

# **The Home Depot**

## **STYLE SHEET FOR PRODUCT MARKETING CONTENT**

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# CHECKLIST FOR ONLINE SKU REQUIREMENTS

All items must be entered into the IDM Vendor Portal (or communicated to your digital content analyst) before the SKU will be moved out of Vendor Enrich.

## AREA RUGS– ALL PRODUCTS

### REQUIRED

#### Super SKUs

- Super SKUs are REQUIRED for multiple sizes of the same pattern or style. Please see Area Rugs SuperSKU Guideline.

#### Swatch Images

- Must be 400 x 400 pixels / JPEG file format
- REQUIRED - No background, rug must cover fully to corners of image (please see last page for more details)

#### Accessories

- Rug Gripper/Pad in corresponding size is a required accessory for all area rugs

#### Collections

- Collections are not applicable for this category

#### Coordinating Items

- Coordinating Items are not applicable for this category

#### Images and Assets

- The preferred number of alternate images for this category is 2.  
\* Area Rugs with wording or a scenery image that would be distorted if displayed vertically should be displayed horizontally.

\*\*1 Alternative Image is required for this category. Please consider a corner or lifestyle shot.

\*\*\*A Warranty document is also required for this category.

#### Video

- Product videos should be loaded for items in this category.

# ANATOMY OF THE HOMEDEPOT.COM PRODUCT INFORMATION PAGE (PIP)

Helping our customers get more out of their home improvement projects is what The Home Depot is about. It's only natural to express that helpfulness with a genuine and friendly voice. We don't talk at customers. We talk to them. We strive to remain **Best in Class** and our wish is that your items uphold the same standards.

As you create the marketing components associated with your product information, use the perfect sku example below to ensure your products are picture-perfect, optimizing the customers shopping experience. For a more detailed explanation on the various components below, [CLICK HERE](#)

- To get your own (already created) product videos online, use the Vendor Video Portal: <http://itemvideo-prod.microsite.homedepot.com/>
- To add items to existing videos or if you have questions about videos, email: [vendor\\_video\\_request@homedepot.com](mailto:vendor_video_request@homedepot.com)
- Inquiries about linking to us from your site: [vendorLinks@homedepot.com](mailto:vendorLinks@homedepot.com)
- Receive more info related to your product reviews and be set up for automated reporting, respond to a customer issue, etc: [UserGeneratedContent@homedepot.com](mailto:UserGeneratedContent@homedepot.com)
- Implement Q&A for all your products: [UserGeneratedContent@homedepot.com](mailto:UserGeneratedContent@homedepot.com)

## PERFECT SKU: AREA RUGS

**MFG Brand Name/Product Name:** Follows category specific standards, includes key search terms. DO NOT include MFG brand name in the product name, it must be entered in the MFG Brand Name attribute.

**Primary Image:** Clearly shows what the customer will receive. Image should be of the product only (no props) on a plain, white background and should be a minimum of 1000x1000 pixels to enable zoom.

**Visual Assets:** Video, lifestyle/scene shots, alternative images, close-up detail images of special features, etc.;

**Assets:** Documents such as assembly/installation instructions, warranty information, etc. (PDFs).

**Cross Merchandising:** Allows customers to see options within same collection of products and/or accessories to their primary purchase item. Rug pads should be attached as accessories.

**Product Description:** Follows category standards, includes features & benefits, product uses.

**SSKU:** All color and size variations of one pattern/design must be grouped together in a SSKU.

**Product Name:** Nourison Overstock | Model # 00579 | Internet # 209446245  
**Product Title:** Celebrations Ivory 2 ft. 3 in. x 3 ft. 9 in. Area Rug

**Price:** \$129.00 /each

**Options:** COLOR/FINISH: Ivory; RUG W X L X SHAPE: 2ft 3in x 3ft 9in, Rectangle

**Shipping:** Ship to Home FREE (Estimated Arrival: APR 14 - APR 16); Ship to Store FREE (Available for Pick Up: APR 15 - APR 20)

**Buttons:** ADD TO CART, SAVE TO MY LIST, Buy now with PayPal

**Info & Guides:** Use and Care Manual, Warranty

**ACCESSORIES (1):** Mohawk Home 2 ft. x 4 ft. Supreme Dual... \$18.97 /each

**PRODUCT OVERVIEW:** This collection features striking, modern, bold, abstract patterns and contrasting colors on a velvety texture with subtle flourishes of hand carving. Perfect for a variety of decors and settings the colors compliment today's home color palette. Make a statement or start a conversation with these beautiful rugs.

# NUMBER AND MEASUREMENT GUIDELINES

Use the US system of measurements; do not use the metric system. Keep your measurements consistent as either decimals or fractions within category attributes, product name, bullets and marketing copy. Do not alternate using decimals and fractions.

**Spelling Out Numbers** - Do not spell out numbers in bullets, unless the number precedes another number (i.e. 100-watt bulb). Exceptions to this rule are phrases that include a number which is not being used in a numeric sense (i.e. zero tolerance).

**Numbers Preceding Numbers** – When indicating a number of items that are also preceded by measurements in numbers (i.e. 100W bulb), spell out the number that precedes the numeral (i.e. four 100W bulbs). However, if the number preceding the number is greater than the number 10, then you do not have to spell it out (i.e. 60 12 oz. cans).

**Whole Numbers with Fractions** – A whole number with a fraction should be written with the whole number first, then a hyphen, followed by the top number of the fraction, a forward slash, then the bottom number. Do not include spaces between characters (i.e. 10-1/2 in. D Pot). When showing ranges, use the word “to” between the measurements (i.e. 3-1/2 in. to 5-1/2in.).

**Four-Digit Numbers and Larger** – Four-digit numbers and larger should include a comma between the first and second digit, indicating the “thousands” place (i.e. 1,500W). Larger numbers should also include commas as necessary. Do not use “K” to indicate the thousands place (i.e. 15K – it should read 15,000).

**Battery Quantities** – Battery quantity and type should be listed without a hyphen between the quantity and battery type (i.e. 4 AAA batteries).

**Units of Measure (UOM)** - Should typically be lowercase, abbreviated and with a period (i.e. 2-ft.). Units of measure should also be hyphenated when following a number.

Unit of Measure (UOM)	Description	Example
Inches and Feet	Always use “in.” for inch/inches and “ft.” for foot/feet Use a period after the abbreviation Do not use hash marks (” or ‘) to represent inches and feet Never use a hyphen between the number and “in.” and “ft.”	Evanston Saturn Ivory 7 ft. 10 in. x 10 ft. Area Rug
Dimension Abbreviations	Use a space and then the abbreviations “L,” “W,” “H,” “D” or “Dia” when indicating length, width, height, depth or diameter They should always be capitalized (“Dia” should have an initial cap) The “x” between dimensions should always be lowercase with a single space on either side of it	72 in. H x 96 in. W Classic White Essential Plus Closet Kit
Pounds	Do not use the pound sign (#) to represent pounds when referring to weight Use “lb.” or “lbs.” with the period	600 lb. Capacity Heavy Duty Folding Platform Cart 4 lb. Diatomaceous Earth Ant and Crawling Insect Killer
Ounce and Fluid Ounce	Always use “oz.” for ounce and “fl. oz.” for fluid ounce Use a period after the abbreviation Never use a hyphen between the number and unit of measure	8 fl. oz. Compact Black Sensor Pump for Soap Lotion or Sanitizer 50 oz. Liquid Laundry Detergent Original Scent Bottle
Gallon and Quart	Always use “Gal.” for gallon and “Qt.” for quart Use a period after the abbreviation Never use a hyphen between the number and “Gal.” or “Qt.”	6 Qt. Clear Latch Box (12-Pack) 18 Gal. Latch and Carry Tote (6-Pack)
Watts, Volts and Amps	Always spell these words out (except for light bulbs) Do not use the “9V” or “20A” options When used as an adjective, there should always be a hyphen between the numeral and the word “Volt” (except for light bulbs)	12 in. 20-Volt Electric Cordless Trimmer/Edger 10 in. 2.2 Amp Corded Electric String Trimmer 75W Equivalent Soft White (2700K) T9 Circline CFL Light Bulb
Horsepower	Always use “HP” Never use a period after the abbreviation Never use a hyphen between the number and “HP”	10,000 Watt 16 HP Gasoline Powered Electric Start Portable Generator with Wheel Kit Included

Temperature and Degrees	<p>Use the degree symbol and not the word "degree(s)" when indicating degrees, either in temperature or for angles</p> <p>Do not use spaces between the number, the degree symbol, and either "F" or "C," indicating Fahrenheit or Celsius</p> <p>You can create the degree symbol using Alt + 0176</p>	<p>Outdoor temp range down to -39.8°F</p> <p>Super sharp 23° Streaker Point</p>
Percentages	<p>Always use the percent symbol (%) instead of the word "percent"</p> <p>Do not include a space between the measurement and the percent symbol</p>	<p>30% Residential Energy Efficient</p>
Exponents	<p>Do not use the shorthand for repeated multiplication (i.e. mm<sup>2</sup>, 5<sup>2</sup>, etc.)</p> <p>Always use the abbreviation for the exponent (mm sq. in. cu., etc.)</p>	<p>Strips and cuts 20 - 30 AWG Solid (.50 - .14 mm sq.)</p>

# PRODUCT NAME AND MARKETING COPY

## PRODUCT NAME

The product name formula supports the best experience by allowing customers to quickly locate specific products of interest at the category page view without having to load the product detail page to confirm type of AREA RUGS. **DO NOT include the manufacturer brand name in the product name.** The manufacturer brand name must be entered in the MFG Brand Name attribute during data collection and will be automatically added to the Product Name when the information is displayed on homedepot.com.

### Product Name Legend

- Items in brackets [ ] are considered required elements of the product name
- Items in parentheses { } are considered desired and may only be supplied if it is applicable to that product
- Items in quotations “ ” are to be added as listed

#### Area Rug:

##### Product Naming Formula

{Series} + [Primary Color or Background Color] + [Exact Width ft. and in. "x" Exact Length ft. and in.] + {"All-Weather Patio" or "Indoor/Outdoor"} + ["Area Rug", "Runner", or "Accent Rug"]

##### Product Naming Example

Leaves Brown 2 ft. 3 in. x 3 ft. 6 in. All-Weather Patio Accent Rug  
Bokhara Red 10 ft. x 14 ft. Area Rug  
Bazaar Zag Dark Brown 7 ft. 10 in. x 10 ft. 1 in. Area Rug

#### Area Rug Sets:

##### Product Naming Formula

{Series} + [Color] + [Exact Width ft. and in. of largest rug in set "x" Exact Length ft. and in. of largest rug in set] + [# of pieces in set "(-Piece)"] + ["Rug Set"]

##### Product Naming Example

Mayan Sunset Sierra 8 ft. x 10 ft. 3-Piece Rug Set  
Tao Wild Flowers Brown 4 ft. 11 in. x 7 ft. 3-Piece Rug Set

#### Roll Runner / Custom Length Runner:

##### Product Naming Formula

{Series} + [Primary Color or Background Color] + [Exact Width ft. and in. "x" "Your Choice Length"] + ["Roll Runner" or "Runner"]

##### Product Naming Example

Stratford Bedford Brown 33 in. W x Your Choice Length Roll Runner  
Kashan Black 2 ft. 2 in. x Your Choice Length Roll Runner

## PRODUCT NAME NOTES

### PROVIDING MEASUREMENTS

We ask that you populate the Product Length (in.) and Product Width (in.) attributes in Inches to the nearest whole number.

**Product Length = Longest side of the rug**

**Product Width = Shortest side of the rug**

**Width should never be greater than Length**

If the rug is round or square, the values entered in Product Length and Product Width should be identical

## MARKETING COPY

What you type in the description field will appear to our customers. You are creating a product description that appears on HomeDepot.com, not your manufacturing company website. This means that your descriptions must stand on their own without the use of asterisks to qualify a statement. Further, from a Search Engine Optimization (SEO) perspective, your description should focus on the key terms that make your product unique. **DO NOT use any special characters** such as the © Copyright Symbol, ®Registered Symbol or Trademark Symbol when inserting your product information in Item Data Management.

### MARKETING COPY EXAMPLE

*Bright and bold Retro colors combined with dramatic linear designs gives this Artistic Weavers Michael Burgundy 10 ft. x 14 ft. Area Rug a unique style. Hand tufted in India from 100% Wool this area rug is soft to the touch while exciting to the eyes. The vivid color combinations and striking patterns make these rugs ideal for contemporary spaces.*

# PRODUCT FEATURE / BENEFIT BULLET STATEMENTS

## FEATURE BULLET RANKING AND EXAMPLES

- A minimum of 7 bullets is required for products in this category. You may add more features if they are relevant to the product
- If you come across features that are not listed below but you feel they are important to the customer, please first try to combine it with an existing feature below or you may add it separately
- Do not include punctuation at the end of the bullet (no periods or semi-colons)
- Do not spell out numbers even when beginning a bullet. The only exception to this rule is when two numbers follow each other; always spell out the first number

**Note: Only use the following feature bullets (that are applicable) listed in the sequence orders below:**

### **1. Face Material Type feature and benefit (required for all products)**

100% New Zealand Wool  
50% Olefyn/50% Viscose Fiber

### **2. Rug Set - Size Feature and Benefit (required for all rug sets)**

List exact sizes of each rug in set

Example: Set includes: 5 ft. x 7 ft. Area Rug, 2 ft. 6 in. x 9 ft. Runner and 2 ft. x 3 ft. Accent Rug

### **3. Backing Type Recommendation feature and benefit (required for all products)**

Action Back requiring use of gripper (sold separately)

Latex backing helps keep the rug from shifting and slipping not requiring additional grippers

### **4. Weave and Country of Origin (if imported) (required for all products)**

EXAMPLES:

Machine Made

Hand Tufted in India

### **5. Product feature and benefit (required for all products)**

Naturally stain-resistant and resists fading

Naturally elastic and water repellent

### **6. Care feature and benefit (required for all products)**

Vacuum regularly and spot clean; do not dry clean

### **7. Convenience feature and benefit (required for all products)**

Yarn dyed for vibrant, lasting color

### **8. Custom Ordering Instructions (required for custom length roll runners)**

For runners sold in a custom length, the following bullet text must be added:

Custom Order - orders are sold in increments of 1 linear ft., to order: place order and set order quantity to the desired length (ft.) of your runner. EXAMPLE: if your order is for 10 ft. you will need to add a quantity of 10 to your cart and you will receive a runner that is 10 ft. in length x stated width

### **9. Maximum Length (required for custom length roll runner)**

Maximum length available to purchase is 100 linear ft.

### **10. Custom Cut (required for custom length roll runner)**

This product is custom cut and cannot be returned

### **11. Image and Dimension Disclaimer (required for all products)**

Enter the text below exactly:

Please Note: The digital images and product dimensions on our website are as accurate as possible. Due to differences in computer monitors, some rug colors may vary slightly. Lengths and widths may vary from the published dimensions. We do our best to provide you with an exact measurement, but please be advised that some variation exists. Patterns may vary slightly according to shape and size selected.

# PRODUCT IMAGE GUIDELINES FOR HOMEDEPOT.COM

To ensure an optimum customer experience on homedepot.com, the following product image requirements have been established.

## SIZE

- Primary Image – 1000x1000 on white background for Area Rugs, positioned vertically

## PHOTOGRAPHY:

- All products must be digitally photographed out of the package with the exception of products that are typically represented in the package, such as extension cords, fasteners, etc. If an image is shot in the packaging, both the front and the back of the package should be shot to include any marketing copy or disclaimer included on the packaging. *This is to be assessed on an as need basis by the vendor, merchant and homedepot.com.*
- Main product images should only feature the product. No props or additional products (assortment groupings) are allowed within the primary image area. Alternate images of the product are encouraged to convey “lifestyle” images, and alternate views of important product features.
- **Area Rugs with wording or a scenery image that would be distorted if displayed vertically should be displayed horizontally.**
- People and pets must not appear in any product image.
- Images must represent the correct color of the product.

## BACKGROUND/BORDERS:

- The product should be professionally presented on a white background. This can be accomplished by photographing the product on a white background or outlining the product image live area and placing it on a white background.
- The background color for product images should be #FFFFFF [Hex], 255, 255, 255 [RGB] or 0 [CMYK]. Acceptable alternatives for white products are #F5F5DC R 245, G 245, B 220 (see HTML color table below).
- The product contrast should be adjusted to ensure that the image has clarity and sharpness and is not washed out.
- The product should be centered inside the designated image area, with a buffer of comfortable white space around the product. A product that is taller than it is wide will have less white space at the top and bottom than it does on the right or left. A product that is wider than it is tall will have less white space on the right and left than it does on the top and bottom.
- Do not put a stroke (outline) or shadow around the image.
- All image canvas corners must be squared at a 90 degree angle.

## HTML COLOR TABLES

HTML Color Table 1

Name	Sample	Hex Triplet	RGB	CMYK
White		#FFFFFF	R-255 G-255 B-255	C-0 M- 0 Y- 0 K- 0
Beige		#F5F5DC	R-245 G-245 B-220	C-0 M- 0 Y- 10 K- 4

## PRODUCT FILE FORMAT AND REQUIRED ASSETS

### FILE FORMAT and NAME

- Image files MUST be in JPEG format.
- The format for naming your asset should enable users to quickly associate an asset to an item.
- Example: yourModel#\_productimage.jpg, your UPC\_productimage.jpg, yourModel#\_lifestyle.jpg

### REQUIRED ASSETS

All assets may not be required for all categories (i.e. accessories)

- Color Swatch
- Warranty
- Lifestyle/Alternate Image





# IMAGE EXAMPLES

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## Angled Alternative Image

Angled Image should be 1000x1000 on a white background or wood floor



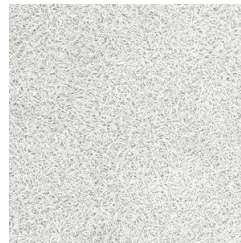
## Zoomed in Corner Cropped Image

Zoomed in Corner Cropped Image should be 1000x1000 on a white background or wood floor



## Swatch – 400x400 with no background (Required Asset)

- 400 x 400 pixels / JPEG file format
- There should be no white space or evidence of “shape” in the swatch, image must fully cover all corners
- Show pattern/color detail
- The same swatch file must be attached to all sizes/shapes of the same color/pattern rugs



## Lifestyle/Room Scene Image

Lifestyle/Room Scene Image should be at least 1000x1000 of the area rug in a room scene that displays the rug. The same Lifestyle image CAN be added to all sizes in the same color and collection.

