, and warranty information.

Other relevant issues to address:

- Capabilities/limitations, such as: “do not leave patio table in the rain uncovered,” etc.
- Origin: Made in Italy
- Information on any major awards won
- Safety instructions, warnings if any

Examples:

Product Description

With its vivid colors and exquisite flowers, the Primavera collection is Versace's tableware tribute to spring. Designed by the provocative Italian house of style and created by Rosenthal, the renowned German porcelain maker, Primavera features baroque ornamentation in a highly modern palette. Intense fields of yellow, vermilion, and azure are set with traditional ornate patterning and intricate blooms, while borders and bands in 24-karat gold add opulence. Highly memorable, Primavera creates an elegant, aristocratic table that is unmistakably Versace.

Centerpiece of the Primavera place setting, this gorgeous dinner plate looks beautiful on its own or layered with complementary pieces. Lovely borders in azure, vermilion, and gold encircle its snow-white center, and the ornamentation includes delicate blossoms and detailed Medusa heads. Gold plumes trail into the center for a sculptural effect. Measuring 10-1/2 inches in diameter, the plate is safe in the dishwasher at lower temperatures and arrives in a Versace gift box.

Product Description

The Bolo pattern, classy and bold, suits everyday as well as formal dining occasions. This 42-piece set includes eight five-piece place settings and a large serving fork and spoon. Made of 18/8 stainless steel, the flatware features satin-finish handles and lightly polished business ends.

Conveniently boxed in a 12-1/4-by-16-inch wooden storage tray, the set includes eight of each of the following: 9-1/4-inch dinner knife, 7-3/4-inch dinner fork, 7-3/4-inch soup spoon, 6-1/2-inch teaspoon, and 7-1/4-inch salad fork. Rounding off the collection is the hostess set, featuring a 9-inch, three-tined serving fork for cold meats and a 9-inch, generously proportioned serving spoon. The handsomely balanced knives feature superior one-piece construction

with hollow handles and high-carbon cutlery steel edges. While Yamazaki approves the use of a dishwasher for cleaning the flatware, the company recommends against dishwashing compounds that contain lemon and suggests drying the flatware by hand to prevent spotting. Yamazaki covers the set with a lifetime warranty against defects.

4. Product Refinements:

Populate the refinements available for your products—customers utilize these refinements on our site to sort products and locate specific items (such as a “red” blanket, a “queen” sheet set, or an “oak” table). If the data you provide for your products does not include values for the available refinements, your products will be left out of search results as well as site campaigns and e-mails that use those refinements.

Refinements important to **Tableware**:

- Material
- Style

For a complete list of Kitchen & Dining refinements and valid values, please reference the *Valid Values* tab of the [Home & Garden](#) feed template.

Bakeware Style Guide

1. Titles:

The customer should be able to make a purchase based on info in the title. Titles should always be checked for style and accuracy.

- Capitalize first letter of each word (except prepositions, conjunctions, and articles such as "of," "and," "an")
- Spell out dimensions such as Feet and Inches
- Do **not** include trademark symbol
- Keep titles as short and simple as possible, but make sure to include all essential information
- Follow specific style guidelines below
- Ampersands should **not** be used in titles (unless part of a brand name); spell out and lowercase “and”

Title Style:

The Product Title should be in title case—first letter of each word capitalized—and in the following format:

Brand + Line + Size/Piece Count* + Product Type + , Color**

Example:

| <i>Brand</i> | <i>Line</i> | <i>Size</i> | <i>Product Type</i> | <i>Color</i> |
|--------------|-------------|-------------|--------------------------|--------------|
| Le Creuset | Stoneware | 12-1/2-Inch | Rectangular Baking Dish, | Cherry |

| <i>Brand</i> | <i>Line</i> | <i>Piece Ct.</i> | <i>Product Type</i> |
|--------------|-------------------------|------------------|----------------------|
| Cuisinart | Chef's Classic Nonstick | 4-Piece | Bakeware Starter Set |

*Note: Use size for open-stock, piece count for sets. Do not abbreviate (e.g. use Quart not Qt., Inch not In., etc). Use the measurement that is most applicable for the type of bakeware (e.g. diameter for pie plates, side length for lasagna pans, etc). In the case of multiples of the same size, combine size and piece count (e.g. OvenStuff Non-Stick 9-Inch 2-Piece Pie Pan Set).

**Note: If the product is not available in multiple colors, omit it from the title. Products available with multiple colors should have the color variation listed at the end of the title.

Single color: Calphalon Classic 10-Inch Round Nonstick Angel Food Cake Pan

Multiple colors: Chantal Ceramic 9-Inch Pie Dish, White

2. Feature Bullets:

The Product Features bullets are a quick way for customers to scan an item's top features and benefits. Each ASIN must have five (5) bullets, each no more than 156 characters.

Bakeware Sets:

1. Components of set*
2. Construction (carbon steel, stainless steel, etc.) and benefits (heats evenly, easy to clean, etc.)
3. Features and benefits of set
4. Oven-safe temperature, special care instruction(s)
5. Warranty information

*Note: List all items in piece count. For multiple sizes of an item, list measurements first and pan type second, separated by semicolons for clarity (e.g. 8-, 10-inch cake pans; 2-, 3-quart rectangular baking dish).

Example:

- 8-, 9-inch round cake pans; 10- by 15-inch cookie sheet; 9- by 13-inch cake pan; 12-cup muffin pan; 4-1/2- by 8-1/2- by 2-1/2-inch medium loaf pan
- Made from heavy-gauge carbon steel for even heating with no hot spots
- Durable nonstick coating; reinforced rolled edges prevent warping
- Oven-safe up to 450 degrees F; use nylon, wooden, or coated utensils; dishwasher-safe
- 10-year limited warranty

Open-Stock:

1. Product description
2. Construction material
3. Features and benefits of piece
4. Oven-safe temperature; special care instruction(s)
5. Measurements; warranty information

Example:

- 9-inch springform cake pan
- Heavy-gauge aluminized steel construction for even heat distribution
- Durable nonstick coating on interior and exterior
- Thick rolled edges prevent warping even at high temperatures; dishwasher-safe
- Limited lifetime warranty

3. Product Description:

The Product Description is where a customer looks for detailed information about an ASIN. There is no character limit and it should be written in paragraph form. Important information to include:

- Complete features and benefits
- Editorial content and lifestyle/usage descriptions
- Listing of box contents
- Care instructions
- Technical specifications (weight, capacity, speed, etc.)

Example:

Chicago Metallic Commercial 18- by 13- by 1-Inch 2-Piece Jelly-Roll Pan Set

An excellent addition to any baker's kitchen, this set of two 18- by 13- by 1-inch pans offers a smooth flat surface for baking large batches of anything from chocolate chip cookies or thin rolling cakes to roasted root vegetables or homemade pizzas. Having two on hand helps save time: the first batch can start baking in the oven while the second pan gets loaded. The versatile pans can also be placed underneath cookware in the oven to catch drips or spills. The shallow sides of the pan ensure a tidy oven as well--melting cheese and loose nuts stay neatly contained. Crafted from corrosion-resistant heavy-weight aluminized steel, these commercial-quality pans won't buckle or bend under intense heat and consistently provide fast and even heat distribution. Foods brown quickly and evenly--there's no need to turn the pans midway through baking. The traditional uncoated surface of the pans makes them extra rugged and a great conductor of heat, but butter, oil, or parchment paper should be used to prevent foods from sticking. Greasing or lining the pans simplifies cleanup--they can go from oven (up to 550 degrees F) to dishwasher with no scrubbing in between. A 25-year limited warranty covers the set.

General Content Standards:

To ensure consistency and a quality user experience, all content must adhere to several content guidelines. Failure to follow these standards in ASIN style content reduces usability, can deter prospective customers, and may be subject to editing or removal.

Some basic guidelines to keep in mind when creating content for ASINs:

- Do not upsell/cross-sell other products or accessories
- Do not use abbreviations, particularly with measurements (e.g. feet not ft., ounces not oz., etc.)
 - o Exception: use F for Fahrenheit, C for Celsius
- When describing area or volume, use “by” rather than “x” (e.g. 2- by 4-inch not 2- x 4-inch)
- Only use standard characters (ASCII); avoid ™, ®, ©, ½, 1st, smart quotes (“”, ”), accented letters (è, ñ), etc.
- Do not use unnecessary capitalization (e.g. Self-cleaning for HANDS FREE cleanup.)
- Avoid using exclamation points
- Spell check and proofread before submitting

4. Product Refinements:

Populate the refinements available for your products—customers utilize these refinements on our site to sort products and locate specific items (such as a “red” blanket, a “queen” sheet set, or an “oak” table). If the data you provide for your products does not include values for the available refinements, your products will be left out of search results as well as site campaigns and e-mails that use those refinements.

Refinements important to **Bakeware**:

- Size
- Material
- Finish
- SpecialFeatures

For a complete list of Kitchen & Dining refinements and valid values, please reference the *Valid Values* tab of the [Home & Garden](#) feed template.

Cookware Style Guide

1. Titles:

The customer should be able to make a purchase based on info in the title. Titles should always be checked for style and accuracy.

- Capitalize first letter of each word (except prepositions, conjunctions, and articles such as "of," "and," "an")
- Spell out dimensions such as Feet and Inches
- Do **not** include trademark symbol
- Keep titles as short and simple as possible, but make sure to include all essential information
- Follow specific style guidelines below
- Ampersands should **not** be used in titles (unless part of a brand name); spell out and lowercase “and”

Title Style:

The Product Title should be in title case—first letter of each word capitalized—and in the following format:

Brand + Line + Material + Size/Piece Count* + Product Type

Example:

| <i>Brand</i> | <i>Line</i> | <i>Material</i> | <i>Size</i> | <i>Product Type</i> |
|--------------|--------------|-----------------|-------------|---------------------|
| Calphalon | Professional | Hard-Anodized | 8-1/2-Quart | Saucier with Lid |

| <i>Brand</i> | <i>Line</i> | <i>Material</i> | <i>Piece Ct.</i> | <i>Product Type</i> |
|--------------|---------------|-----------------|------------------|---------------------|
| Cuisinart | Multiclad Pro | Stainless Steel | 12-Piece | Cookware Set |

*Note: Use size for open-stock, piece count for sets. Do not abbreviate (e.g. use Quart not Qt., Inch not In., etc.). Use the measurement that is most applicable for the type of cookware (e.g. diameter for skillets, volume for saucepans, etc.).

2. Feature Bullets:

The Product Features bullets are a quick way for customers to scan an item's top features and benefits. Each ASIN must have five (5) bullets, each no more than 156 characters.

Cookware Sets:

1. Components of set*
2. Construction interior and exterior (copper, aluminum, hard-anodized, etc.) and benefits (retains heat, easy to clean, etc.)
3. Handle construction – material and information on rivets
4. Lid construction and design
5. Oven-safe temperature, warranty information, special care instruction(s)

*Note: List all items in piece count. For multiple sizes of pans, list measurements first and pan type secondary, separated by semicolons for clarity (e.g. 1-, 2-, 4-quart saucepans; 8-, 12-inch skillets).

Example:

- 1-1/2-, 3-quart lidded saucepans; 8-, 10-inch skillets; 4-quart lidded saute; 9-quart lidded stockpot; steamer insert; pasta insert
- Hard-anodized exterior with aluminum core; nonstick interior
- Riveted stainless-steel handles stay cool on the stovetop
- Tight-fitting, break-resistant tempered glass covers for easy monitoring of cooking food

- Oven-safe to 450 degrees F; lifetime limited warranty; washing by hand recommended

Open-Stock:

1. Product description, including interior and exterior construction
2. Handle construction – material and information on rivets
3. Lid construction and design (if no lid, Bullet 2 is for interior and exterior construction and Bullet 3 is for handle construction)
4. Oven-safe temperature; special care instruction(s)
5. Measurements; warranty information

Example:

- Heavy-gauge aluminum chef's casserole with 4 interlocking nonstick layers
- 2 stainless-steel riveted loop handles stay comfortably cool on the stovetop
- Tempered glass cover with stainless-steel rim allows for easy monitoring
- Hand wash; oven-safe to 500 degrees F; lid oven-safe to 450 degrees F; nylon or wood utensils only
- Measures approximately 15 by 11-1/4 by 9 inches; lifetime warranty

3. Product Description:

The Product Description is where a customer looks for detailed information about an ASIN. There is no character limit and it should be written in paragraph form. Important information to include:

- Complete features and benefits
- Editorial content and lifestyle/usage descriptions
- Listing of box contents
- Care instructions
- Technical specifications (weight, capacity, speed, etc.)

Example:

Lodge Color Enameled Cast-Iron 6-Quart Dutch Oven, Island Spice Red

This 6-quart enameled Dutch oven is great for cooking, marinating, refrigerating and freezing. Colored porcelain enameled cast iron can be used on gas, electric, ceramic and induction cooktops, as well as in the oven. It is not recommended for use on outdoor grills or over open outdoor flames. Lodge Color Porcelain Enameled Cast-Iron cookware is cast from molten iron in individual sand molds. The beautiful porcelain surface eliminates the need to season, like uncoated cast iron. Cast iron has superior heat distribution and retention, evenly heating food from the bottom, sidewalls, and even the lid. A tightly fitting lid seals in moisture. The excellent heat retention of cast iron reduces the amount of energy needed for cooking. With two layers of extremely hard, glossy porcelain enamel Lodge Color cookware is chip resistant and easy to clean. The lid knob is oven safe to 400 degrees F and the black rim on the pot is matte porcelain, with no exposed cast iron to maintain. Hygienic porcelain enamel is non-reactive with food. Although dishwasher safe, hand washing with warm soapy water is recommended to preserve the cookware's

original appearance and luster. Measures 10-3/4 inches in diameter and 4-1/2 inches deep. All Lodge enameled ware is covered by a lifetime warranty against defects.

General Content Standards:

To ensure consistency and a quality user experience, all content must adhere to several content guidelines. Failure to follow these standards in ASIN style content reduces usability, can deter prospective customers, and may be subject to editing or removal.

Some basic guidelines to keep in mind when creating content for ASINs:

- Do not upsell/cross-sell other products or accessories
- Do not use abbreviations, particularly with measurements (e.g. feet not ft., ounces not oz., etc.)
 - o Exception: use F for Fahrenheit, C for Celsius
- When describing area or volume, use "by" rather than "x" (e.g. 2- by 4-inch not 2- x 4-inch)
- Only use standard characters (ASCII); avoid ™, ®, ©, ½, 1st, smart quotes ("", "’), accented letters (è, ñ), etc.
- Do not use unnecessary capitalization (e.g. Self-cleaning for HANDS FREE cleanup.)
- Avoid using exclamation points
- Spell check and proofread before submitting

4. Product Refinements:

Populate the refinements available for your products—customers utilize these refinements on our site to sort products and locate specific items (such as a "red" blanket, a "queen" sheet set, or an "oak" table). If the data you provide for your products does not include values for the available refinements, your products will be left out of search results as well as site campaigns and e-mails that use those refinements.

Refinements important to **Cookware**:

- Material
- Finish
- SpecialFeatures

For a complete list of Kitchen & Dining refinements and valid values, please reference the *Valid Values* tab of the [Home & Garden](#) feed template.

Small Appliances Style Guide

1. Titles:

The customer should be able to make a purchase based on info in the title. Titles should always be checked for style and accuracy.

- Capitalize first letter of each word (except prepositions, conjunctions, and articles such as "of," "and," "an")
- Spell out dimensions such as Feet and Inches

- Do **not** include trademark symbol
- Keep titles as short and simple as possible, but make sure to include all essential information
- Follow specific style guidelines below
- Ampersands should **not** be used in titles (unless part of a brand name); spell out and lowercase “and”

Title Style:

The Product Title should be in title case—first letter of each word capitalized—and in the following format:

Brand + Model # + Model Name + Product Type +, Color*

For example:

| <i>Brand</i> | <i>Model #</i> | <i>Model Name</i> | <i>Product Type</i> | <i>Color</i> |
|--------------|----------------|-------------------|---------------------|--------------|
| KitchenAid | KSM150PSER | Artisan Series | 5-Quart Mixer, | Empire Red |

*Note: If the product is not available in multiple colors, omit it from the title. Products available with multiple colors should have the color variation listed at the end of the title. Casing material, when applicable, may be used in lieu of color.

Single color: Hamilton Beach 72610 Fresh Chop 3-Cup Food Chopper

Multiple colors: Oster BPST02-B Professional Series Blender, Black

Casing material: Cuisinart DLC-2ABC Mini Prep Plus Food Processor, Brushed Chrome

2. Feature Bullets:

The Product Features bullets are a quick way for customers to scan an item’s top features and benefits. Each ASIN must have five (5) bullets, each no more than 156 characters. Suggested bullet points:

1. Overall synopsis of product
2. Major feature(s), benefit(s)
3. Secondary feature(s), benefit(s)
4. Included accessories
5. Dimensions; warranty information

Example:

KitchenAid KSM150PSER Artisan Series 5-Quart Mixer, Empire Red

- 325-watt mixer with 10 speeds; 5-quart stainless-steel bowl
- Tilt-back head for easy access to mixture
- 2-piece pouring shield with large chute for adding ingredients
- Includes flat beater, dough hook, and wire whip
- Measures 14 by 8-2/3 by 14 inches; 1-year warranty

3. Product Description:

The Product Description is where a customer looks for detailed information about an ASIN. There is no character limit and it should be written in paragraph form. Important information to include:

- Complete features and benefits
- Explanation of functions and capabilities
- Editorial content and lifestyle/usage descriptions
- Listing of box contents
- Technical specifications (output, capacity, speed, etc.)

Example:

Black & Decker DCM18S Brew 'n Go Personal Coffeemaker with Travel Mug

Great for commuters, office professionals, and one-coffee-drinker households, this personal coffeemaker brews 15 ounces of coffee directly into a stainless-steel travel mug. The mug has a rubber handle for a safe grip and a lid to keep coffee hot. It's tapered to a 2-1/2-inch-diameter bottom, so it fits most vehicle cup holders. The coffeemaker itself is designed for an on-the-go coffee drinker. It has a permanent filter--no messy disposable paper filters required--and shuts off automatically after brewing. The mug, filter, filter basket, and mug lid are dishwasher-safe, and the coffeemaker can also be used to heat water for tea, hot chocolate, and instant foods like oatmeal and soup. Made of gleaming black plastic, it measures 9-3/4 inches high, 7 inches wide, and 6 inches deep, and carries a one-year warranty against defects.

General Content Standards:

To ensure consistency and a quality user experience, all content must adhere to several content guidelines. Failure to follow these standards in ASIN style content reduces usability, can deter prospective customers, and may be subject to editing or removal.

Some basic guidelines to keep in mind when creating content for ASINs:

- Do not upsell/cross-sell other products or accessories
- Do not use abbreviations, particularly with measurements (e.g. feet not ft., ounces not oz., etc.)
 - o Exception: use F for Fahrenheit, C for Celsius
- When describing area or volume, use "by" rather than "x" (e.g. 2- by 4-inch not 2- x 4-inch)
- Only use standard characters (ASCII); avoid ™, ®, ©, ½, 1st, smart quotes ("", "), accented letters (è, ñ), etc.
- Do not use unnecessary capitalization (e.g. Self-cleaning for HANDS FREE cleanup.)
- Avoid using exclamation points
- Spell check and proofread before submitting

4. Product Refinements:

Populate the refinements available for your products—customers utilize these refinements on our site to sort products and locate specific items (such as a “red” blanket, a “queen” sheet set, or an “oak” table). If the data you provide for your products does not include values for the available refinements, your products will be left out of search results as well as site campaigns and e-mails that use those refinements.

Refinements important to **Small Appliances**:

- Size
- Material
- SpecialFeatures
- IncludedComponents

For a complete list of Kitchen & Dining refinements and valid values, please reference the *Valid Values* tab of the [Home & Garden](#) feed template.

Large Appliances Style Guide

1. Titles:

The customer should be able to make a purchase based on info in the title. Titles should always be checked for style and accuracy.

- Capitalize first letter of each word (except prepositions, conjunctions, and articles such as "of," "and," "an")
- Spell out dimensions such as Feet and Inches
- Do **not** include trademark symbol
- Keep titles as short and simple as possible, but make sure to include all essential information
- Follow specific style guidelines below
- Ampersands should **not** be used in titles (unless part of a brand name); spell out and lowercase "and"

Title Style:

The Product Title should be in title case—first letter of each word capitalized—and in the following format:

Brand + Model # + Model Name + Product Type +, Color*

Example:

| <i>Brand</i> | <i>Model #</i> | <i>Model Name</i> | <i>Product Type</i> | <i>Color</i> |
|--------------|----------------|-------------------|---------------------|-----------------|
| Amana | AFD2535FES | Home | French Door | Stainless Steel |

*Note: If the product is not available in multiple colors, omit it from the title. Products available with multiple colors should have the color variation listed at the end of the title. Casing material, when applicable, may be used in lieu of color.

Single color: Amana 25 cu. ft. French Door Refrigerator

Multiple colors: Avanti SHP1702SS 1.7 cu. ft. Superconductor Compact Refrigerator - Stainless Steel

Casing material: Danby DCR88BSLDD 3.2 Cubic Foot Compact Refrigerator with Spotless Steel Finish

2. Features Bullets:

The Product Features bullets are a quick way for customers to scan an item's top features and benefits. Each ASIN must have five (5) bullets, each no more than 156 characters. Suggested bullet points:

1. Overall synopsis of product
2. Major feature(s), benefit(s)
3. Secondary feature(s), benefit(s)
4. Included accessories
5. Dimensions; warranty information

Example:

Danby DCR88BSLDD 3.2 Cubic Foot Compact Refrigerator with Spotless Steel Finish

- 325-watt mixer with 10 speeds; 5-quart stainless-steel bowl
- Tilt-back head for easy access to mixture
- 2-piece pouring shield with large chute for adding ingredients
- Includes flat beater, dough hook, and wire whip
- Measures 14 by 8-2/3 by 14 inches; 1-year warranty

3. Product Description:

The Product Description is where a customer looks for detailed information about an ASIN. There is no character limit and it should be written in paragraph form. Important information to include:

- Complete features and benefits
- Explanation of functions and capabilities
- Editorial content and lifestyle/usage descriptions
- Listing of box contents
- Technical specifications (output, capacity, speed, etc.)

Example:

The Danby DCR88BSLDD 3.2 cubic foot compact refrigerator is the perfect addition to any dorm, bedroom or lunch room. The spotless steel finish looks identical to real stainless steel, but you don't have to worry about the smudging. It can be adjusted to the same height as a counter for a streamlined look, and has a smooth back for a flush fit against walls.

Versatile Storage

The Danby DCR88BSLDD 3.2 cubic foot compact refrigerator has adjustable glass shelves for maximum storage versatility.

Energy Star Rated

The Danby DCR88BLDD is Energy Star efficient to help you save the environment and your money.

Reversible Door

The door can open from either the left or right side with the reversible door hinge. It also has an integrated handle for convenient opening and closing.

Freezer Section

This 3.2 cubic foot compact refrigerator also has a freezer section with a door so you can store things like the included ice cube tray.

General Content Standards:

To ensure consistency and a quality user experience, all content must adhere to several content guidelines. Failure to follow these standards in ASIN style content reduces usability, can deter prospective customers, and may be subject to editing or removal.

Some basic guidelines to keep in mind when creating content for ASINs:

- Do not upsell/cross-sell other products or accessories
- Do not use abbreviations, particularly with measurements (e.g. feet not ft., ounces not oz., etc.)
 - o Exception: use F for Fahrenheit, C for Celsius
- When describing area or volume, use “by” rather than “x” (e.g. 2- by 4-inch not 2- x 4-inch)
- Only use standard characters (ASCII); avoid [™], ®, ©, ½, 1st, smart quotes (“”, ”), accented letters (è, ñ), etc.
- Do not use unnecessary capitalization (e.g. Self-cleaning for HANDS FREE cleanup.)
- Avoid using exclamation points
- Spell check and proofread before submitting

4. Product Refinements

Populate the refinements available for your products—customers utilize these refinements on our site to sort products and locate specific items (such as a “red” blanket, a “queen” sheet set, or an “oak” table). If the data you provide for your products does not include values for the available refinements, your products will be left out of search results as well as site campaigns and e-mails that use those refinements.

Refinements important to **Large Appliances**:

- Size
- Material
- SpecialFeatures
- IncludedComponents

For a complete list of Kitchen & Dining refinements and valid values, please reference the *Valid Values* tab of the [Home & Garden](#) feed template.



Décor Style Guide

Image Requirements: Please see Image guidelines outlined in Section I.

1. Titles:

The customer should be able to make a purchase based on info in the title. Titles should always be checked for style and accuracy.

- Capitalize first letter of each word (except prepositions, conjunctions, and articles such as "of," "and," "an")
- Spell out dimensions such as Feet and Inches
- Do **not** include trademark symbol
- Keep titles as short and simple as possible, but make sure to include all essential information
- Follow specific style guidelines below
- Ampersands should **not** be used in titles (unless part of a brand name); spell out and lowercase "and"

Format: Brand + Style + Size + Material (teak, oak, leather, velvet, etc.) + Product Type, Color

Examples:

- Royal Albert Old Country Roses Floral Pillar/Taper Candleholder, Set of 2
- Umbra Floater 5-Inch-by-7-Inch Frame, Black

Note: If the product does not come in multiple colors, the color should not be noted in the title. If it does come in multiple colors, the color should be listed at the end of the title, as in the example above.

2. Feature Bullets:

Please provide five strong feature/benefit bullets. Separate phrases in a single bullet with semicolons. Write all numbers as numerals. Spell out quantities such as feet and inch. Capitalize the first letter in the first word of each bullet. Include what's in the box, number of items in sets, accessories. Note any applicable limits, warnings, warranty information, or if product assembly is required. Detail major features, construction, and materials. The final bullet for all products must list product dimensions/measurements.

Format:

1. Style (modern, vintage, rustic, Asian, etc.), general summary of product
2. Materials, construction
3. Items includes, details on pattern and design
4. Care information/instructions, assembly required, origins (imported?)
5. Dimensions; warranty information

Example (for picture frames):

- Contemporary wood wall frame creates open gallery effect
- Constructed of 2 oversized glass panes; available in 3 finishes: black, natural, and walnut
- Can also hold one 8-inch-by-10-inch photo without glass border
- Wipe clean with dry cloth
- Measures 8 inches by 10 inches

Example (for figurines):

- For display in any room in the home, this sweet collectible figurine is a fantastic Valentine's tribute
- Hand crafted in exquisite hand-painted porcelain bisque
- Arrives packaged in a beautiful satin-lined gift box
- Gently wipe the figurine with a damp soft cloth; air dry
- Measures 2.8 by 2.8 by 5.2 inches and weighs approximately 11 ounces

3. Product Descriptions:

Begin the paragraph by introducing the product(s), size, and possible use(s). Discuss the style of the item (contemporary, vintage, modern, etc.) and how it might fit into surrounding décor. Discuss relevant additional accessories available for purchase. You can also add any relevant story behind the design of the product. Finish the review with accurate dimensions, particular care instructions, and warranty information.

Other relevant issues to address:

- Capabilities/limitations, such as: "do not leave patio table in the rain uncovered," etc.

- Origin: Made in Italy
- Information on any major awards won
- Safety instructions, warnings if any

Examples:

Product Description (for picture frames)

Transform a favorite photo into an eye-catching focal point with Umbra's Floater frame. Crafted with a simple wood outside casing (choose from black, natural, and walnut finishes) and two oversized glass panes, the frame holds one 5-inch-by-7-inch photo with extra glass running around it to create a see-through border. This really makes the photo stand out, and the modern gallery effect is both airy and sleek in today's contemporary decors. A nicely versatile piece, the frame can also hold an 8-inch-by-10-inch photo without the glass edging. Designed by Paul Rowan.

Product Description (for decorative accessories)

Famous for her expressive and energetic work, artist Ulrica Hydman-Vallien designed the Mine line for Kosta Boda with free-flowing color and organic shaping. The collection--a blend of bowls, dishes, and tumblers--is at once bold and subtle, with richly layered veils of a single hue in each piece. Subtle ribbing, polished rims, and simple flared silhouettes complete the design. The colors throughout the collection offer a striking complement to one another or stand alone with confidence. Handcrafted in Sweden, each Mine edition is distinctive in its details. Suitable for display as well as function, this substantial little bowl features beautiful wisps and swirls of color against a clear background. The thick sides and flat bottom create a handsome, artisanal quality. Completely lead-free, the bowl measures 5-3/8 inches in diameter and stands 2-3/4 inches high. It should be washed by hand for best results.

Product Description (for figurines)

For display in any room in the home, this sweet collectible figurine perfectly displays love's innocence and makes a fantastic Valentine's tribute to daughters. This girl is holding a heart bouquet, and "To Daughter" is printed on one of the hearts. Hand crafted in exquisite hand-painted porcelain bisque, the figurine arrives packaged in a beautiful satin-lined gift box. It measures 2.8 by 2.8 by 5.2 inches and weighs approximately 11 ounces. To best care for the figurine, never submerge it in water. Use a mild soap to create sudsy water then gently wipe the figurine with a damp soft cloth. Wipe off excess water with a dry cloth. Place a towel on a table or countertop to let the figurine air dry before putting it back in its place. If a figurine breaks or chips, there are two kinds of adhesives to assist in repairing: "Ducco Cement" or "Adhesive Clear." Speak with a hardware store representative about which kind would work best.

Product Description (for artwork)

In a whimsical, yet regal print from CAS, man's best friend lends warmth to the atmosphere in any room. Part of a coordinating collection of 10 prints from the CAS Dog Collection, each one can hang alone or alongside each other for companionship. A versatile size for most any space, the print measures 18 by 18 inches. Highlighted with double matting, the print comes framed in a straight, dark-edged frame to best offset the image.

Product Description (for slipcovers)

Whether you want to dress up an old sofa or protect one that's new, this handsome slipcover combines classic good looks and convenient ease of care. Strong but soft canvas stands up to the toughest punishment kids or pets can dish out, then cleans up easily in the washing machine. Simply drape over any sofa measuring 78 to 96 inches in width, tuck into crevices and finish with bow ties around the arms. The bold stripes, straight skirt, and casual fit create a tailored yet unfussy look that suits almost any décor.

4. Product Refinements

Populate the refinements available for your products—customers utilize these refinements on our site to sort products and locate specific items (such as a “red” blanket, a “queen” sheet set, or an “oak” table). If the data you provide for your products does not include values for the available refinements, your products will be left out of search results as well as site campaigns and e-mails that use those refinements.

Refinements important to **Decor**:

- ColorMap
- Size
- Material
- Shape
- Scent
- SpecialFeatures
- LightSourceType

For a complete list of Home refinements and valid values, please reference the *Valid Values* tab of the [Home & Garden](#) feed template.

Furniture Style Guide

1. Titles:

The customer should be able to make a purchase based on info in the title. Titles should always be checked for style and accuracy.

- Capitalize first letter of each word (except prepositions, conjunctions, and articles such as "of," "and," "an")
- Spell out dimensions such as Feet and Inches
- Do **not** include trademark symbol
- Keep titles as short and simple as possible, but make sure to include all essential information
- Follow specific style guidelines below
- Ampersands should **not** be used in titles (unless part of a brand name); spell out and lowercase “and”

Format: Brand + Collection + Size + Material (teak, oak, leather, velvet, etc.) + Product Type, Color

Examples for Sofas:

- Pinzon Chelsea Microfiber Chaise Lounge, Beige
- Monterey Medium Brown Leather Sofa

Examples for Tables:

- Hyde Park Marble-Top Walnut End Table
- Craftsman Coffee Table, Dark Oak

Examples for Rugs:

- Verona Kashan 63-Inch-by-91-Inch Polypropylene Area Rug, Black
- Thomas O'Brien 34-Inch-by-21-Inch Chenille Rug, Gray

Examples for Mattresses:

- Simmons Twin Extra Long Visco Mattress
- Simmons King Latex Mattress

Note: If the product only comes in one color it can be noted in the title. If product comes in multiple colors/finishes, the color should be listed at the end of the title, as in this example:

- Queen Anne Console Table, Cherry Finish

2. Feature Bullets:

Please provide five strong feature/benefit bullets. Separate phrases in a single bullet with semicolons. Write all numbers as numerals. Spell out measurements such as feet and inch. Capitalize the first letter in the first word of each bullet. Include accessories/additional pieces if applicable (cushions, drawers, etc.). Note any applicable limits, warnings, warranty information, or if product assembly is required. Detail major features, construction, and materials. The final bullet for all products must list product dimensions/measurements.

Feature/benefit style:

1. General summary of product
2. Materials, construction
3. Details on pattern, design; style (modern, vintage, rustic, asian, etc.)
4. Care information/instructions, assembly required, origins (imported?)
5. Dimensions; warranty information

Example for Sofas:

- Classic large 84-inch leather couch
- Made of 100% Italian leather; kiln-dried hardwood frame; webbed back construction
- Resin decorative moldings; standard density foam cushions; split leather on sides and back
- Freight delivery service includes assembly with carry-in-home positioning service
- Measures 84 inches wide by 38-1/2 inches deep by 36 inches high

Example for Tables:

- Rustic oak coffee table with hinged top
- Made of oak veneer; satin-smooth hand finish; cedar lining
- Hinged top opens for storage; choice of finish colors to match decor
- Some assembly required; hardware included
- Measures 42-1/4 inches wide by 22-1/4 inches deep by 18 inches high

Example for Rugs:

- Persian-style Area Rug
- Made of 100% machine-woven polypropylene; 9-millimeter high pile; made in Turkey
- Black center surrounded by tan frame; decorated with floral vine pattern
- Blot spills immediately, clean with damp soapy sponge; UV protection against fading
- Measure 64 inches by 26 inches

Example for Mattresses:

- California king mattress; crafted with viscoelastic memory foam for long-lasting comfort and support
- DuPont Cool Max fabric mattress pad cover enhances air flow and removes for cleaning
- Replaceable viscoelastic topper pad and 6-inch Omalon foam base provide resilience and stability
- After unpacking, foam regains shape within 12 hours
- Mattress measures 84 by 72 by 9 inches and weighs 91 pounds upon shipping; limited 10-year warranty

3. Product Descriptions:

The review covers major product features and introduces the product(s), size, and possible use(s). Discuss the style of the item (contemporary, vintage, modern, etc.) and how it might fit into surrounding décor: can product be used outdoors? Are materials stain-resistant (good for use in a household with children)? Discuss the features and benefits of the item, covering in detail the features mentioned in the bullet points, including materials and construction, additional details, and included accessories. Discuss relevant additional accessories/pieces available for purchase (coordinating ottoman, loveseat, etc.). Finish the review with accurate dimensions, particular care instructions, and warranty information.

* For **rugs**: mention size in review, or if part of a collection, list **all** sizes of rugs available in that style/pattern, so review can be used for each size of rug in collection. Please use a third paragraph to discuss care instructions and bold the heading (see example below).

Other relevant issues to address:

- Capabilities/limitations, such as: “do not leave patio table in the rain uncovered,” etc.
- Origin: Made in Italy
- Information on any major awards won
- Safety instructions, warnings if any

Examples:

Amazon.com Product Description (for sofas)

This 100% Italian leather couch is a wide 84 inches, perfect for seating three comfortably and stylishly. The medium brown of this handsome couch coordinates well with any décor, and ages beautifully so it'll remain a centerpiece in your living room for years to come. This long, elegant sofa is the perfect piece for your living room or den, and offers an inviting spot for family and friends to sit and relax, or a comfy place to spend some quality time watching TV.

The kiln-dried hardwood frame of the couch offers strength, while the sinuous spring base gives you a cushioned yet sturdy seat that will hold up for years. The webbed back construction offers additional stability and strength to the frame of the couch and lets the leather breathe in order to maintain its shape and suppleness. Seat cushions are standard density foam with a pocket spring core and Dacron wrap to ensure an extremely comfortable and relaxing

seat, while offering structured support. Seat cushions are sewn to sofa frame to ensure they don't shift or gap. Boldly tapered back and sculpted arms are generously padded for comfort and self-welted at the edges for a tailored finish. Top grain foam lines the seating area for extra cushion and shape, and split leather on the sides and back ensures the quality of the leather couch will remain intact and resist stretching or tearing. Decorative resin moldings add a final touch of elegance to this classic piece. This collection includes a matching loveseat and reclining chair, both sold separately. Sofa measure 84 inches wide by 38 and a half inches deep by 36 inches high.

Amazon.com Product Description (for tables)

The right coffee table can pull all of your furniture together, creating a focal point for the room and a gathering place for conversation. This Mission coffee table does all that, with traditional American style. The Mission-style design features straight lines, side slatting, and gently tapered feet. Don't let the beauty of this table fool you though; its solid wood construction is extremely sturdy so it can handle lots of feet up on the table while relaxing on the couch or weighty big-screen TVs and components.

The table features a lower shelf for storing magazines or clutter, and an additional drawer on the front with an antique-inspired brass pull to stow things like pencils and paper, reading glasses, or television remotes. The slatting on the sides of the table keep items on the lower shelf organized and offer additional support. The brown stain of this table accentuates the wood's natural grain and gives it a glossy finish that resists stains and scratches. This item is imported and some assembly is required. Measures 17-1/2 inches high by 37-1/2 inches wide by 22 inches deep.

Amazon.com Product Description (for rugs)

This Persian-style area rug is made of 100% machine woven polypropylene using million point construction to give the rug an incredibly soft feel. The 9-millimeter high pile and heavy heat set give the rug a handmade look and feel. Based on the type of Persian rug from the area of Kashan in North Central Iran, this ornate rug features a black center surrounded by a tan frame, and is decorated throughout with an intricately flowing floral vine pattern. The Verona collection is designed to suit every décor, from modern to transitional and traditional. Perfect for living room, dining room, den, or foyer, the classic patterns of these rugs are based on authentic Persian and Turkish antique rugs with today's colors. Don't let this rug's glorious beauty fool you; it's tough and durable too! The UV protection in the yarn helps stave off fading even when placed in direct sunlight, and the million point machine-woven construction gives the rug a valuable strength and softness you'll enjoy for years to come. Verona Kashan rugs come in a variety of sizes: 63 inches by 91 inches, 54 inches by 72 inches, and 38 inches by 52 inches. Made in Turkey.

Care instructions: This rug is easy to clean—just blot spills immediately and clean with a soapy sponge.

Amazon.com Product Description (for mattresses)

In today's fast-paced society, getting a good night's sleep is paramount to an individual's physical and mental well-being. Likewise, a good night's sleep depends on a quality mattress. A mattress with worn-out springs can disrupt a sleeper with its aggravating protrusions and inadequate body support, resulting in sleepless nights and achy mornings. Simmons kisses such mattress woes goodbye with this mattress from their CFC line. Rather than using spring support, Simmons designed the 9-inch high mattress with several strata of resilient foam that contours to one's body.

The first layer of the mattress consists of a soft 2-inch Quiltex mattress pad with a removable cover. The DuPont Cool Max fabric cover enables air to flow with ease. Below this first stratum lies a 3-1/2-inch replaceable topper pad. Below this first stratum lies a 3-1/2-inch replaceable topper pad. Constructed from viscoelastic memory foam with a 5-pound density, the topper pad distributes anatomically correct support and regains its shape within 12 hours after nightly compression. A 6-inch Omalon pad provides a strong mattress base that resists buckling with a patented process for elongating the pad's urethane foam cells. Steam clean the mattress cover. A ten-year limited warranty covers the topper pad and support foam, while a one-year limited warranty applies to the mattress pad cover. Available in a variety of sizes, this model of the mattress measures 84 by 72 by 9 inches and weighs 91 pounds upon shipping.

Safety Information

Urethane Foam is Flammable! Do not expose this product to open flames or any other direct or indirect high temperature ignition sources such as burning operations, welding, burning cigarettes, space heaters, or naked lights. Once ignited, urethane foam will burn rapidly, releasing great heat and consuming oxygen at a high rate. In an enclosed space the resulting deficiency of oxygen will present a danger of suffocation to occupants. Hazardous gases released by the burning urethane can be incapacitating or fatal to human beings if inhaled in sufficient quantities.

4. Product Refinements

Populate the refinements available for your products—customers utilize these refinements on our site to sort products and locate specific items (such as a “red” blanket, a “queen” sheet set, or an “oak” table). If the data you provide for your products does not include values for the available refinements, your products will be left out of search results as well as site campaigns and e-mails that use those refinements.

Refinements important to **Furniture**:

- ColorMap
- Size
- Material
- Shape
- Style
- IncludedComponents
- SpecialFeatures

For a complete list of Home refinements and valid values, please reference the *Valid Values* tab of the [Home & Garden](#) feed template.

1. Style Refinements

Contemporary

- Types Include: Art Deco, Eclectic, Modern, Retro, Urban
- Features: minimalist, mirrored and chrome surfaces, streamlined, little or no ornamentation, sharp angles and lines, futuristic and space-age styles, often leather and microfiber
- Product examples:



- Attributes: thesaurus_attribute_keywords
 - **Contemporary:** contemporary
 - **Art Deco:** art-deco
 - **Eclectic:** eclectic-style
 - **Modern:** modern-design-style

Casual

- Types Include: Country, Cottage, Lodge, Tropical, Shabby Chic, Rustic, Southwestern
- Features: natural woods, relaxed, earth tones and leather, artisan-made pieces, light to mid-tone finishes, nature-inspired accessories, rattan and wicker
- Product examples:



- Attributes: thesaurus_attribute_keywords
 - **Casual:** casual-style
 - **Cape Cod:** cape-cod
 - **Cottage:** cottage-style
 - **Country Rustic:** country-rustic
 - **French Country:** french-country
 - **Garden:** garden-style
 - **Lodge:** lodge-style
 - **Mediterranean:** mediterranean
 - **Shabby Chic:** shabby-chic
 - **Southwestern:** southwestern-style
 - **Tropical:** tropical

Traditional

- Types Include: Colonial, Baroque, Heritage, Old World Estate, Shaker, Victorian, Antique
- Features: medium to dark finishes, spindles, finials, classic motifs, carved details, formal
- Product examples:



- Attributes: thesaurus_attribute_keywords
 - **Traditional:** traditional-style
 - **Colonial:** colonial
 - **English:** english-style
 - **French:** french-style
 - **Italianate:** italianate
 - **Mission:** mission
 - **Old World:** old-world
 - **Shaker:** shaker
 - **Victorian:** victorian
 - **Antique:** antique-style
 - **Baroque:** baroque

International

- Types Include: Asian, Moroccan, Latin, Scandinavian, Sub-continental
- Features: silky brocades, lacquer finishes, jewel tones, intricate patterns, ornately carved fretwork, bamboo, cherry blossom or lotus motifs, mosaics, textiles embellished with embroidery, sequins and small mirrors
- Product examples:



- Attributes: thesaurus_attribute_keywords
 - **Asian:** asian-influence
 - **Chinese:** chinese-design-style
 - **Japanese:** japanese-design-style
 - **Latin:** latin-design-style
 - **Moroccan:** moroccan-design-style
 - **Scandinavian:** scandinavian-design-style

Bath Style Guide

1. Titles:

The customer should be able to make a purchase based on info in the title. Titles should always be checked for style and accuracy.

- Capitalize first letter of each word (except prepositions, conjunctions, and articles such as "of," "and," "an")
- Spell out dimensions such as Feet and Inches
- Do **not** include trademark symbol
- Keep titles as short and simple as possible, but make sure to include all essential information
- Follow specific style guidelines below
- Ampersands should **not** be used in titles (unless part of a brand name); spell out and lowercase "and"
- Do **not** use promotion-specific verbiage, such as "free shipping" or "limited time offer"
- Do **not** overuse punctuation marks—refrain from using too many question or punctuation marks

Title Style:

Towels:

Brand + Line/Pattern + Material + Product Type + Quantity, + Color

Examples:

Royal Velvet Classic Hand Towel, Peridot

Martex Atelier Hand Towel 2-Pack, Blue Moon

Towel Sets (includes different types of towels in the same set):

Brand + Line/Pattern + Material + # of Pieces + Product Type, + Color

Examples:

Christy Renaissance Egyptian Cotton 3-Piece Towel Set, Cranberry

Pike Street 100-Percent Egyptian Cotton 725-Gram 6-Piece Towel Set, Grey

Bath Rugs

Brand + Line/Pattern + Material + Product Type + Quantity, + Color

Example:

Royal Velvet Regency Nylon Bath Rug, Aqua

Shower Curtains

Brand + Line/Pattern + Material + Product Type + Quantity, + Color

Example:

InterDesign Vivo Fabric Shower Curtain

Bath Robes

Brand + Line/Pattern + Material +Size + Product Type + Color

Example:

Pinzon Silky-Soft Medium Cotton Bathrobe, Palm

Kitchen & Table Linens

Brand + Line/Pattern + Material +Size + Product Type + Color

Example:

Bardwill Reflections 60-Inch-by-120-Inch Oblong Tablecloth, Merlot

General notes:

- If it is a single towel, do not list the quantity.
- If there are more than one of the same kind of towel packaged together, phrase the quantity in “Packs”: 2-Pack.
- If there are not multiple colors of the product, do not list the color at the end.
- All numbers should be numerals.

2. Feature Bullets:

Please provide five strong feature/benefit bullets. Separate phrases in a single bullet with semicolons. Write all numbers as numerals. Spell out quantities such as feet and inch. Capitalize the first letter in the first word of each bullet. Include what's in the box, number of items in sets, accessories. Note any applicable limits, warnings, warranty information, or if product assembly is required. Detail major features, construction, and materials. The final bullet for all products must list product dimensions/measurements.

Bullets should include:

1. General summary of product
2. Fabric and fill details, including weight and construction
3. Details on special features of product
4. Care instructions
5. Size and dimensions

Towels Example:

1. 6-Piece oversized luxury towel set with 2 bath towels, 2 hand towels, and 2 washcloths
2. Woven with over 4-1/2 pounds of 100-percent long-staple Egyptian cotton, for superior softness, absorbency, and durability
3. Available in a wide array of colors to accessorize with any décor
4. These bath linens grow softer with each and every machine wash and dry
5. Bath towels measure 30 by 56 inches; hand towels measure 18 by 30 inches; wash cloths measure 13 inches square

Bath Rugs Example:

1. Plush bath rug with rounded rectangular shape
2. Made from 100 percent nylon for soft feel and long-lasting durability
3. Soft pile surface adds warmth and comfort to the bathroom; nonslip backing for safety
4. Machine wash, air dry
5. Measures 21 by 34 inches

Shower Curtains Example:

1. Fashionable fabric shower curtain adds a touch of luxury to your bathroom
2. Made from water-resistant 100 percent polyester
3. Features rust-proof metal grommets
4. Wipe clean; use of InterDesign's shower curtain liners are recommended
5. Generously sized at 72 inches by 72 inches

Bath Robes Example:

1. Plush, lightweight medium bathrobe with a soft-as-silk feel, offered in an array of colors
2. Made in Turkey of 70 percent rayon made from bamboo and 30 percent cotton
3. Features a shawl collar, sash tie, and deep in-seam pockets; coordinating towels available
4. Machine wash and dry
5. Offered in small, medium, large, and extra large

Kitchen & Table Linens Example:

1. Stylish and practical tablecloth features a smart, geometric design
2. Sewn from 100 percent polyester microfiber
3. Design causes liquid to bead up as soon as it spills
4. Machine washable and safe in the dryer
5. Measures 60 inches by 120 inches

3. Product Descriptions:

Begin the paragraph by introducing the product(s), size, and possible use(s). Discuss the style of the item (contemporary, vintage, modern, etc.) and how it might fit into surrounding décor. Discuss relevant additional accessories available for purchase. You can also add any relevant story behind the design of the product. Finish the review with accurate dimensions, particular care instructions, and warranty information. Reviews should include some discussion of who this towel is for (low cost, high end luxury, kids, beach, poolside) with some romance for high end towels, calling out the value and comfort of luxury towels.

Relevant issues to address:

- Limitations: Dry clean only. Hand wash.
- Origin (Made in France), if of interest.
- How the towels were created and/or tested.

Examples:

Product Description (for towels)

Indulge in spa-like luxury after showering, bathing, or just washing face and hands with this sumptuous six-piece towel set. The set includes two oversized, extra-heavy bath towels, two oversized extra-heavy hand towels, and two oversized, extra-heavy washcloths. Woven with approximately 4-1/2 pounds of 100-percent Egyptian cotton--known for its incredible softness, absorbency, and durability--the set makes an ideal complement to any bathroom whether pampering family or special guests. Egyptian cotton fibers are valued for their superior length and strength, which reduces the buildup of pile and lint. Amply sized, each bath towel measures 30 by 56 inches, with over 1-1/2 pounds of Egyptian cotton. Hand towels measure 18 by 30 inches and wash cloths are 13 inches square. Classic piqué borders add an elegantly finished look. These linens will feel cozy and comfortable against the skin every time they're used. Additionally, they get softer with each and every machine washing and drying.

Product Description (for bath rugs)

Plush and comforting, the Regency collection from Royal Velvet adds softness and warmth to the bathroom so getting ready or winding down for the day is more comfortable. With numerous colors choices, the various pieces also pull the palette of the room together and make redecorating fast and simple. Constructed from 100 percent nylon for durability, the line is especially soft to the hand or foot and comes with nonslip backs for sure footing. This Regency

bath rug features a rectangular shape for good coverage with rounded corners that smooth the look. It measures 21 by 34 inches, comes in an array of fun hues, and coordinates with the Regency seat cover and contour rug. Other sizes in the same shape are also available.

Product Description (for shower curtains)

Add a touch of luxury to your bathroom with the Vivo fabric shower curtain. Featuring blocks of nature in a multitude of colors and designs, the water-resistant, 100-percent polyester curtain is generously sized at 72 inches by 72 inches, and has rust-proof metal grommets along its top edge. InterDesign recommends pairing the curtain with one of their shower curtain liners to keep the curtain clean and looking like new.

Product Description (for bath robes)

This bathrobe blends 70 percent rayon made from bamboo with 30 percent cotton in a 450-grams-per-square-meter weave. Expertly made in Turkey with a patented ply construction of dense, short loops that impart a lightly lustrous look, the robe is as light as silk, but offers far more warmth and absorbency. Details include a shawl collar, a sash tie with belt loops, deep in-seam pockets, and roll-up cuffs. A layer of pretty piqué weave accents the top of the collar, sash, and cuffs for a subtle contrast in texture. The bathrobe is offered in small, medium, large, and extra large in an array of colors. Coordinating bath towels and washcloths are available in the same palette to transform the entire bath experience into a lavish treat. Cleaning is a breeze since bamboo-derived rayon and cotton is safe to wash at home in the washer and dryer. Please note, though, that this fabric can sometimes take a little longer to dry in the dryer after it has been thoroughly soaked in the washer.

Product Description (kitchen and table linens)

In spite of their sophisticated appearance, the Reflections linens are remarkably practical. They wash up in the machine for easy care, and their 100 percent polyester microfiber design causes liquids to bead up, so spills are a minimal problem. Styled with a subtle geometrical flair, the pieces feature a single hue with rectangles of contrasting finishes. Available in tablecloths of numerous sizes and shapes, this tablecloth is 60 inches by 120 inches, and the line also includes napkins and placemats for a fully dressed table. The range of colors is great for all seasons and occasions, and each piece features a finished hem for durability.

4. Product Refinements:

Populate the refinements available for your products—customers utilize these refinements on our site to sort products and locate specific items (such as a “red” blanket, a “queen” sheet set, or an “oak” table). If the data you provide for your products does not include values for the available refinements, your products will be left out of search results as well as site campaigns and e-mails that use those refinements.

Refinements important to **Bath**:

- ColorMap
- Material

For a complete list of Home refinements and valid values, please reference the *Valid Values* tab of the [Home & Garden](#) feed template.

Bedding Style Guide

1. Titles:

The customer should be able to make a purchase based on info in the title. Titles should always be checked for style and accuracy.

- Capitalize first letter of each word (except prepositions, conjunctions, and articles such as "of," "and," "an")
- Spell out dimensions such as Feet and Inches
- Do **not** include trademark symbol
- Keep titles as short and simple as possible, but make sure to include all essential information
- Follow specific style guidelines below
- Ampersands should **not** be used in titles (unless part of a brand name); spell out and lowercase "and"

Title Style:

Sheets, Mattress Pads, Blankets:

Brand + Line/Pattern + Thread Count + Material + Size + Product Type, + Color

Examples:

Wamsutta Luxury 400-Thread-Count Sateen Queen Sheet Set, Halo
Wamsutta 300-Thread-Count Pima Cotton Sateen King Fitted Sheet, Scarlet
Wamsutta 300-Thread-Count Pima Cotton Sateen Standard Pillowcases, Iris
Tommy Hilfiger Chino European Sham, Bloom Pink
Wamsutta Even-Temperature Queen Mattress Pad
Martex Egyptian Cotton Queen Blanket, Natural
LittleMissMatched Zany 84-inch Drapes, Black

Pillows:

Brand + Line + Size + Product Type, + Quantity

Examples:

Pacific Coast Feather Eurosquare Queen Feather Fill Pillow, Set of 2
Sealy Posturepedic Aller-Ease Standard Hypoallergenic Pillow

Down Comforters:

Brand + Line/Pattern + Weight/Fill/Warmth + Size + Product Type

Examples:

Pacific Coast Feather Classic Extra Warmth Full-Queen Down Comforter

General Comforters:

Brand + Line/Pattern + Size + Product Type, Color

Examples:

Waterford Conor Paisley King Comforter
Tommy Hilfiger Chino King Comforter, Bloom Pink

General notes:

- Pillowcase quantity is indicated only in the pluralization of the word “pillowcase.” If only one pillowcase is being sold, it would be singular.
- Sheets and pillowcases must include the thread count in the title. Blankets and mattress pads do not require it.
- In titles, thread count should be hyphenated, with one hyphen between the number and “thread” and another hyphen between “thread” and “count”: 400-Thread-Count.
- If there are not multiple colors of the product, do not list the color at the end.

2. Feature Bullets:

Please provide five strong feature/benefit bullets. Separate phrases in a single bullet with semicolons. Write all numbers as numerals. Spell out quantities such as feet and inch. Capitalize the first letter in the first word of each bullet. Include what's in the box, number of items in sets, accessories. Note any applicable limits, warnings, warranty information, or if product assembly is required. Detail major features, construction, and materials. The final bullet for all products must list product dimensions/measurements.

Sheets:

1. General summary of sheet or sheet set
2. Fabric details, including weight, thread count, and construction(1-ply, 2-ply, 3-ply)
3. Details on design and colors; manufacturing location (where it's made)
4. Care instructions
5. Size and dimensions

Sheets Example:

1. Queen set includes flat sheet, fitted sheet, and two standard-size pillowcases
2. Luxuriously soft 420-thread-count, 1-ply, 100 percent cotton;
3. Solid blue/gray with small dots in contrasting white hue throughout; made in Portugal
4. Machine washable and dryable
5. 94-by-105-inch flat sheet; 60-by-80-inch fitted sheet; 28-by-20-inch pillowcases

Comforters:

1. General summary of comforter or comforter set
2. Fabric details, including weight, thread count, and construction(1-ply, 2-ply, 3-ply)
3. Details on design and colors; manufacturing location (where it's made)
4. Care instructions
5. Size and dimensions

Comforter Example:

1. One king-size comforter from Tommy Hilfiger
2. Sewn from 100 percent cotton; jump- and tack-stitched; dry clean only
3. Features a floral print, scalloped edge, and white appliquéd bands; made in USA
4. Machine wash and tumble dry
5. Measures 110 by 96 inches; reverses to positive/negative print

Duvet Covers:

1. General summary of duvet or duvet set
2. Fabric details, including weight, thread count, and construction(1-ply, 2-ply, 3-ply)
3. Details on design and colors; manufacturing location (where it's made)

4. Care instructions
5. Size and dimensions

Duvet Example:

1. One king-size duvet cover from DKNY
2. 100 percent cotton, exclusive of decoration; hidden-button closure
3. Features linear satin-stitched detail appliquéd on seersucker; crisp citrus color; made in USA
4. Machine wash
5. Measures 107 by 92 inches

Pillows and Mattress Pads:

1. General summary of product
2. Fabric details, including weight and construction
3. Details on design and colors; manufacturing location (where it's made)
4. Care instructions
5. Size and dimensions

Pillows Example:

1. Set of 2 standard-sized hypoallergenic down alternative pillows
2. Polyester gel fill has great loft recovery and does not shift
3. Shell made of 370-thread-count, 100 percent cotton with floral jacquard pattern, made in USA
4. Machine wash and dry for easy care; backed by 1-year limited warranty
5. Each pillow measures 24 inches by 15 inches

3. Product Descriptions:

Begin the paragraph by introducing the product(s), size, and possible use(s). Discuss the style of the item (contemporary, vintage, modern, etc.) and how it might fit into surrounding décor. Discuss relevant additional accessories available for purchase. You can also add any relevant story behind the design of the product. Finish the review with accurate dimensions, particular care instructions, and warranty information. Reviews should include some discussion of who this product is for (low cost, high-end luxury, kids), with some romance for high-end sheets, calling out the value and comfort of luxury sheets.

Relevant issues to address:

- Limitations: Dry clean only. Hand wash.
- Origin (Made in France), if of interest.
- How the bedding was created and/or tested.

Examples:

Product Description (for sheets)

Pinzon Egyptian cotton sheets offer a smooth, lustrous surface and understated sheen, and pair well with both solid and patterned bedding. This queen set includes an 87-by-105-inch flat sheet, 60-by-80-inch fitted sheet, and 20-by-31-inch pillowcases. Because these sheets are made of 100 percent Egyptian cotton--an all-natural, long staple cotton valued for its softness and texture--they are extra soft and breathable. 400-thread-count cotton is closely

woven with single-ply yarns for a smooth, cool feel. The flat sheet and pillowcases feature a 6-inch hem with delicate detailing. The fitted sheet, with elastic all around, fits snugly on mattresses up to 18 inches deep. Pinzon Egyptian cotton sheets wash and dry easily in the home machine and are imported.

Product Description (for duvets)

Why shouldn't you have the same sumptuous bedding at home that is used in luxury hotels around the world? Enjoy the unrivaled silkiness of pure Egyptian cotton in a 400-thread-count sateen weave. The Pinzon Hotel Satin Stitch duvet is expertly made with 150 grams per square meter of single-ply Egyptian cotton yarns for exceptional quality and durability. On the bottom and both sides, the white duvet features two colored rows of satin stitching to offset a 2-inch flange. It is finished with a hidden button closure in a sturdy, 2-inch placket on the back. Available in two sizes and five versatile satin-stitch colors, the duvet is made to coordinate with the Pinzon 400-Thread-Count Sateen Hotel Satin Stitch Collection, but will go with absolutely any Pinzon bedding and home decor. The queen duvet measures 88 by 88 inches and is safe to clean at home in the washer and dryer.

Product Description (for blankets)

Wrapping up in Pinzon's plush Microtec throw is like snuggling into a warm cloud. Warm, yet breathable, the super soft blanket is made from 100 percent polyester with a supple loft. Use it on beds, sofas, or in favorite lounging chairs. Available in a choice of high-fashion colors and sizes, including twin, full/queen, king, and throw, the blanket will go absolutely anywhere in the house. Finished with a durably stitched self hem all the way around, the blanket is easy to care for at home in the washer and dryer. The throw blanket measures 50 by 60 inches.

Product Description (for inflatable beds)

Set out into the world and bring a good night's sleep along with the Raised Explorer bed from AeroBed. Proportioned with a luxurious 14-inch height, the bed inflates and deflates through the power of its built-in pump, which doubles as a flashlight for reading or locating belongings in the dark. Great for car camping or overnight guests, the bed is fashioned from heavy-duty materials with reinforced, electronically welded seams and internal coil construction for comfort and support. The flocked surface is comfortable to the touch with the added benefit of keeping sheets from sliding about. Ready to use in under three minutes, this queen-size version of the Raised Explorer fits standard queen-size deep sheets. Outfitted with a sturdy carrying bag, it measures 74 by 60 by 14 when fully inflated, weighs about 8 pounds, and holds up to 750 pounds.

Product Description (for drapes)

This set of Betty Boop drapes contains 2 panels each measuring 42 by 63 inches with 2-inch header and 3-inch rod pocket. Featuring a solid pink background accented by white heart shapes and the Betty Boop logo and made from 60 percent cotton, 40 percent polyester with 180-thread-count, the drapes are machine washable for easy care. The Pair of drapes completes the girlishly pink Betty Boop bedding collection and can be paired with complementary window valance.

4. Product Refinements

Populate the refinements available for your products—customers utilize these refinements on our site to sort products and locate specific items (such as a “red” blanket, a “queen” sheet set, or an “oak” table). If the data you provide for your products does not include values for the available refinements, your products will be left out of search results as well as site campaigns and e-mails that use those refinements.

Refinements important to **Bedding**:

- ColorMap
- Size
- Material
- FabricWarmthDescription
- Pattern

For a complete list of Home refinements and valid values, please reference the *Valid Values* tab of the [Home & Garden](#) feed template.

:

Vacuums & Floor Care Style Guide

1. Titles:

The customer should be able to make a purchase based on info in the title. Titles should always be checked for style and accuracy.

- Capitalize first letter of each word (except prepositions, conjunctions, and articles such as "of," "and," "an")
- Spell out dimensions such as Feet and Inches
- Do **not** include trademark symbol
- Keep titles as short and simple as possible, but make sure to include all essential information
- Follow specific style guidelines below
- Ampersands should **not** be used in titles (unless part of a brand name); spell out and lowercase “and”

Title Style:

Brand + Model # + Model Name + Product Type, Color

Example: Dyson DC14 All Floors Upright Vacuum, Steel Yellow

Note: If the product does not come in multiple colors, the color should not be noted in the title.

2. Feature Bullets:

1. Overall synopsis of product
2. Major feature(s), highlighting materials and construction
3. Power output; information on controls and settings
4. Included accessories
5. Dimensions; warranty information

3. Reviews/Product Descriptions:

The hands-on review covers the major product features and positioning within its category, plus indicates how it performed. Begin the opening paragraph by introducing the product(s), power output, and possible use(s).

In the second paragraph (or second half of first paragraph, if short), discuss the features and benefits of the appliance, covering in detail the features mentioned in the bullet points, including materials and construction, controls and settings, and included accessories. Discuss relevant additional accessories available for purchase. Finish the review with accurate dimensions, particular care instructions, and warranty information.

Other relevant issues to address:

Limitations, such as: Filter must be replaced periodically. Do not use on wood floors

Surfaces: Hard floors only; carpets and hard floors

Origin: Made in Italy

Information on any major awards won

Safety instructions, if any

How the appliance was created and/or tested

Example:

Amazon.com Review

Equipped with a true HEPA filter, this 1,440-watt upright vacuum cleans a 15-inch path illuminated by a headlight and keeps the dust down at the same time. The HEPA filter is at least 99.97 percent effective at trapping particles as small as 0.3 microns. Another filter protects the motor. The vacuum has a stretch hose that gives tangle-free reach to its onboard tools (an upholstery nozzle, a dusting brush, and a crevice tool). Seven height settings adjust its brush roll for different carpets and rugs, as well as for a bare floor. The vacuum has a 30-foot power cord, weighs 21 pounds, and stands 45 inches high. It assembles quickly and easily with three screws (included) and comes with a one-year warranty against defects.

4. Product Refinements

Populate the refinements available for your products—customers utilize these refinements on our site to sort products and locate specific items (such as a “red” blanket, a “queen” sheet set, or an “oak” table). If the data you provide for

your products does not include values for the available refinements, your products will be left out of search results as well as site campaigns and e-mails that use those refinements.

Refinements important to **Vacuums & Floorcare**:

- IncludedComponents
- SpecialFeatures

For a complete list of Home refinements and valid values, please reference the *Valid Values* tab of the [Home & Garden](#) feed template.

Home Environment Style Guide

1. Titles:

The customer should be able to make a purchase based on info in the title. Titles should always be checked for style and accuracy.

- Capitalize first letter of each word (except prepositions, conjunctions, and articles such as "of," "and," "an")
- Spell out dimensions such as Feet and Inches
- Do **not** include trademark symbol
- Keep titles as short and simple as possible, but make sure to include all essential information
- Follow specific style guidelines below
- Ampersands should **not** be used in titles (unless part of a brand name); spell out and lowercase "and"

Title Style:

Brand + Model # + Model Name + Product Type, Color

Example: Vornado 510W Compact Air Circulator

Note: If the product does not come in multiple colors, the color should not be noted in the title.

2. Feature Bullets:

1. Overall synopsis of product
2. Major feature(s), highlighting materials and construction
3. Power output; information on controls and settings
4. Included accessories
5. Dimensions; warranty information

3. Reviews/Product Descriptions:

The hands-on review covers the major product features and positioning within its category, plus indicates how it performed. Begin the opening paragraph by introducing the product(s), power output, and possible use(s).

In the second paragraph (or second half of first paragraph, if short), discuss the features and benefits of the appliance, covering in detail the features mentioned in the bullet points, including materials and construction, controls and settings, and included accessories. Discuss relevant additional accessories available for purchase. Finish the review with accurate dimensions, particular care instructions, and warranty information.

Other relevant issues to address:

Limitations, such as: Filter must be replaced periodically. For effective daily use, the humidifier must be washed regularly and the filter rotated.

Origin: Made in Italy

Information on any major awards won

Safety instructions, if any

How the appliance was created and/or tested

4. Product Refinements

Populate the refinements available for your products—customers utilize these refinements on our site to sort products and locate specific items (such as a “red” blanket, a “queen” sheet set, or an “oak” table). If the data you provide for your products does not include values for the available refinements, your products will be left out of search results as well as site campaigns and e-mails that use those refinements.

Refinements important to **Home Environment:**

- OutputCapacity
- VolumeCapacity
- MaximumCoverageArea

Home Storage & Organization Style Guide

1. Titles:

The customer should be able to make a purchase based on info in the title. Titles should always be checked for style and accuracy.

- Capitalize first letter of each word (except prepositions, conjunctions, and articles such as "of," "and," "an")
- Spell out dimensions such as Feet and Inches
- Do **not** include trademark symbol
- Keep titles as short and simple as possible, but make sure to include all essential information
- Ampersands should **not** be used in titles (unless part of a brand name); spell out and lowercase "and"

Title Style:

Brand + Style + Size + Material (rubber, plastic, metal, canvas, etc.) + Product Type, Color/Finish

Examples:

- Seville Classics 18-Inch-by-36-Inch-by-72-Inch Shelving System, Chrome
- Rubbermaid Easy Find Lid 24-Piece Food Storage Container Set
- Honey-Can-Do Pop-Up Mesh Spiral Hamper, Large, Black
- Simplehuman Rectangular 10-Gallon Step Trash Can, Stainless Steel

Note: If the product does not come in multiple colors, the color should not be noted in the title. If it does come in multiple colors, the color should be listed at the end of the title, as in the examples above.

2. Feature Bullets:

Please provide five strong feature/benefit bullets. Separate phrases in a single bullet with semicolons. Write all numbers as numerals. Spell out quantities such as feet and inch. Capitalize the first letter in the first word of each bullet. Include what's in the box, number of items in sets, accessories. Note any applicable limits, warnings, warranty information, or if product assembly is required. Detail major features, construction, and materials. The final bullet for all products must list product dimensions/measurements.

Format:

1. Overall synopsis of product
2. Major feature(s), highlighting materials and construction
3. Additional features, benefits
4. Included accessories, instructions, assembly required, care instructions
5. Dimensions; warranty information

Example (for kitchen storage):

- 24-piece food storage container set keeps bases and lids together for easy, efficient storing
- Includes two of each: 1/2-, 1-1/4-, 2-, 3-, 5-, and 7-cup square bases with matching lids
- Lids snap together as well as to bases; 1 lid can accommodate several different sized bases
- Super-clarified bases for better visibility of inside contents
- Safe in refrigerator, freezer, microwave, and dishwasher

Example (for waste bins):

- 10-gallon rectangular-shaped step can made of durable stainless steel
- Solid-steel platform pedal opens the plastic lid; stay-open option
- Lid shock technology closes the lid in a quiet, controlled manner
- Invisible hinge; smartbucket bag-change system; sturdy non-skid base
- Measures 12-2/7 by 15-4/5 by 25-8/9 inches; 5-year warranty

3. Product Descriptions:

The product description covers the major product features and rating within its category (i.e. any improvements, new technology), plus indicates how it performed. Begin the opening paragraph by introducing the product(s), power output, and possible use(s). In the second paragraph (or second half of first paragraph, if short), discuss the features and benefits of the product, covering in detail the features mentioned in the bullet points, including materials and construction, controls and settings, and included accessories. Discuss relevant additional accessories available for purchase. You can also add any relevant story behind the design of the product. Finish the review with accurate dimensions, particular care instructions, and warranty information.

Examples:

Product Description (for kitchen storage)

Say goodbye to those frustrating searches for a matching food storage container and lid with Rubbermaid's Easy Find Lid 24-piece storage set. Just as its name promises, this thoughtful design features lids that snap together as well as to the corresponding bases so all pieces are always right where they need to be--together. In addition, one lid can accommodate several different sizes of base, which simplifies things even more. See the "easy" part? Included in the set are two of each: 1/2-, 1-1/4-, 2-, 3-, 5-, and 7-cup space-efficient square bases with matching lids. The bases are super clarified for better visibility of inside contents, and the set is safe to use in the refrigerator, freezer, microwave, and dishwasher.

Product Description (for shelving)

Add stylish storage to your home with this 5-shelf mobile storage system from Seville Classics. Offering a highly durable steel construction and stylish polished chrome-plated finish, this storage unit is a great choice for storing kitchenware, pantry items, office supplies, and more. The 5 shelves can be adjusted freely on the 60-inch tall poles, which offers 1-inch interval adjustments and use 3/4-inch slip sleeves to secure the shelves to the poles. Each shelf measures 30 by 14 inches and can support up to 200 pounds of evenly distributed items. Caster wheels are included for added mobility, and they offer a locking function. Assembly is easy and no tools are required.

Product Description (for laundry storage)

Hold and hide all your laundry supplies within easy reach with this laundry tower from Whirlpool. Place the laundry tower in between or next to your washer and dryer and add 13-1/2 inches of additional work space. The 35-inch vertical pedestal height keeps items within arms' reach and helps reduce arching of the back to reach items stored above the washer and dryer. Two drawers accommodate wholesale size detergent bottles and boxes, along with other small items such as stain sticks, dryer sheets, cleaning supplies and pet food. Constructed from a single piece of steel, the drawers are scratch and dent resistant allowing them to remain sturdy and smooth in appearance, use after use. It also offers a conveniently sized pull-out tray for storing everything from bleach pens to pocket change. Heavy-duty steel ball bearings enable the drawers to glide out smoothly and sturdily even when fully loaded. Other features include a removable backsplash and a powder-coated steel exterior. This laundry tower measures 35-1/4 by 13-1/2 by 23-5/8 inches (HxWxD).

Product Description (for waste bins)

Combining high-quality materials with an innovative design, this rectangular-shaped step can takes the most common of household items to a whole new level. The 10-gallon-capacity unit features a durable stainless-steel design that works well in a busy kitchen or office. Effectively keeping trash hidden and odors contained, its fingerprint-resistant and dent-proof plastic lid opens and closes hands-free with the use of a solid-steel foot pedal. Lid shox technology uses air suspension shocks to close the lid in a controlled, quiet manner, or with a slide of a switch, the lid can remain in a convenient stay-open position for longer chores. Thoughtfully designed, the can's smartbucket bag-change system eliminates messy bag overhang and makes it easier to take out the trash. Simply remove the dent-proof plastic inner bucket by lifting up on the built-in side handles, rest the inner bucket in the "bucket park" position for removing the bag, then line it with a new bag, tucking any excess bag material into the "bag tuck" perforated opening to ensure a tight, secure fit. Other details include an invisible hinge so the can fits flush against the wall, an integrated toe kick at the base for easier access to the pedal, and a sturdy non-skid base. The step can measures 12-2/7 by 15-4/5 by 25-8/9 inches (34-4/5 inches with the lid open) and carries a five-year warranty.

4. Product Refinements

Populate the refinements available for your products—customers utilize these refinements on our site to sort products and locate specific items (such as a “red” blanket, a “queen” sheet set, or an “oak” table). If the data you provide for your products does not include values for the available refinements, your products will be left out of search results as well as site campaigns and e-mails that use those refinements.

Refinements important to **Storage & Organization**:

- ColorMap
- Material

For a complete list of Home refinements and valid values, please reference the *Valid Values* tab of the [Home & Garden](#) feed template.

Arts, Crafts and Sewing Style Guide

1. Titles:

The customer should be able to make a purchase based on info in the title. Titles should always be checked for style and accuracy.

- Capitalize first letter of each word (except prepositions, conjunctions, and articles such as "of," "and," "an")
- Spell out dimensions such as Feet and Inches
- Do **not** include trademark symbol
- Keep titles as short and simple as possible, but make sure to include all essential information
- Follow specific style guidelines below
- Ampersands should **not** be used in titles (unless part of a brand name); spell out and lowercase "and"

Title Style:

Brand +model t# (**only** if machine or pattern) + Size + Product Type, Color or Style

Examples:

- Brother CS6000I 60-Stitch Computerized Free-Arm Sewing Machine
- Diecuts With A View 8-Inch-by-8-Inch Paper Stack, Blossoms & Butterflies
- Vogue Patterns V8685 Misses' Dresses

Note: If the product does not come in multiple colors, the color should not be noted in the title. If it does come in multiple colors, the color should be listed at the end of the title, as in this example:

- Pioneer 12-Inch-by-12-Inch Sewn Scrapbook Binder, Burgundy

2. Feature Bullets:

Complete detail page content includes 5 descriptive feature bullets. Separate phrases in a single bullet with semicolons. Write all numbers as numerals. Spell out measurements such as feet and inches. Capitalize the first letter in the first word of each bullet. Include what's in the box, number of items in sets, accessories. Detail major features, construction, materials, warranty information, and if product assembly is required. The final bullet for all products must list product dimensions/measurements.

Format:

1. General summary of product
2. Materials, construction, or main features
3. Item includes, details on pattern and design
4. Care information/instructions, assembly required, origins (imported?), additional details
5. Dimensions; warranty information

Examples:

For Sewing Machines:

- 60-stitch computerized free-arm sewing machine with LCD display
- 7 styles of 1-step auto-sizing buttonholes; 1-touch start/stop and reverse functions
- Snap-on presser feet; wide table accessory for larger projects such as quilts

- Includes accessories for quilting, zipper insertion, darning, twin needle stitching, and buttonholes
- Measures 9-3/5 by 9-3/4 by 12-1/2 inches; 25-year limited warranty

For Scrapbooking supplies:

- Scrapbooking kit for the beginning and advanced scrap-booker and crafter
- Features 2 three-ring fabric albums with plastic sleeves, 115 assorted brads, and 160 chipboard letters
- Includes 5 rolls of printed fiber ribbons, 7 metal flower charms, and 24 sheets of designer paper
- Includes 6 rolls of printed ribbons, a stamp set, a block numbers and letters set, and 2 stamp pads
- Comes in an attractive quilted scrapbooking tote

For Sewing Patterns:

- Sewing pattern for fitted, lined, above mid-knee dress for use with tropical wool, linen and lightweight double knit material
- Requires zipper, hooks and eyes, 1 yard of 1/4-inch ribbon, 2 1/4-inch snaps, optional 1/2 -inch seam binding and double needle
- Includes pattern pieces and sewing instructions
- Made in the U.S.A. by Vogue Patterns
- Size: AA (6-8-10-12); sewing rating: easy

For Yarn:

- Soft medium-weight yarn for knitting baby blankets, shawls, and more
- Made of 100-percent organic cotton; grown and spun without chemicals
- Dyes used to create the color meet Global Organic Textile Standards
- Hand wash and dry flat; available in a variety of shades
- 103 yards; spool measures approximately 3 by 3 by 7-1/2 inches

3. Product Descriptions:

Begin the paragraph by introducing the product(s), features, and possible use(s). Discuss relevant additional accessories available for purchase. You can also add any relevant story behind the design of the product. Finish the review with accurate dimensions, particular care instructions, and warranty information.

Other relevant issues to address:

- Does product come with instruction manuals?
- Does product belong as part of a collection/are there separate accessories available for purchase?
- Is this a newer version of an older product? Are there improvements that can be called out?
- Has this product won awards or been featured in books, TV shows, or magazines?
- Safety instructions, warnings if any

Examples:

Product Description (yarn)

Cozy up with an American-made bulky fiber that makes quick work of large projects like beautiful afghans, baby blankets, throws, and shawls. Consider smaller projects for hats, scarves, or fingerless gloves because of its oh-so-soft feel. The yarn consists of 100-percent organic cotton, grown and spun without the use of pesticides, herbicides, or other agrochemicals. Not only does it offer a consistency that handles well, but it also provides peace of mind for

the finished piece and for the planet. Even more, the dyes used to create the color meet the Global Organic Textile Standards established by the Institute of Marketecology. As needed, hand wash completed projects in warm or cool water, then dry flat, not in a machine. The knitting gauge: 16 stitches by 21 rows equals 4 inches (10 cm) on size 9 (5-1/2 mm) needles; the crochet gauge: 10 single crochets by 12 rows equals 4 inches (10 cm) on a size J-10 (6 mm) hook. Available in a variety of shades, the skein of yarn supplies 103 yards (3 ounces/85 grams) and measures approximately 3 by 3 by 7-1/2 inches.

Product Description (sewing machine)

The CS6000i from Brother is a 60-stitch computerized free-arm sewing machine with multiple stitch functions. The machine features an LCD display for computerized stitch selection. The built in stitches include utility stitches for mending and garment construction, decorative stitches, heirloom stitches and quilting stitches. This machine has a one step automatic buttonholer with 7 styles of auto-size buttonholes built-in. The machine also has built-in super-wide 7mm zigzag and decorative stitches. The CS6000i is easy to thread with the automatic needle threader and our one-step quick set drop-in bobbin. Included with this machine are accessories for zipper insertion, darning, twin needle stitching, quilting, as well as an oversized accessory table to increase your sewing area for large projects and quilting. Accessories are included for quilting, zipper insertion, darning, twin needle stitching, buttonholes and button sewing. The machine is lightweight and portable and includes a hard cover to protect your machine when it is not in use. Instructions are bilingual in English and Spanish.

Product Description (craft supplies)

Discover an easy way to mount photos, place ribbon, and adhere embellishments with this ingenious scrapbooking companion. Offering simple one-handed application, the trendy pink dispenser includes 350 permanent adhesive photo-mounting squares--with no cumbersome backing to remove. The self-adhesive squares, adhered to a continuous tape rolled within the dispenser, offer precise placement with a mere press and slight bend of the wrist. Best of all, the acid-free mounts provide photo-safe performance for year after year of beautiful scrapbooks, memory books, and family albums. The dispenser seals with an included cap and measures approximately 4 by 2 by 3/4 inches.

Product Description (Jewelry supplies)

Imagine making Bead Retreat Boutique quality jewelry for friends, family, or yourself with no previous beading experience necessary! Bead Retreat kits include all beads, findings and beading wire together in one complete and convenient package. You can create beautiful, unique jewelry pieces in less than an hour. The finished piece will be a gorgeous accessory which you will be proud to wear. User-friendly step-by-step instructions included. Design as shown or discover the jewelry designer within. Also available on Amazon.com are Bead Retreat beading tools and our convenient starter kit which includes our flocked bead board. If you've ever admired a piece of handmade jewelry on someone else, now is the time to begin making your own fabulous creations.

Product Description (Sewing patterns)

Sewing pattern for misses' dress: close-fitting, mid-knee or below mid-calf length dresses A, B, C, D, E, F have bodice with pleats and darts, midriff, yoke, topstitched trim and back zipper. A, B, D, E: cap raglan sleeves. C, F: long raglan sleeves. A, B, C: tapered, back slit and stitched hem. D, E, F: flared with narrow hem. Requires the following notions: Dress A, B, C, D, E, F: 20-inch zipper, hooks and eyes, 1/2-inch seam binding. Works with fabrics: Moderate stretch knits Only. Lightweight double knit, lightweight jersey and cotton Knit. Unsuitable for obvious diagonals. Allow extra fabric to match plaids or stripes. Use nap yardages/layouts for pile, shaded or one-way design fabrics. With nap and without nap. Made in the U.S.A. by Vogue Patterns.

4. Product Refinements

Populate the refinements available for your products—customers utilize these refinements on our site to sort products and locate specific items (such as a “red” blanket, a “queen” sheet set, or an “oak” table). If the data you provide for your products does not include values for the available refinements, your products will be left out of search results as well as site campaigns and e-mails that use those refinements.

Refinements important to **Arts, Crafts & Sewing**:

- ColorMap
- Size
- Shape
- Material
- Pattern
- Finish
- PaintType
- SpecialFeatures

For a complete list of Home refinements and valid values, please reference the *Valid Values* tab of the [Home & Garden](#) feed template.

Patio, Lawn & Garden



Patio, Lawn & Garden Style Guide

Categories: Outdoor Décor, Patio Furniture, Grills & Outdoor Cooking, Gardening

Excellent Detail Pages:

The completed detail pages below contain examples of excellent product titles, bullets, and descriptions.

- Grill: <http://www.amazon.com/dp/B00365FIBC>
- Patio Furniture: <http://www.amazon.com/dp/B0006Q5UT4>
- Outdoor Décor: <http://www.amazon.com/dp/B001OC5M42>
- Gardening: <http://www.amazon.com/dp/B00213JPFA>

1. Titles

The customer should be able to make the purchase based on info in the title. Every title should be checked for style and accuracy.

- Capitalize first letter of each word (except prepositions, conjunctions, and articles such as "of," "and," "an," etc.)
- Spell out quantities such as Ounce and Pound
- For grills, specify Propane Gas or Natural Gas
- Write all numbers as numerals
- Avoid dashes
- Keep titles as short and simple as possible, but make sure to include all essential information
- Follow specific style guidelines below

General Style: Brand + Model # + Model Name + Product Type, Color (Size)

Furniture Style: Brand + Style + Size + Material (teak, aluminum, wicker, etc.) + Product Type, Color

Umbrella Style: Brand + Size + Model Name + Product Type, Color

Examples:

Grills:

- Thermos 4656110 Grill-2-Go Propane Gas Grill by Char-Broil, Red
- Strathwood 5-Burner Propane Gas Grill, Stainless-Steel
- Weber 3748001 Genesis, E-310 Propane Gas Grill, Dark Blue

Furniture:

- Strathwood Shea Teak Bar Stool
- Strathwood Naples Sling Arm Chair, Set of 2
- Strathwood Camano All-Weather Wicker Arm Chair With Cushion

Umbrellas:

- Strathwood 9-Foot Olefin Market Umbrella, Tan

Gardening:

- Fiskars 5998 Salsa 58-Gallon Rain Harvesting System, Spice Granite
- Fiskars 9234 62-Inch Pruning Stik

Note: If the product does not come in multiple colors, the color should not be noted in the title.

2. Feature Bullets

Four strong feature/benefit bullets are better than five short ones. Separate phrases in a single bullet by semicolon. Write all numbers as numerals. Spell out quantities such as quart and inch. Capitalize the first letter in the first word of each bullet. Include what's in the box, number of items in sets, accessories. Note any applicable limits, warnings, warranty information, or if product assembly is required. Detail major features, construction, and materials. The final bullet for all products must list product dimensions/measurements.

Feature/benefit style:

1. Overall synopsis of product
2. Major feature(s), materials, and construction
3. Power output; is assembly required?; additional feature information
4. Included accessories
5. Dimensions; warranty information

Note: All product bullets must list dimensions in the last bullet

Example (Grills):

Title: Fire and Ice Thermos Grill by Char-Broil

- Go-anywhere, cook-anything grill/cooler combo
- Hydraulic lift raises the grill to a comfortable 32-inch cooking level
- 312-square-inch total cooking surface
- 10-gallon insulated cooler has plenty of room for cold drinks
- Dimensions: 34 by 19 by 28.5 inches; weighs 66.5 pounds

Example (Furniture):

Title: Strathwood Bainbridge Collection Cast Aluminum Chaise Lounge with Cushion

- 82-inch-long chaise lounge for outdoor use
- Made of durable, lightweight cast aluminum
- 4-position back; gracefully curved arms and legs
- Synthetic woven tweed cushion with hook-and-loop tabs
- Chair: 45 inches wide and 36 inches high; 300-pound weight capacity

Example (Décor):

Title: Strathwood Mosaic Glass Oil Lamp, Set of 2

- Glass oil lamp, set of two
- Made of stainless steel and glass with a copper finish
- Mosaic design adorns the base
- Recommended for outdoor use only
- Includes two extra wicks

Example (Gardening):

Title: Fiskars 7936 PowerGear Pruner

- Fiskars pruner with PowerGear design maximizes leverage for increased pruning power
- Replaceable ultra-hardened steel blade is designed to stay sharp longer
- 3/4-inch cutting capacity is perfect for pruning green growth
- Reinforced nylon handles engineered for strength and lightness
- Lifetime warranty; PowerGear tools awarded ease-of-use commendation from the Arthritis Foundation

3. Product Descriptions

The hands-on review covers the major product features and rating within its category (i.e. any improvements, new technology), as well as indications of how it performed. Begin the opening paragraph by introducing the product(s), power output, and possible use(s).

In the second paragraph (or second half of first paragraph, if short), discuss the features and benefits of the appliance, covering in detail the features mentioned in the bullet points, including materials and construction, controls and settings, and included accessories. Discuss relevant additional accessories available for purchase. Finish the review with accurate dimensions, particular care instructions, and warranty information.

Other relevant issues to address:

- Capabilities/limitations, such as: “this portable grill cooks burgers for 8,” “do not leave patio table in the rain uncovered,” etc.
- Origin: Made in Italy
- Information on any major awards won
- Safety instructions; warnings if any
- How/why the appliance was created and/or tested

4. Product Refinements

Populate the refinements available for your products—customers utilize these refinements on our site to sort products and locate specific items (such as a “red” blanket, a “queen” sheet set, or an “oak” table). If the data you provide for your products does not include values for the available refinements, your products will be left out of search results as well as site campaigns and e-mails that use those refinements.

Refinements important to **Patio, Lawn & Garden**:

- ColorMap
- Size
- Material
- Style
- Theme
- Hose Length
- PowerSource
- SpecialFeatures

For a complete list of Patio, Lawn & Garden refinements and valid values, please reference the *Valid Values* tab of the [Home & Garden](#) feed template.

Mowers & Outdoor Power Style Guide

Categories: Mowers & Outdoor Power, Snow Removal, Generators

Excellent Detail Pages:

The completed detail pages below contain examples of excellent product titles, bullets, and descriptions.

<http://www.amazon.com/Black-Decker-GH600-14-Inch-Electric/dp/B000087QVV>

<http://www.amazon.com/Scotts-2000-20-20-Inch-Classic-Mower/dp/B00004RA3E>

1. Titles

The customer should be able to make the purchase based on info in the title. Every title should be checked for style and accuracy.

- Capitalize first letter of each word (except prepositions, conjunctions, and articles such as "of," "and," "an," etc.)
- Spell out all measurements—do not use double quotes for inches and single quotes for feet
- Write all numbers as numerals
- Avoid dashes
- Keep titles as short and simple as possible, but make sure to include all essential information
- Follow specific style guidelines below

Title Style:

General Style: Brand + Model # + Model Name + Power Output + Product Type, Color (Size)

Mower Style: Brand + Model # + Model Name + Deck Size + Power Output + Product Type

Trimmer Style: Brand + Model # + Model Name + Cutting Path Size + Power Output + Product Type

Snow Removal Style: Brand + Model # + Model Name + Deck Size + Power Output + Product Type

Generator Style: Brand + Model # + Model Name + Power Output + Power Type + Product Type

Examples:

- Black & Decker MM875 Lawn Hog 19-Inch 12 amp Electric Mulching Mower with Rear Bag
- WORX WG783 Lil' Mo 14-Inch 24-Volt Cordless 3-In-1 Lawn Mower with Removable Battery
- Black & Decker NST2018 Grass Hog 12-Inch 18-Volt Cordless Electric String Trimmer with 2 Batteries
- Toro 51599 Ultra 12 amp Variable-Speed Electric Blower/Vacuum with Metal Impeller
- Snow Joe 622U1 Ultra 19-Inch 13 amp Electric Snow Thrower
- All Power America APG3014 2,000-Watt 4-Stroke Gas-Powered Portable Generator
- Honeywell HW1000i 1,000-Watt 53cc Gas-Powered Portable Inverter Generator (CARB Compliant)

Notes:

- Do not list all included parts and accessories in the title—put these in the Feature Bullets instead
- amp is lowercase and not hyphenated: 12 amp Mower
- Horsepower is abbreviated to HP
- For items that are CARB Compliant, list this at the end of the title, in parentheses. If it is not CARB compliant, do not mention it.

Colors: Do not note color at the end if it does not come in multiple colors.

2. Feature Bullets

Feature/benefit style:

1. Overall synopsis of product
2. Major feature(s), highlighting materials, construction, and power output
3. Additional information on design, features, or uses
4. Included accessories
5. Dimensions; warranty information; CARB compliance information

Examples:

Black & Decker MM875 Lawn Hog 19-Inch 12 amp Electric Mulching Mower with Rear Bag

1. Corded electric lawn mower with 12 amp motor for plenty of power for mulching or bagging
2. Effortless to start and maintain; produces zero emissions
3. Cushioned grip and handle height adjustment for comfortable operation
4. Includes rear bag assembly and rear mulching insert
5. 19-inch deck size; weighs 52 pounds; 2-year limited warranty

Black & Decker GH600 Grass Hog 14-Inch 5 amp Electric String Trimmer and Edger

1. String trimmer with 5 amp motor delivers 9,500 rpm and a wide, 14-inch cutting swath for effective trimming
2. Unique spool system uses centrifugal force to automatically feed out more line when you need it
3. Head rotates 180 degrees for quick switches from trimming to edging
4. Soft, adjustable grips for easy handling
5. Weighs just 5.2 pounds; 2-year manufacturer warranty

Yamaha EF2000iS 2,000-Watt 79cc OHV 4-Stroke Gas-Powered Portable Inverter Generator (CARB Compliant)

1. Gas-powered generator with 2,000-watt maximum AC Output/1,600-watt rated AC output
2. Super-quiet muffler with USFS-approved Spark Arrestor
3. Smart Throttle varies engine speed based on load
4. Inverter system with Pulse Width Modulation (PWM) control
5. CARB Compliant

Notes:

- Stick to basic feature information and technical specifications
- Avoid marketing-speak and unsubstantiated claims
- Do not put periods or exclamation points at the end of each bullet
- Separate topics within a bullet with a semicolon
- Avoid bullets that wrap; additional detail can be included in the Product Description area
- Use numerals for all numbers

- For generators that are not CARB Compliant, the last bullet must be: Not CARB compliant; not for sale in California

3. Product Descriptions

The product description covers the major product features and rating within its category (i.e. any improvements, new technology).

In the second paragraph (or second half of first paragraph, if short), discuss the features and benefits of the product, covering in detail the features mentioned in the bullet points, including materials and construction, controls and settings, and included accessories. Discuss relevant additional accessories available for purchase. Finish the review with accurate dimensions, particular care instructions, and warranty information.

Other relevant issues to address:

- Capabilities/limitations
- Origin: Made in the USA
- Information on any major awards won
- Safety instructions; warnings if any
- How/why the product was created and/or tested

Example description (trimmers):

Every home lawn enthusiast needs a reliable trimmer. When it comes to performance in the front or back yard, the Grass Hog 14-inch automatic feed string trimmer and edger provides what you need. This tool is powered by a 4.8 Amp electric motor that spins the line at 9,500 rpm and gives you a 14-inch cutting swath. An Automatic Feed Spool (AFS) system eliminates the need to bump the trimmer against the ground every time the line breaks. And the 30-foot, factory-wound spool is easy to install and replace. Head adjustment is quick and easy, too, when the Groom'N'Edge head rotates 180 degrees; just press the button, rotate the handle and wait for it to lock in place. The patented cord retention system helps prevent accidental unplugging while in use. This trimmer comes equipped with an auxiliary handle for added comfort and control. The handle rotates a full 360 degrees and the soft grip can be moved up and down to ensure the perfect fit, whatever size the operator may be. A flip-down edge guide ensures precise trimming and edging work. At just 5.2 pounds, this product is easy for just about anyone to use. This product is backed by a 2-year full warranty.

4. Product Refinements

Populate the refinements available for your products—customers utilize these refinements on our site to sort products and locate specific items (such as a “red” blanket, a “queen” sheet set, or an “oak” table). If the data you provide for your products does not include values for the available refinements, your products will be left out of search results as well as site campaigns and e-mails that use those refinements.

Refinements important to **Mowers & Outdoor Power**:

- PowerSource
- Voltage
- Wattage
- EngineType

For a complete list of Patio, Lawn & Garden refinements and valid values, please reference the *Valid Values* tab of the [Home & Garden](#) feed template.

Plants, Seeds & Flowers Style Guide

Categories: Plants, Seeds & Flowers

Excellent Detail Pages:

The completed detail page below contains examples of excellent product titles, bullets, and descriptions.

<http://www.amazon.com/Brussels-DT0107G-Gardenia-Indoor-Bonsai/dp/B0000DGF5S>

1. Titles:

The customer should be able to make the purchase based on info in the title. Help us out by checking for style and accuracy.

- Capitalize first letter of each word (except prepositions, conjunctions, and articles such as "of," "and," "an")
- Spell out quantities such as Ounce and Pound
- Write all numbers as numerals; place quantities in parentheses; ex.: (100 Bulbs)
- Avoid dashes
- Keep titles as short and simple as possible, but make sure to include all essential information
- Follow specific style guidelines below

Title Style:

Common Plant Name + Plant Type, Color, (Quantity)

Audrey Hepburn Hybrid Tea Rose, Pink

Bulbs & Flowers International Oxford Classic Tulips, Red (50 Bulbs)

*******Exceptions*******

- *You do not need to specify quantity for a single plant or flower*

Example:

Gerbera Daisy Plant, Yellow

Oriental Lily Plant

- **Bonsai:** *bonsai tree titles must indicate if the plant is indoor or outdoor, plus tree age*

Style: Common Plant Name + Indoor or Outdoor + Plant Type, Tree Age

Example:

Brussel's Chinese Elm Outdoor Bonsai Tree, 15 Years Old

Brussel's Jade Indoor Bonsai Tree, 5 Years Old

Note: If the product does not come in multiple colors, the color should not be noted in the title.

- *Titles for flower bulbs should be as follows, without mention of vendor name.*

Example:

Tête-à-Tête Collection (15 Bulbs: Tulips, Hyacinth, and Narcissi)

Tulips and Hyacinth Collection (18 Bulbs)

Tulips, Pink Diamond (18 Bulbs)

Note: Do not specify flower breed (ex. Pink Diamond) in collections with multiple flower types (i.e. tulips, daffodils, and crocus).

2. Feature Bullet Points:

Include what's in the box and any applicable limits, warnings, or packaging info. Four strong feature/benefit bullets are better than five short ones. Separate phrases in a single bullet with semicolons. Write all numbers as numerals. Spell out quantities such as quart and inch. Capitalize the first letter in the first word of each bullet. Other than in titles, capitalize words in plant names as you would other titles found in text, i.e. capitalize countries, regions, nationalities, proper names, or a trademark titles--ex. "Audrey Hepburn rose," "Chinese elm."

By Product Type

Fresh Cut Flowers

1. List included flower varieties
2. Bloom color, stem count, size
3. Freshness guarantee (if available)
4. Shipping info: how will the bouquet be packaged--box, free vase, etc.; can customer include a personal message?

Example:

Title: Carnival of Color (Bouquet)

- Orange Asiatic lilies, blue delphinium, liatris, yellow snaps, burgundy Matsumoto asters, and fern
- 23 stems total; guaranteed fresh for 7 days
- Flowers are handpicked, tied, and shipped directly from our grower
- Flowers arrive in a specially designed gift box with your personal message

Seeds, flowers, trees, and bulbs for planting

1. Type of plant, special qualities: leaf texture/color, blooms, fragrance, fruit
2. For seed collections: list seed/bulb varieties included and quantities for each
3. Planting time; bloom time
4. Light preference; ideal climate zone/cold hardiness zone
5. Shipping info: country shipped from, delivery timeline: will order arrive in time for planting (according to climate zone), on a pre-determined delivery date (May 14 etc.), or within a set shipping period (i.e. within 2 weeks)

Example:

Title: Carlton Classic Daffodils (20 Bulbs)

- Planting time: September through December; bloom time: mid-spring
- Premium top size 12+ centimeter bulbs; flowers 18 to 24 inches tall
- Light preference: full sun to light shade
- Cold Hardiness: USDA zones 3 to 15
- Product of England; ships within 1 to 2 business days

Indoor Plants and Trees (Bonsai)

1. Type of plant; indoor or outdoor variety
2. Special features: foliage, flowers, fruit, etc.
3. Bloom time; water or soil requirements
4. Preferred light, location, climate/temperature
5. Plant dimensions; age (if bonsai); included accessories and their dimensions (pot, vase, tray, etc.)

Example:

Title: Brussel's Gardenia Indoor Bonsai Tree

- Gardenia bonsai; tropical, indoor tree
- Blooms from March through June
- Shiny, dark foliage; fragrant white flowers
- Grown under carefully controlled conditions
- 4 years old, 8 to 10 inches tall; 10-inch glazed oval pot

3. Product Descriptions:

Begin the opening paragraph by introducing the plant(s), detailing basic plant variety (specify perennial or annual when applicable), regional origin, preferred climate, light, temperature, etc., bloom time, full-grown dimensions.

In the second paragraph (or second half of first paragraph, if short), discuss any special features and benefits, including perfume, striking colors/textures of foliage/flowers, plant history. Discuss any special care instructions.

Finish the review with list and dimensions of included accessories (pots, vases), plus any vendor guarantee information.

Important Points to Address:

- Plant variety: annual or perennial, region of origin
- Ideal growing environment: indoor or outdoor, light, temperature, humidity, suitable climate zones, watering needs
- Bloom time
- Striking features: foliage, flowers, fragrance
- Plant and container dimensions
- Vendor guarantee

Other issues to consider:

- Special instructions for removing plant from packaging.
- Special seasonal care needs.
- Traditional design/display tips for bonsai.
- Interesting historical info

4. Product Refinements

Populate the refinements available for your products—customers utilize these refinements on our site to sort products and locate specific items (such as a “red” blanket, a “queen” sheet set, or an “oak” table). If the data you provide for your products does not include values for the available refinements, your products will be left out of search results as well as site campaigns and e-mails that use those refinements.

Refinements important to **Plants, Seeds & Flowers**:

- SpecialFeatures
- SunlightExposure
- MoistureNeeds

For a complete list of Patio, Lawn & Garden refinements and valid values, please reference the *Valid Values* tab of the [Home & Garden](#) feed template.

Pool & Spa Style Guide

Categories: Pool & Spa Supplies

Examples of excellent detail pages:

<http://www.amazon.com/Hayward-SP1580X15-Power-Flo-2-Horsepower-Above-Ground/dp/B00268B774>

<http://www.amazon.com/Aquabot-Robotic--ground-Cleaner-Control/dp/B001RLCQY4>

<http://www.amazon.com/Aqua-Products-APRVJR-Aquabot-Above-Ground/dp/B001RLAKHO>

<http://www.amazon.com/iRobot-500-PowerScrub-Pool-Cleaning--Ground/dp/B0019S7D3Y>

1. Titles:

The customer should be able to make the purchase based on info in the title. Help us out by checking for style and accuracy.

- Capitalize first letter of each word (except prepositions, conjunctions, and articles such as "of," "and," "an")
- Spell out quantities such as Ounce and Pound
- Write all numbers as numerals; place quantities in parentheses; ex.: (100 Bulbs)
- Avoid dashes
- Keep titles as short and simple as possible, but make sure to include all essential information
- Follow specific style guidelines below

Title Style: Pools

Brand + Model Name + Size Dimension + Height Dimension + Shape + Product Type

Examples:

- Intex Easy Set 8-Foot-by-30-Inch Round Pool Set
- Splash Pools 18-Foot-by-52-Inch Round Deluxe Above-Ground Pool Package
- Intex Ultra Frame 24-by-12-Foot-by-52-Inch Rectangular Pool Set
- Intex 20-by-12-Foot-by-48-Inch Oval Pool Set

Notes:

- Do not list all included parts and accessories in the title—put these in the Feature Bullets instead
- The product type “above-ground pools” should have a hyphen
- Spell out all measurements—do not use double quotes for inches and single quotes for feet
- Dimensions for round pools: Diameter-by-height
- Dimensions for rectangular and oval pools: Length-by-width-by-height

Title Style: Accessories

Brand + Model # - Model Name + Product Type, Color

Examples:

- Intex 1,000-Gallon Filter Pump
- Swimline Professional Heavy-Duty Deep-Bag Pool Rake
- Hayward SP2610X15 Super Pump 1-1/2-Horse-Power Pool Pump
- Intex Easy Set 8-Foot Pool Cover
- Nature2 W20750 Portable Spa Stick Mineral Sanitizer

Notes:

- Only list the color if it is available in multiple colors
- Include the word “pool” in the product type, when possible, such as “pool rake” instead of just “rake”

2. Feature Bullets

Feature/benefit style:

1. Overall synopsis of product
2. Major feature(s), highlighting materials and construction
3. Additional information on design, features, or uses
4. Included accessories
5. Dimensions; warranty information

Examples:

Product: Intex Ultra Frame 24-Foot-by-12-Foot-by-52-Inch Rectangular Pool Set

1. Rectangular above-ground pool with pump and accessories
2. Heavy-duty powder-coated frames resist rust and corrosion; 3-ply PVC liner for protection against the elements
3. Ready for water in 60 minutes; includes Krystal Clear Saltwater System—no chlorine products needed
4. Comes with filter pump, ladder, ground cloth, cover, deluxe maintenance kit, volleyball set, and instructional DVD
5. Measures 24-by-12-feet and 52-inches high

Product: Hayward SP2610X15 Super Pump 1-1/2-Horse-Power Pool Pump

1. Large-capacity pump for use with in-ground pools and spas
2. All components molded of corrosion-proof thermoplastic for extra durability and long life
3. Heavy-duty, high-performance motor for quieter cooler operation
4. 110-cubic-inch polycarbonate basket for extra leaf-holding capacity; see-through cover for easy monitoring
5. Measures 25-1/4-by-10-7/8-by-8-5/8 inches; 1-year limited warranty

Notes:

- Stick to basic feature information and technical specifications
- Avoid marketing-speak and unsubstantiated claims
- Do not put periods or exclamation points at the end of each bullet
- Separate topics within a bullet with a semicolon
- Avoid bullets that wrap; additional detail can be included in the Product Description area
- Use numerals for all numbers

3. Product Descriptions

The product description covers the major product features and rating within its category (i.e. any improvements, new technology).

In the second paragraph (or second half of first paragraph, if short), discuss the features and benefits of the product, covering in detail the features mentioned in the bullet points, including materials and construction, controls and settings, and included accessories. Discuss relevant additional accessories available for purchase. Finish the review with accurate dimensions, particular care instructions, and warranty information.

Other relevant issues to address:

- Capabilities/limitations, such as: “this pool is recommended for up to six swimmers” or “be sure to disassemble and store product during winter or offseason months” etc.
- Origin: Made in the USA
- Information on any major awards won
- Safety instructions; warnings if any
- How/why the product was created and/or tested

4. Product Refinements

Populate the refinements available for your products—customers utilize these refinements on our site to sort products and locate specific items (such as a “red” blanket, a “queen” sheet set, or an “oak” table). If the data you provide for your products does not include values for the available refinements, your products will be left out of search results as well as site campaigns and e-mails that use those refinements.

Refinements important to **Pool & Spa**:

- Size
- PoolType

For a complete list of Patio, Lawn & Garden refinements and valid values, please reference the *Valid Values* tab of the [Home & Garden](#) feed template.

Replacement Parts Style Guide

1. Titles

The customer should be able to make the purchase based on info in the title. Every title should be checked for style and accuracy.

- Capitalize first letter of each word (except prepositions, conjunctions, and articles such as "of," "and," "an," etc.)
- Spell out quantities such as Ounce and Pound
- Write all numbers as numerals
- Avoid dashes
- Keep titles as short and simple as possible, but make sure to include all essential information
- Follow specific style guidelines below

Title Style:

Brand + Part # + Product Type + Replacement for + Base Model Brand + Base Model # + Base Model Product Type, Number of Identical Pieces

Notes:

- If the product is unbranded, then start with the Product Type.
- The word "Replacement" in the title may be moved to a more logical place within the Product Type to improve logical flow.
- If it is only one item, do not list the number of pieces.
- If it is a set of different parts, do not list the number in the piece count, just call it a set in the Product Type.
- If the item comes in multiple sizes for the same model and the customer needs to differentiate between them, incorporate the size measurement in front of the Product Type. If it only comes in one size for the model, do not put the dimensions in the title, but be sure to include them in the Feature Bullets.
- If the part fits quite a few models, summarize the models rather than list them all in the title. Be sure to include all the details in the Feature Bullets.

Examples:

Grills:

- Weber 7527 Stainless Steel Replacement Cooking Grates for Weber Genesis and Spirit Grills, Set of 2
- Stainless Steel Burner Replacement Set for Weber Genesis E320 Grill
- Porcelain Steel Heat Plate Replacement for Weber Genesis E320 Grill, Set of 5
- Universal Battery-Powered Igniter Replacement for Chargriller 5050 Grill
- Electrode with Mounting Bracket Replacement for Chargriller 5050 Grill
- 30-Inch Hose for Weber X Grill

Pools & Supplies:

- Polaris 9-100-1014 All-Purpose Replacement Bag for Vac-Sweep 380/360 Pool Cleaner
- Intex A 59900E Replacement Filter Cartridge for Easy Set Pools, Set of 6

Landscaping, Gardening, Outdoor Power:

- Black & Decker RC-100-P Replacement Spool Cap and Spring for Black & Decker String Trimmers
- Felco 291 Replacement Springs for Felco Pruners, Set of 2
- Briggs & Stratton 491588S Flat Air Filter Cartridge for Briggs & Stratton Quantum Engines

2. Feature Bullets

Up to five bullet points may be shown on each detail page. Four strong feature/benefit bullets are better than five short ones, and replacement parts may not even have four.

Details:

- Separate phrases in a single bullet by semicolon.
- Write all numbers as numerals.
- Spell out quantities such as quart and inch.
- Capitalize the first letter in the first word of each bullet.
- If the number of models the replacement fits is many, break them out across two bullets instead of making on very long bullet point.
- Include what's in the box, number of items in sets, accessories.
- Note any applicable limits, warnings, warranty information, or if product assembly is required.
- Detail major features, construction, and materials.
- The final bullet for all products must list product dimensions/measurements.

Feature/benefit style:

1. Overall synopsis of product
2. Brands and/or models the replacement fits
3. Materials and construction
4. Included parts, if more than one
5. Dimensions; warranty information

Note: All product bullets must list dimensions in the last bullet

Example:

Title: Weber 7527 Stainless Steel Replacement Cooking Grates for Weber Genesis and Spirit Grills, Set of 2

- Weber stainless steel replacement grates are ready to install and easy to use
- Grates fit Genesis Silver B and C, Genesis Gold B and C, Genesis 1000-3500, and Spirit 700 grills
- Made of stainless steel
- Includes 2 replacement grates
- Each grate measures 11-11/16 by 17-5/16 inches

3. Product Descriptions

The product covers the major product features and the features and benefits of the item, covering in detail the features mentioned in the bullet points, including the models the part fits, the materials and construction, and the dimensions. The description should be brief but include all relevant information and should not contain marketing material or information relating to products other than the specific product on the page.

Other relevant issues to address:

- Capabilities/limitations, such as: “this portable grill cooks burgers for 8,” “do not leave patio table in the rain uncovered,” etc.
- Origin: Made in Italy
- Safety instructions; warnings if any
- How/why the item was created and/or tested

Example:

This set of two stainless steel replacement cooking grates fits Weber grill models Spirit 700, Genesis Silver B and C, Genesis Gold B and C, Genesis Platinum B and C (2005 model year) and Genesis 1000-3500 gas grills. The grates measure 11-11/16 by 17-5/16 inches and are easy to install.

4. Product Refinements

Populate the refinements available for your products—customers utilize these refinements on our site to sort products and locate specific items (such as a “red” blanket, a “queen” sheet set, or an “oak” table). If the data you provide for your products does not include values for the available refinements, your products will be left out of search results as well as site campaigns and e-mails that use those refinements.

Refinements important to **Replacement Parts**:

- Material

For a complete list of Patio, Lawn & Garden refinements and valid values, please reference the *Valid Values* tab of the [Home & Garden](#) feed template.

Pet Supplies



Pet Supplies Style Guide

1. Titles:

The customer should be able to make the purchase based on info in the title. Help us out by checking for style and accuracy.

- Capitalize first letter of each word (except prepositions, conjunctions, and articles such as "of," "and," and "an")
- Spell out quantities such as Ounce and Pound
- Write all numbers as numerals
- Avoid dashes
- Keep titles as short and simple as possible, but make sure to include all essential information
- Follow specific style guidelines
- Only specify pet type in title if product is limited to that pet type.

Title Style:

Brand + Model # (if available) + Size + Line + Size + Product Type + Number of Items (if needed)

Examples:

- CatStop CAT001 Ultrasonic Cat Deterrent
- ScoopFree Fresh Step Refill Litter Cartridge, 3-Pack
- FURminator 16-Ounce Dog-and-Cat deShedding Solution

Note: If the product does not come in multiple colors, the color should not be noted in the title. If it does come in multiple colors, the color should be listed at the end of the title, as in this example:

- Precision Pet 18-by-13-Inch SnooZZy Sleeper Pet Bed, Black

2. Feature Bullets:

Four strong feature/benefit bullets are better than five short ones. Separate phrases in a single bullet with semicolons. Write all numbers as numerals. Spell out quantities such as quart and inch. Capitalize the first letter in the first word of each bullet. Include what's in the box, number of items in sets, accessories. Note any applicable limits, warnings, warranty information, or if product assembly is required. Detail major features, construction,

materials, and ingredients. The final bullet for all products must list product dimensions/measurements when available.

Feature/benefit style:

1. Overall synopsis of product
2. Major feature(s), materials, ingredients, and construction
3. Type, age, size of pets product suited for
4. Is assembly required?
5. Included accessories, dimensions and warranty information

Note: All product bullets **must** list dimensions and warranty info in the last bullet

Example:

Title: LitterMaid LM500 Automated Litter Box

- Automatically rakes waste into sealable container 10 minutes after use
- Plugs into wall socket or operates with 8 D-cell batteries (not included)
- 4 reusable/disposable waste containers included
- Detachable litter tray for convenient cleaning
- 23-1/2 inches long, 16-1/2 inches wide, 8-1/2 inches high; 1-year limited warranty

Bullet Exceptions:

The last bullet for every consumable ASIN should match the last/fifth bullet below.

Example:

Hill's Science Diet Food for Canine Sensitive Stomach

- Advanced digestive nutrition helps reduce stomach upset
- Contains highly digestive carbohydrates and fiber
- Gentle on the stomach
- Owners who suspect their pet has a medical condition should visit a veterinarian for proper diagnosis and treatment.
- **Please read all label information on delivery**

3. Product Descriptions:

The hands-on review covers the major product features and rating within its category (i.e. any improvements, new technology), plus indicates how it performed. Begin the opening paragraph by introducing the product(s), power output, and possible use(s).

In the second paragraph (or second half of first paragraph, if short), discuss the features and benefits of the appliance, covering in detail the features mentioned in the bullet points, including materials, construction, ingredients, use instructions, and included accessories. Discuss relevant additional accessories available for purchase. Finish the review with accurate dimensions, particular care instructions, and warranty information.

Other relevant issues to address:

- Intended use/Limitations: what age, type, size of pet the product is designed for. Example: "Collar fits dogs with neck sizes of 12 to 14 inches," "Puppy food for dogs up to 1 years of age," "Pet bed for cats and dogs"

- How/why the product was created and/or tested
- New or innovative design or ingredients
- Information on any major awards won, endorsements
- Safety instructions, warnings if any

Example: ScoopFree Fresh Step Refill Litter Cartridge, 3-Pack

Amazon.com Product Description

Designed for use with the ScoopFree automatic litter box, this package includes three refill cartridges that come prefilled with Fresh Step crystal litter. Fresh Step brand crystal litter offers unbeatable odor control and absorbs wetness on contact. Just open the prepackaged litter cartridge, slide the cartridge into the automatic litter box, and store the cartridge cover under the litter tray for later disposal. One litter cartridge filled with Fresh Step litter lasts as long as 30 pounds of the leading clay litter. Recommended litter-cartridge replacement varies by the number of cats using the litter box, however. For one cat, replace the cartridge every 20 to 30 days; for two cats, replace it every 10 to 15 days. Toss the old cartridge away without seeing, touching, or smelling messy waste. Each refill cartridge measures 22 by 14-1/2 by 2-1/2 inches.

Label Information:

In addition to feature/benefit bullet points and a compelling, informative description, consumable and medical products legally require Label Information, including **Ingredients, Directions, Warnings, Nutrition Facts, Special Instructions** (format in that order). **This information must be thorough and include everything mentioned on manufacturer's Web sites.**

4. Product Refinements

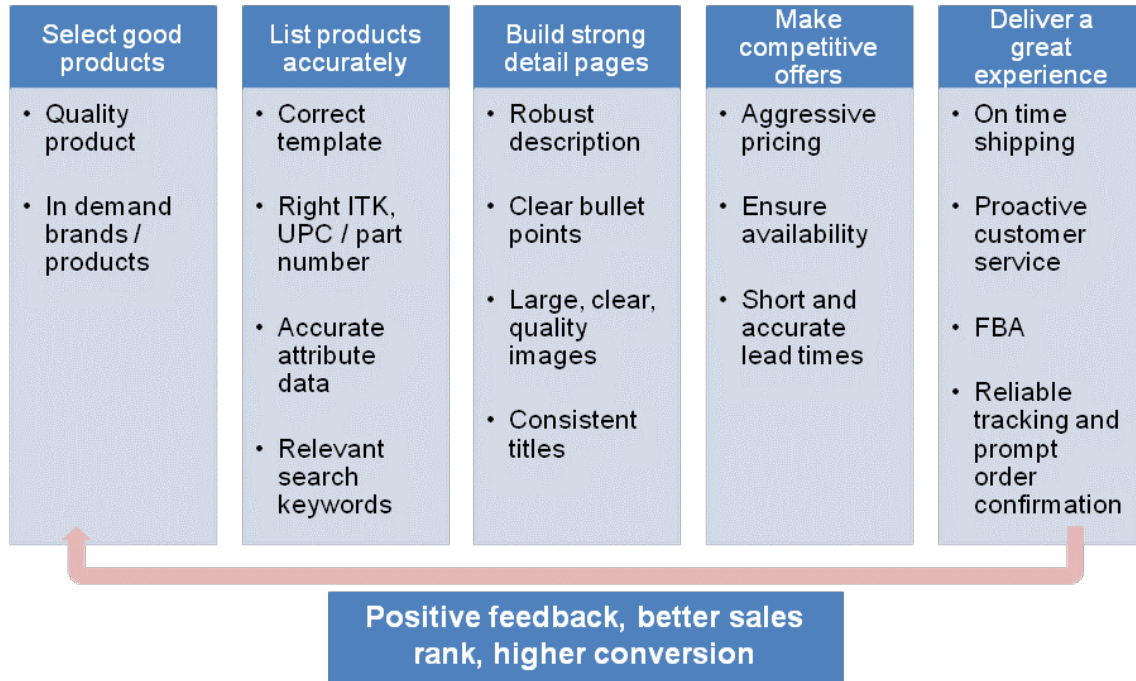
Populate the refinements available for your products—customers utilize these refinements on our site to sort products and locate specific items (such as a “red” blanket, a “queen” sheet set, or an “oak” table). If the data you provide for your products does not include values for the available refinements, your products will be left out of search results as well as site campaigns and e-mails that use those refinements.

For a complete list of Pet refinements and valid values, please reference the *Valid Values* tab of the [Pet Supplies](#) feed template.

Keys To Success



Best Practices



Helpful Links

[Browse Tree Guides](#)

[Inventory File Templates](#)

[Add a Product](#)

[Seller Central Help](#)

[Contact Seller Support](#)

Sample Valid Values

Art and Craft Specific Valid Values- Use these to be included in browse refinements.

| ColorMap | Size | Shape | Material | Pattern | Finish | PaintType | SpecialFeatures1 - SpecialFeatures5 | CountryProducedIn | VariationTheme | BatteryType1 - BatteryType3 | TargetAudience |
|----------|--------------|---------------------|----------------------------|-----------|------------|------------|-------------------------------------|-------------------|---------------------|-------------------------------|-----------------|
| Beige | paintbrushes | paintbrushes | Jewelry-making | Bordered | Ceramics | Acrylic | Sewing Machines | AD | Color | battery_type_9v | adults |
| Black | 4/0 | Angular | Brass | Checkered | High Gloss | Airbrush | [H] built-in-stitches | AE | Size | battery_type_a | men |
| Blue | 3/0 | Bright/Shader | Bronze | Floral | Semi-Gloss | Decorative | [H] of stitch functions | AF | SizeColor | battery_type_aa | seniors |
| Brown | 2/0 | Comb | Copper | Geometric | Satin | Encaustic | Antique | AG | ItemPackageQuantity | battery_type_aaa | unisex-adult |
| Clear | 0 | Duster | Gold | Gingham | Matte | Gouache | Baby lock | AI | | battery_type_c | women |
| Gold | 1 | Fan | Nickel | Moire | Textured | Oil | Built-in embroidery designs | AL | | battery_type_cr123a | children |
| Green | 2 | Filbert | Pewter | Paisley | | Specialty | Button Hole | AM | | battery_type_cr2 | babies |
| Grey | 3 | Flat | Plastic | Patchwork | | Tempera | Commercial | AO | | battery_type_cr5 | baby-boys |
| Ivory | 4 | Hake | Silver | Plaid | | Watercolor | Computer /USB capability | AQ | | battery_type_d | baby-girls |
| Multi | 5 | Mop | Stainless steel | Polka Dot | | | Cordless | AR | | battery_type_lithium_ion | unisex-baby |
| Orange | 6 | Mottler/Stippler | | Solid | | | Electronic | AT | | battery_type_p76 | boys |
| Pink | 7 | One-Stroke | Fabric | Striped | | | Manual (Non-Electronic) | AU | | battery_type_product_specific | girls |
| Purple | 8 | Other | Batik | | | | Embroidery | AW | | | toddlers |
| Red | 9 | Oval | Batiste | | | | Free Arm | AZ | | | toddler-boys |
| Silver | 10 | Quill | Broadcloth | | | | Handheld | BA | | | toddler-girls |
| White | 11 | Round | Burlap | | | | Kids | BB | | | unisex-toddler |
| Yellow | 12 | Script/Liner/Rigger | Calico | | | | LCD Panel | BD | | | unisex-children |
| | 13 | Specialty | Canvas & Duck | | | | Leather | BE | | | teens |
| | 14 | Spotter | Chenille | | | | Mini | BF | | | teen-boys |
| | 15 | Stippler | Corduroy | | | | Overlock | BG | | | teen-girls |
| | 16 | Striper | Cotton | | | | Overized table | BH | | | unisex-teen |
| | 17 | Wash | Denim & Chambray | | | | Portable | BI | | | |
| | 18 | | Eyelet | | | | Quilting | BJ | | | |
| | 19 | | Faux Fur | | | | Serger | BM | | | |
| | 20 | | Felt | | | | Walking Foot | BN | | | |
| | 21 | | Flannel | | | | | BO | | | |
| | 22 | | Fleece | | | | | BR | | | |
| | 23 | | Jacquard | | | | | BS | | | |
| | 24 | | Knits | | | | | BT | | | |
| | Extra Large | | Lace | | | | | BW | | | |
| | | | Leather | | | | | BY | | | |
| | Canvases | | Linon | | | | | BZ | | | |
| | 4x4 | | Minky | | | | | CA | | | |
| | 4x6 | | Muslin | | | | | CD | | | |
| | 5x5 | | Oilcloth & Chalk Cloth | | | | | CF | | | |
| | 5x7 | | Organza & Chiffon | | | | | CH | | | |
| | 6x6 | | Rayon | | | | | CI | | | |
| | 6x8 | | Satin | | | | | CL | | | |
| | 6x12 | | Seersucker | | | | | CM | | | |
| | 6x18 | | Shantung | | | | | CN | | | |
| | 8x8 | | Silk | | | | | CO | | | |
| | 8x10 | | Stretch & Spandex | | | | | CR | | | |
| | 8x16 | | Suede | | | | | CS | | | |
| | 8x24 | | Taffeta | | | | | CU | | | |
| | 9x12 | | Terycloth | | | | | CV | | | |
| | 10x10 | | Tissue Lame | | | | | CY | | | |
| | 10x20 | | Toile | | | | | CZ | | | |
| | 10x30 | | Tulle | | | | | DE | | | |
| | 11x14 | | Velour, Velvet & Velveteen | | | | | DJ | | | |
| | 12x12 | | Vinyl | | | | | DK | | | |
| | 12x16 | | Wool | | | | | DM | | | |
| | 12x24 | | Cashmere | | | | | DO | | | |
| | 12x35 | | | | | | | DZ | | | |
| | 14x18 | | Yarn fiber | | | | | EC | | | |
| | 16x16 | | Acrylic | | | | | EE | | | |
| | 16x20 | | Alpaca | | | | | EG | | | |
| | 18x18 | | Angora | | | | | ER | | | |
| | 18x24 | | Bamboo | | | | | ES | | | |
| | 18x36 | | Cashmere | | | | | ET | | | |
| | 20x20 | | Cotton | | | | | FI | | | |
| | 20x24 | | Flax | | | | | FJ | | | |
| | 22x28 | | Hemp | | | | | FM | | | |
| | 24x24 | | Linon | | | | | FR | | | |
| | 24x30 | | Mohair | | | | | GA | | | |
| | 24x36 | | Nylon | | | | | GB | | | |
| | 24x48 | | Polyester | | | | | GE | | | |
| | 30x30 | | Silk | | | | | GF | | | |
| | 30x40 | | Soy | | | | | GH | | | |
| | Non-Standard | | Wool | | | | | GL | | | |
| | Roll | | | | | | | GM | | | |
| | | | Paintbrushes | | | | | GN | | | |
| | | | Natural | | | | | GQ | | | |
| | | | Sable | | | | | GR | | | |
| | | | Hog | | | | | GT | | | |
| | | | Camel | | | | | GY | | | |
| | | | Specialty | | | | | HK | | | |
| | | | Synthetic | | | | | HN | | | |
| | | | Combination | | | | | HR | | | |

Kitchen Specific Valid Values - Use these to be included in browse refinements.

| ColorMap | Size | Material | Finish | Occasion | Style | Pattern | Shape | SpecialFeatures1 - SpecialFeatures5 | IncludedComponents1 - IncludedComponents5 | |
|----------|---|----------------------------------|-----------------|------------------|-------------|-----------------|----------|---|---|---------------------------------|
| Beige | All Pans, Skillets, Woks, Baking & Cookie Sheets | | 18/10 Steel | Pans | Anniversary | Tableware | Abstract | Wine Glasses | Mixers | Cups, Mugs & Saucers |
| Black | 3 IN | 18/8 Steel | Accent Pewter | Back to School | Casual | Banded | Alsace | Adjustable Speed Control | Lid | |
| Blue | 3.5 IN | Acrylic | Brushed | Christmas | Fine | Classic | Anjou | Automatic Shut-Off | Saucer | |
| Brown | 4 IN | Aluminum | Ceramic | Cinco de Mayo | | Floral | Bordeaux | Converts to Hand Mixer | | |
| Clear | 4.5 IN | Bamboo | Clear Cut | Cocktail | | Fluted | Burgundy | Countdown Timer | Mixers | |
| Gold | 5 IN | Beechwood | Enamel | Easter | | Gold Border | Chablis | Speed Sensor | Dough Hook | |
| Green | 5.5 IN | Birch | Hand Painted | Father's Day | | Greenery | Cordial | Tilt Head | Flat Beater | |
| Grey | 6 IN | Bone China | Mirror Satin | Fourth of July | | Lace | Coupe | | Glass Bowl | |
| Ivory | 6.5 IN | Brass | Non-stick | Graduation | | Modern | Dessert | Skillets, Saucepans | Pouring Shield | |
| Multi | 7 IN | Bronze | Sealed | Grandparents Day | | Ornament | Flute | Pre-Seasoned | Stainless Steel Bowl | |
| Orange | 7.5 IN | Carbon | Stainless Steel | Halloween | | Plaid | Goblet | | Wire Whip | |
| Pink | 8 IN | Cast Iron | | Hanukkah | | Platinum Border | Port | Wineglasses | | |
| Purple | 8.5 | Cedar | | Happy Birthday | | Polka Dot | Sherry | Stemless | | |
| Red | 9 IN | Ceramic | | Happy Hour | | Shells | Tumblers | | | |
| Silver | 9.5 IN | Cherrywood | | Holiday | | Solid | | Slow Cookers, Breadmachines, Coffee Makers | | |
| White | 10.5 IN | Chrome | | Housewarming | | Stripe | | Manual | | |
| Yellow | 10 IN | Chromium Steel | | Kwanzaa | | | | Programmable | | |
| | 11 IN | Clay | | Memorial Dday | | | | Coffee Grinder | | |
| | 11.5 | Copper | | Mother's Day | | | | Permanent Filter | | |
| | 12 IN | Cork | | New Year's | | | | Thermal | | |
| | 12.5 IN | Cotton | | Party | | | | | | |
| | 13 IN | Crystal | | Passover | | | | All Cookware | | |
| | 13.5 IN | Earthenware | | Secretaries Day | | | | Dishwasher Safe | | |
| | 14 IN | Elmwood | | Seder | | | | Electric Stovetop Compatible | | |
| | 14.5 IN | Fabric | | St. Patricks Day | | | | Gas Stovetop Compatible | | |
| | 15 IN | Gilded Gold | | Thanksgiving | | | | Induction Stovetop Compatible | | |
| | 15.5 IN | Glass | | Valentines Day | | | | Microwave Safe | | |
| | 16 IN | Hard-Anodized Aluminum | | Wedding | | | | | | |
| | 16.5 IN | Hardwood | | | | | | | | |
| | 17 IN | Iron | | | | | | | | |
| | 17.5 IN | Leaded Crystal | | | | | | | | |
| | 18 IN | Leather | | | | | | | | |
| | 18.5 IN | Mahogany | | | | | | | | |
| | 19 IN | Maple | | | | | | | | |
| | 19.5 IN | Marble | | | | | | | | |
| | 20 IN | Melamine | | | | | | | | |
| | 20.5 IN | Multi-Ply | | | | | | | | |
| | 21 IN | Neoprene | | | | | | | | |
| | 21.5 IN | Nickel | | | | | | | | |
| | 22 IN | Non-Leaded Crystal | | | | | | | | |
| | 22.5 IN | Nonstick | | | | | | | | |
| | 23 IN | Nylon | | | | | | | | |
| | 23.5 IN | Oak | | | | | | | | |
| | 24 IN | Olive Wood | | | | | | | | |
| | 24.5 IN | Paper | | | | | | | | |
| | 25 IN | Pewter | | | | | | | | |
| | 25.5 IN | Pine | | | | | | | | |
| | 26 IN | Plastic | | | | | | | | |
| | 26.5 IN | Platinum | | | | | | | | |
| | 27 IN | Polycarbonate | | | | | | | | |
| | 27.5 IN | Polyester | | | | | | | | |
| | 28 IN | Porcelain | | | | | | | | |
| | 28.5 IN | Porcelain Bone China | | | | | | | | |
| | 29 IN | Rattan & Wicker | | | | | | | | |
| | 29.5 IN | Recycled | | | | | | | | |
| | 30 IN | Rosewood | | | | | | | | |
| | | Rubber | | | | | | | | |
| | | Breadmakers | Silicone | | | | | | | |
| | 0.5 LB | | Silver | | | | | | | |
| | 1 LB | | Silver-Plated | | | | | | | |
| | 1.5 LB | | Solid Gold | | | | | | | |
| | 2 LB | | Stainless Steel | | | | | | | |
| | 2.5 LB | | Steel | | | | | | | |
| | 3 LB | | Stone | | | | | | | |
| | 3.5 LB | | Stoneware | | | | | | | |
| | 4 LB | | Synthetic | | | | | | | |
| | 4.5 LB | | Teak | | | | | | | |
| | 5 LB | | Terracotta | | | | | | | |
| | | | Tin | | | | | | | |
| | | Bowls & Cups, Juicers | Tritan | | | | | | | |
| | 1 Ounce | | Walnut | | | | | | | |
| | 2 Ounce | | Zinc | | | | | | | |
| | 3 Ounce | | | | | | | | | |
| | 4 Ounce | | | | | | | | | |
| | 5 Ounce | | | | | | | | | |
| | 6 Ounce | | | | | | | | | |
| | 7 Ounce | | | | | | | | | |
| | 8 Ounce | | | | | | | | | |
| | 9 Ounce | | | | | | | | | |
| | 10 Ounce | | | | | | | | | |
| | 11 Ounce | | | | | | | | | |
| | 12 Ounce | | | | | | | | | |
| | 13 Ounce | | | | | | | | | |
| | 14 Ounce | | | | | | | | | |
| | 15 Ounce | | | | | | | | | |
| | 16 Ounce | | | | | | | | | |
| | 17 Ounce | | | | | | | | | |
| | 18 Ounce | | | | | | | | | |
| | 19 Ounce | | | | | | | | | |
| | 20 Ounce | | | | | | | | | |
| | 21 Ounce | | | | | | | | | |
| | 22 Ounce | | | | | | | | | |
| | 23 Ounce | | | | | | | | | |
| | 24 Ounce | | | | | | | | | |

| BladeType | BladeMaterial | CountryProducedIn | VariationTheme | BatteryType1 - BatteryType3 | TargetAudience |
|--------------------------|-----------------------------|-------------------|--------------------------|-------------------------------|-----------------|
| Knife Blade Shape | Knife Blade Material | AD | Color | battery_type_9v | adults |
| Clip Point | Alloy | AE | Size | battery_type_a | men |
| Scalloped | Aluminum | AF | SizeColor | battery_type_aa | seniors |
| Serrated | Brass | AG | ItemPackageQuantity | battery_type_aaa | unisex-adult |
| Straight Edged | Carbon | AI | ItemPackageQuantityColor | battery_type_c | women |
| Tapered | Ceramic | AL | ItemPackageQuantitySize | battery_type_cr123a | children |
| | Plastic | AM | Material | battery_type_cr2 | babies |
| | Resin Coated | AO | MaterialSize | battery_type_cr5 | baby-boys |
| | Stainless steel | AQ | | battery_type_d | baby-girls |
| | Steel | AR | | battery_type_lithium_ion | unisex-baby |
| | Teflon | AT | | battery_type_p76 | boys |
| | Titanium | AU | | battery_type_product_specific | girls |
| | | AW | | | toddlers |
| | | AZ | | | toddler-boys |
| | | BA | | | toddler-girls |
| | | BB | | | unisex-toddler |
| | | BD | | | unisex-children |
| | | BE | | | teens |
| | | BF | | | teen-boys |
| | | BG | | | teen-girls |
| | | BH | | | unisex-teen |
| | | BI | | | |
| | | BJ | | | |
| | | BM | | | |
| | | BN | | | |
| | | BO | | | |
| | | BR | | | |
| | | BS | | | |
| | | BT | | | |
| | | BW | | | |
| | | BY | | | |
| | | BZ | | | |
| | | CA | | | |
| | | CD | | | |
| | | CF | | | |
| | | CH | | | |
| | | CI | | | |

Bedding, Bath, Furniture and Home Décor Valid Values- Use these to be included in browse refinements.

| ColorMap | Size | Material | FabricWarmthDescription | Shape | Scent | Pattern | Style | IncludedComponents1 - IncludedComponents5 | SpecialFeatures1 - SpecialFeatures5 |
|----------|-----------------|---------------------------------|-------------------------|------------------------------|----------------|----------------|----------------|---|--------------------------------------|
| Beige | Bedding | Bedding | Comforters | Tables and Home Decor | Candles | Bedding | Antique | Tables | Window Treatments |
| Black | Twin | Bamboo-derived rayon | Light weight | Round | Scented | Bordered | Art Deco | Includes 1 leaf | Blackout |
| Blue | Twin Extra-Long | Cashmere | Medium weight | Square | Aromatherapy | Checkedred | Asian | Includes 2 leaves | Cordless |
| Brown | Full | Chenille | Heavy weight | Rectangular | Festive | Floral | Baroque | Includes 3 leaves | Lined |
| Clear | Queen | Cotton | | Oval | Floral | Geometric | Cape Cod | Includes 4 leaves | |
| Gold | King | Denim | | | Food | Gingham | Casual | | Trees, Wreaths & Garlands |
| Green | Cal King | Down & Feather-Fill | | | Fresh | Moire | Chinese | | Prefilt |
| Grey | Standard | Flannel | | | Fruit | Paisley | Colonial | | Unlit |
| Ivory | European | Fleece | | | Spice | Patchwork | Contemporary | | |
| Multi | | Jersey | | | Unscented | Plaid | Cottage | | Seasonal lights |
| Orange | Frames | Leather & Suede | | | | Polka Dot | Country Rustic | | Blinking |
| Pink | 3 x 2 | Memory foam | | | | Solid | Eclectic | | |
| Purple | 3 x 3 | Resale | | | | Striped | English | | Vacuums |
| Red | 3 x 5 | Polyester & Polyester Blend | | | | | French | | Bagged |
| Silver | 3.5 x 5 | Sateen | | | | | French Country | | Bagless |
| White | 4 x 10 | Satin | | | | | Garden | | Cord Rewind |
| Yellow | 4 x 5 | Silk | | | | | Italianate | | Corded |
| | 4 x 6 | Synthetic | | | | | Japanese | | Cordless |
| | 4 x 7 | Velvet | | | | | Latin | | Cyclonic |
| | 5 x 5 | Wool & Wool Blend | | | | | Lodge | | Headlight |
| | 5 x 7 | | | | | | Mediterranean | | HEPA-Filtration |
| | 6 x 8 | Bath | | | | | Mission | | Pet Tools |
| | 8 x 10 | Brass | | | | | Modern | | Self-Propelled |
| | 8 x 12 | Bronze | | | | | Moroccan | | |
| | 8.5 x 11 | Chrome | | | | | Old World | | |
| | 9 x 12 | Copper | | | | | Scandinavian | | |
| | 10 x 13 | Cotton | | | | | Shabby Chic | | |
| | 11 x 14 | Marble | | | | | Shaker | | |
| | 11 x 17 | Microfiber | | | | | Southwestern | | |
| | 12 x 16 | Nickel | | | | | Traditional | | |
| | 12 x 18 | Pewter | | | | | Tropical | | |
| | 16 x 20 | Plastic | | | | | Victorian | | |
| | | Silver | | | | | | | |
| | Rugs | Stainless Steel | | | | | | | |
| | 2 x 3 | Terrycloth | | | | | | | |
| | 2.5 x 9 | Vinyl | | | | | | | |
| | 2.5 x 13 | Wrought and Cast Iron | | | | | | | |
| | 3 x 5 | | | | | | | | |
| | 4 x 6 | Furniture and Home Décor | | | | | | | |
| | 5 x 8 | Aluminum | | | | | | | |
| | 6 x 9 | Bamboo-derived rayon | | | | | | | |
| | 8 x 10 | Beech | | | | | | | |
| | 9 x 12 | Birch | | | | | | | |
| | | Brass | | | | | | | |
| | | Bronze | | | | | | | |
| | | Cast Iron | | | | | | | |
| | | Cedar | | | | | | | |
| | | Cherry | | | | | | | |
| | | Chrome | | | | | | | |
| | | Copper | | | | | | | |
| | | Elm | | | | | | | |
| | | Fabric | | | | | | | |
| | | Glass | | | | | | | |
| | | Hardwood | | | | | | | |
| | | Leather | | | | | | | |
| | | Mahogany | | | | | | | |
| | | Maple | | | | | | | |
| | | Metal | | | | | | | |
| | | Nickel | | | | | | | |
| | | Oak | | | | | | | |
| | | Pewter | | | | | | | |
| | | Pine | | | | | | | |
| | | Plastic | | | | | | | |
| | | Polyurethane | | | | | | | |
| | | Rattan | | | | | | | |
| | | Rosewood | | | | | | | |
| | | Silver | | | | | | | |
| | | Stainless Steel | | | | | | | |
| | | Steel | | | | | | | |
| | | Stone | | | | | | | |
| | | Suede | | | | | | | |
| | | Teak | | | | | | | |
| | | Tin | | | | | | | |
| | | Vinyl | | | | | | | |
| | | Walnut | | | | | | | |
| | | Wicker | | | | | | | |
| | | Willow | | | | | | | |
| | | Wood | | | | | | | |
| | | Storage Material | | | | | | | |
| | | Aluminum | | | | | | | |
| | | Bamboo | | | | | | | |
| | | Beech | | | | | | | |
| | | Birch | | | | | | | |
| | | Brass | | | | | | | |
| | | Bronze | | | | | | | |
| | | Cast Iron | | | | | | | |
| | | Cedar | | | | | | | |
| | | Cherry | | | | | | | |
| | | Chrome | | | | | | | |
| | | Copper | | | | | | | |
| | | Elm | | | | | | | |
| | | Fabric | | | | | | | |
| | | Glass | | | | | | | |
| | | Hardwood | | | | | | | |
| | | Leather | | | | | | | |
| | | Mahogany | | | | | | | |
| | | Maple | | | | | | | |
| | | Metal | | | | | | | |
| | | Nickel | | | | | | | |
| | | Oak | | | | | | | |
| | | Pewter | | | | | | | |
| | | Pine | | | | | | | |
| | | Plastic | | | | | | | |
| | | Rattan & Wicker | | | | | | | |
| | | Recycled Material | | | | | | | |
| | | Rosewood | | | | | | | |
| | | Silver | | | | | | | |
| | | Stainless Steel | | | | | | | |
| | | Steel | | | | | | | |
| | | Stone | | | | | | | |
| | | Suede | | | | | | | |
| | | Teak | | | | | | | |
| | | Tin | | | | | | | |
| | | Vinyl | | | | | | | |
| | | Walnut | | | | | | | |
| | | Wicker | | | | | | | |
| | | Willow | | | | | | | |
| | | Wood | | | | | | | |

| Light SourceType | CountryProducedIn | VariationTheme | BatteryType1 - BatteryType3 | TargetAudience |
|------------------|-------------------|------------------------------|-------------------------------|-----------------|
| LED | AD | Home, Furniture & BedAndBath | battery_type_9v | adults |
| Incandescent | AE | Color | battery_type_a | men |
| | AF | Size | battery_type_aa | seniors |
| | AG | SizeColor | battery_type_aaa | unisex-adult |
| | AI | ItemPackageQuantity | battery_type_c | women |
| | AL | ItemPackageQuantityColor | battery_type_cr123a | children |
| | AM | ItemPackageQuantitySize | battery_type_cr2 | babies |
| | AO | Material | battery_type_cr5 | baby-boys |
| | AQ | MaterialSize | battery_type_d | baby-girls |
| | AR | Scent | battery_type_lithium_ion | unisex-baby |
| | AT | | battery_type_p76 | boys |
| | AU | | battery_type_product_specific | girls |
| | AW | | | toddlers |
| | AZ | | | toddler-boys |
| | BA | | | toddler-girls |
| | BB | | | unisex-toddler |
| | BD | | | unisex-children |
| | BE | | | teens |
| | BF | | | teen-boys |
| | BG | | | teen-girls |
| | BH | | | unisex-teen |
| | BI | | | |
| | BJ | | | |
| | BM | | | |
| | BN | | | |
| | BO | | | |
| | BR | | | |
| | BS | | | |
| | BT | | | |
| | BW | | | |
| | BY | | | |
| | BZ | | | |
| | CA | | | |
| | CD | | | |
| | CF | | | |
| | CH | | | |
| | CI | | | |
| | CL | | | |
| | CM | | | |
| | CN | | | |
| | CO | | | |
| | CR | | | |
| | CS | | | |
| | CU | | | |
| | CV | | | |

Outdoor Living and Seeds and Plants Valid Values- - Use these to be included in browse refinements.

| ColorMap | Size | Material | Style | Theme | PowerSource | EngineType | PoolType | SpecialFeatures1 - SpecialFeatures5 |
|----------|---|------------------|----------------------------------|---------------------------------|---------------------|------------|-------------------|-------------------------------------|
| Beige | <i>Example formats:</i> Large US 16.0 16-Inch 16 x 20 Inch 16-Foot 16 x 20 Feet 16-Gallons | Hoses | Antique | Angels | PowerTools | 2-Stroke | Above-Ground Pool | Seeds |
| Black | | Rubber | Art Deco | Animals & Sealife | Battery-Powered | 4-Stroke | In-Ground Pool | Heirloom |
| Blue | | Vinyl | Asian | Birds & Bugs | Air-Powered | | Spa | Organic |
| Brown | | Polyurethane | Baroque | Carnivals & Clowns | Corded-Electric | | | Variety Pack |
| Clear | | Furniture | Cape Cod | Churches & Houses | Diesel-Powered | | | |
| Gold | | Aluminum | Chinese | Cityscapes, Shops & Restaurants | Gasoline-Powered | | | Hoses |
| Green | | Bamboo | Colonial | Dinosaurs | Hand-Powered | | | Lead-Free |
| Grey | | Beech | Cottage | Fantasy | Hydraulic-Powered | | | Coil |
| Ivory | | Birch | Country Rustic | Flowers & Plants | Natural-Gas Powered | | | Soaker |
| Multi | | Cedar | English | Foods & Beverages | Propane-Powered | | | Commercial |
| Orange | Ceramic | French | Fruits & Vegetables | Solar-Powered | | | Hot Water | |
| Pink | Cherry | French Country | Gothic | Wind-Powered | | | | |
| Purple | Cypress | Garden | Holidays | Manual | | | Mulches | |
| Red | Elm | Italianate | Landscapes & Seascapes | | | | Organic | |
| Silver | Eucalyptus | Japanese | Military & Patriotic | Grilling | | | | |
| White | Fabric | Latin | Moons & Stars | Electric | | | | |
| Yellow | Glass | Lodge | Music | Propane | | | | |
| | Iron | Mediterranean | Nautical | Natural Gas | | | | |
| | Leather | Mission | Pastoral | Charcoal | | | | |
| | Mahogany | Modern | People | Wood Pellet | | | | |
| | Maple | Moroccan | Popular Characters | Wood | | | | |
| | Oak | Old World | Religious & Inspirational | Dual Fuel | | | | |
| | Pine | Scandinavian | Romance & Love | | | | | |
| | Plastic | Shabby Chic | Schools, Colleges & Universities | | | | | |
| | Rattan | Shaker | Seasons | | | | | |
| | Resin | Southwestern | Sports | | | | | |
| | Rosewood | Tropical | Teddy Bears | | | | | |
| | Stainless Steel | Victorian | Vehicles & Transportation | | | | | |
| | Steel | | | | | | | |
| | Stone | | | | | | | |
| | Suede | | | | | | | |
| | Teak | | | | | | | |
| | Vinyl | | | | | | | |
| | Walnut | | | | | | | |
| | Wicker | | | | | | | |
| | Willow | | | | | | | |
| | Cushions & Pillows | | | | | | | |
| | Acrylic | | | | | | | |
| | Acrylic Linen | | | | | | | |
| | Barkcloth | | | | | | | |
| | Filament | | | | | | | |
| | Leather | | | | | | | |
| | Olefin | | | | | | | |
| | Spun Polyester | | | | | | | |
| | Suede | | | | | | | |
| | Tspun | | | | | | | |
| | Vinyl | | | | | | | |

| CountryProducedIn | SunlightExposure | MoistureNeeds | VariationTheme | BatteryType1 - BatteryType3 | TargetAudience |
|-------------------|------------------|-----------------------|--------------------------|-------------------------------|-----------------|
| AD | shade | little-to-no-watering | OutdoorLiving | battery_type_9v | adults |
| AE | partial-shade | constant-watering | Color | battery_type_a | men |
| AF | partial-sun | regular-watering | Size | battery_type_aa | seniors |
| AG | full-sun | moderate-watering | SizeColor | battery_type_aaa | unisex-adult |
| AI | | | ItemPackageQuantity | battery_type_c | women |
| AL | | | ItemPackageQuantityColor | battery_type_cr123a | children |
| AM | | | ItemPackageQuantitySize | battery_type_cr2 | babies |
| AO | | | Material | battery_type_cr5 | baby-boys |
| AQ | | | MaterialSize | battery_type_d | baby-girls |
| AR | | | | battery_type_lithium_ion | unisex-baby |
| AT | | | SeedsAndPlants | battery_type_p76 | boys |
| AU | | | Color | battery_type_product_specific | girls |
| AW | | | Size | | toddlers |
| AZ | | | SizeColor | | toddler-boys |
| BA | | | ItemPackageQuantity | | toddler-girls |
| BB | | | | | unisex-toddler |
| BD | | | | | unisex-children |
| BE | | | | | teens |
| BF | | | | | teen-boys |
| BG | | | | | teen-girls |
| BH | | | | | unisex-teen |
| BI | | | | | |
| BJ | | | | | |

