

**ALTERNATIVE ENERGY, GENERATORS AND PARTS**

- Motor and Replacement Motor
- Part and Accessory
- Portable Generator
- Solar Cable
- Solar Kit
- Solar Panel
- Standby Generator
- Wind Turbine
- Wind Tower
- Wind Turbine, Generator & Kit
- Solar Maintainer
- Inverter Generator
- Solar Battery Charger
- Solar Controller
- Solar Inverter

# 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.

## ALTERNATIVE ENERGY, GENERATORS AND PARTS– ALL PRODUCTS

### REQUIRED

#### Super SKUs

- Items in this category should be Super SKU'd where possible based on the existing variant attributes (i.e. size, color/finish, etc.) for the category.

#### Color Swatch Images

- Must be 400 x 400 pixels / JPEG file format
- Color/finish variant attributes should have a swatch image associated with them so customers can click on the swatch of the color instead of selecting a name of a color from a drop-down list.

#### Accessories

- Accessories are recommended for this category. Please limit the number of accessory items to 12 or fewer.

#### Collections

- Collections are recommended for this category. Please attempt to limit the number of items in the collection to 12 or fewer.

#### Coordinating Items

- Coordinating items are recommended for this category. Please attempt to limit the number of items in the coordinating group to 12 or fewer.

#### Images and Assets

- 1 Alternate is required.  
The preferred number of alternate images for this category is 3.  
For Example- Front Image,Back Image,Side view Image or Lifestyle Image

#### 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: ALTERNATIVE ENERGY GENERATOR AND PARTS

**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.

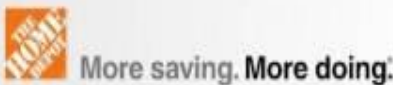
**Primary Image:** Clearly shows what the customer will receive. Image should be of the product only (no props) on a plain, white background and should be a minimum of 1000x1000 pixels to enable zoom.

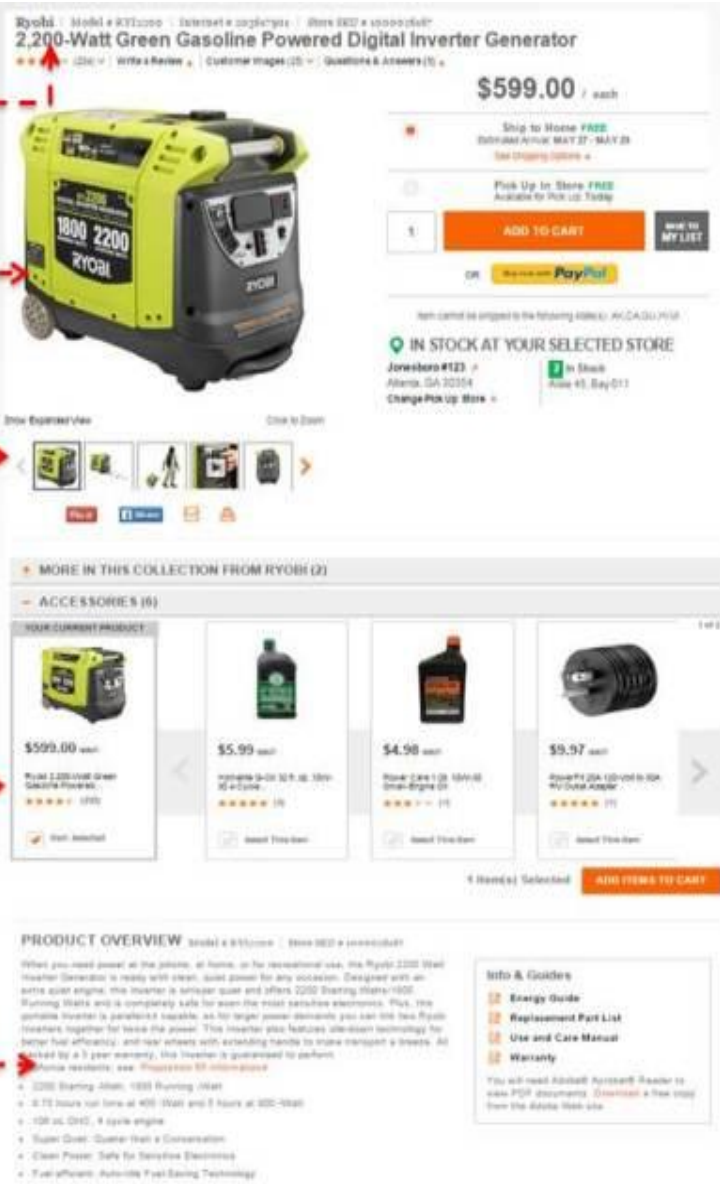
**Visual Assets:** Video, lifestyle/scene shots, alternative images, close-up detail images of special features, etc.;

**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.

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





**Product Title:** Ryobi | Model # RYI2200 | Internet # 203647618 | Store #007 # 1000005467  
2,200-Watt Green Gasoline Powered Digital Inverter Generator

**Price:** \$599.00 / each

**Shipping:** Ship to Home FREE (Estimate Arrival MAY 27 - MAY 28) | Pick Up In Store FREE (Available for Pick Up Today)

**Buttons:** ADD TO CART | MY LIST | PayPoint

**Store Availability:** IN STOCK AT YOUR SELECTED STORE | Jewellers #123 | Atlanta, GA 30304 | Change Pick-Up Store

**More in this collection:** ACCESSORIES (9) | YOUR CURRENT PRODUCT | Ryobi 2,200-Watt Green Gasoline Generator | Ryobolt 9-10 3/16 in. 1800-32 in Drive | Ryobi 2.5L (2.5L) 18V-18 One-Block Oil | Ryobi P1 (2A) 1/2 in x 3/8 in Hex Bolt

**Product Overview:** When you need power at the jobsite, at home, or for recreational use, the Ryobi 2,200-Watt Generator Generator is ready with clean, quiet power for any occasion. Equipped with an extra quiet engine, this inverter is whisper quiet and offers 2000 Starting Watts/1800 Running Watts and is completely safe to power the most sensitive electronics. Plus, the portable inverter is parallel-capable, so for larger power demands you can use two Ryobi inverters together for twice the power. This inverter also features ultra-quiet technology for better fuel efficiency, and also comes with extending handles to make transport a breeze. As backed by a 3 year warranty, this inverter is guaranteed to perform.

**Key Features:**

- 2000 Starting Watts, 1800 Running Watts
- 3.75 hours run time at 400 Watts and 5 hours at 800-Watts
- 100 cc OHV, 9 hp engine
- Fuel Guard: Overload & Overheat Protection
- Clean Power: Safe for Sensitive Electronics
- Fuel Efficiency: Automatic Fuel-Saving Technology

**Info & Guides:** Energy Guide, Replacement Part List, Use and Care Manual, Warranty

# 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). 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 5-1/2 in.).

**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.).

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)
Amps, Volts and Watts	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)	10 in. 2.2 Amp Corded Electric String Trimmer 12 in. 20-Volt Electric Cordless Trimmer/Edger 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°C 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 SOLAR POWER COMPONENTS. **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

#### Motor and Replacement Motor:

##### Product Naming Formula

{Series} + [# of Speeds if more than 1 "-Speed"] + [Amount of Horsepower in "HP"] + {# of Volts "-Volt"} + [Motor Type] + ["Motor" or "Motor Kit"] + {"with" Feature}

##### Product Naming Example

1/4 HP Condenser Fan Motor  
3-Speed 1/3 HP Blower Motor  
1/7 HP Replacement Power Vent Motor  
1/3 HP Whole-House Fan Motor with Shutter  
2-Speed 1/2 HP Evaporative Cooler Motor Kit  
1.9 HP 115-Volt Electric Air Compressor Motor

#### Part and Accessory:

##### Product Naming Formula

{Series} + {Size or Dimensions} + {Product or Accessory Type} + [Product] + {"in" Color} + {"with" Feature} + {Quantity if more than 1 "-Pack"}

##### Product Naming Example

Dual V-Belt  
70 to 97.5 Mfd Round Universal Run Capacitor  
Solar Attic Vent  
Solar Accessory Kit  
Wind Power Accessory Kit  
100-Amp Nexus Service Smart Switch  
Universal Generator Accessory Kit  
Cold Weather Kit for Home Generator Systems  
120/240 NEMA 3R 800-Amp Transfer Switch (Service Rated)  
Maintenance Kit for 12RESL, 14RESL and 14RESAL Generators  
Maintenance Kit for GP Series Portable Generators 15000W & 17500W  
Extreme Cold Weather Engine Block Heater for Generac Automatic Stand

#### Portable Generator:

##### Product Naming Formula

{Series} + [ ", " RunningWattage# "-Watt"] + [Fuel Type "Powered"] + {Start Type "Start"} + ["Portable Generator"] + {"with" Engine Type}

##### Product Naming Example

3,100-Watt Gasoline Powered Manual Start Portable Generator with Honda Engine  
GP7000 Watt Portable Generator

#### Wind Tower:

##### Product Naming Formula

{Series} + {Height ft.} + [Tower Type] + ["Tower"] + ["Kit" if Kit]

##### Product Naming Example

24 ft. Whisper Guyed Tower Kit  
30 ft. Wind Turbine Tower Kit

#### Wind Turbine, Generator & Kit:

##### Product Naming Formula

{Series} + [# of Watts and "Watt"] + {Height ft.} + ["Wind Generator"] + {"Kit"}

##### Product Naming Example

900-Watt Wind Generator Kit  
AirX 400-Watt Wind Generator  
Whisper 100 900-Watt Wind Generator

#### Solar Maintainer:

##### Product Naming Formula

{Series} + [# of Watts "-Watt"] + ["Solar"] + {# of Volts "Volts"} + ["Battery Maintainer"]

##### Product Naming Example

2-Watt 12-Volt Solar Battery Maintainer

#### Inverter Generator:

##### Product Naming Formula

{Series} + [ ", " StartingWattage# "-Watt"] + [Fuel Type "Powered"] + {Start Type "Start"} + ["Inverter Generator"] + {"with" Engine Type}

##### Product Naming Example

Energy Storm 2,200/2,800-Watt Gasoline Powered Remote Start Inverter Generator with Connection System

2,200-Watt Gasoline Portable Inverter Generator

#### Solar Battery Charger:

##### Product Naming Formula

{Series} + [# of Watts "-Watt"] + ["Solar"] + {# of Volts "Volts"} + ["Battery Charger"]

##### Product Naming Example

18-Watt 12-Volt Solar Battery Charger  
2-Watt Solar AAA Battery Charger with USB Port

## GP 5,500-Watt Portable Generator

### Solar Cable:

#### Product Naming Formula

{Series} + {American Wire Gauge and "AWG"} + [Length ft.] + ["Solar Cable"]

#### Product Naming Example

10 AWG 1,000 ft. Solar Cable

### Solar Kit:

#### Product Naming Formula

{Series} + [# of Watts "-Watt"] + {Height ft.} + ["On-Grid" or "Off-Grid"] + [Kit Type] + ["Kit"]

#### Product Naming Example

45-Watt Solar Kit

55-Watt Solar Back-Up Kit

200-Watt Off-Grid Solar Panel Kit

10,000-Watt Monocrystalline PV Grid-Tied Solar Power Kit

### Solar Panel:

#### Product Naming Formula

{Series} + [# of Watts "-Watt"] + {Height ft.} + [Solar Panel Type] + ["Solar Panel"]

#### Product Naming Example

6.5-Watt Folding Solar Panel

50-Watt Amorphous Solar Panel

250-Watt Monocrystalline Solar Panel

### Standby Generator:

#### Product Naming Formula

{Series} + [ ", " RunningWattage# "-Watt"] + [Cooling Type] + ["Standby Generator"] + {"with" #-Amp Transfer Switch}

#### Product Naming Example

25,000-Watt Air Cooled Automatic Standby Generator

Guardian Series 18,000-Watt Air Cooled Standby Generator

20,000-Watt Automatic Standby Generator with 200-Amp Transfer Switch

### Wind Turbine:

#### Product Naming Formula

{Series} + [# of Watts "-Watt"] + {Height ft.} + {Product Type} + ["Wind Turbine"] + {"with" Feature}

#### Product Naming Example

600-Watt Wind Turbine with Tower Kit

400-Watt 12-Volt Wind Turbine

400-Watt Wind Turbine Power Generator for 12-Volt Systems

### Solar Controller:

#### Product Naming Formula

{Series} + [# of Volts "-Volts"] + [# of amps "-amps"] + ["Solar"] + ["Controller"]

#### Product Naming Example

12-Volt 8-Amp Sunshield Solar Charge Controller

### Solar Inverter:

#### Product Naming Formula

{Series} + [# of Watts "-Watt"] + ["Solar"] + ["Inverter"]

#### Product Naming Example

PowerHub 1800-Watt Solar Inverter

## MARKETING COPY

**Marketing Copy must be at least 3 sentences and the character limit is 1500.** 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**

*Generate power day and night with the Sunforce 600-Watt Wind Turbine. This versatile wind turbine charges both 12-Volt and 24-Volt battery banks to help run your appliances and electronics. Ideal for cabins, 12-Volt battery charging, remote power, back-up power, and more, this unit is made with aerodynamic fiber glass blades to ensure low wind noise. Weatherproof industrial design and do-it-yourself, maintenance-free installation. Safe and efficient charging is provided with the Maximum Power Point Tracking Charge Controller (included) that maximizes power output for optimal charging capability and battery health.*



# PRODUCT FEATURE / BENEFIT BULLET STATEMENTS

## FEATURE BULLET RANKING AND EXAMPLES

- A minimum of 4 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. Wattage Produced feature and benefit**

Creates 45-watts of clean, renewable energy to power your 12-volt and 110-volt appliances

### **2. Solar Cell Design feature and benefit**

156 mm square polycrystalline silicon solar cells with 13.1% module conversion efficiency

### **3. Sun Requirements feature and benefit**

Designed to work on sunny and cloudy days to produce energy year round

### **4. Motor feature and benefit**

12 Volt motor with aluminum motor housing

### **5. Material feature and benefit**

Tempered-glass, EVA laminate, and aluminum frame

3 Wing aluminum fan blades and 1-piece seamless flashing

### **6. Battery feature and benefit**

12-volt battery is designed for deep-cycle photovoltaic applications

### **7. Installation feature and benefit**

Top mounting clamps required for roof installation

### **8. Safety feature and benefit**

UL listed

### **9. Compatibility feature and benefit**

Designed to work with the Whisper 100 Wind Generator

### **10. Included feature and benefit**

Kit includes four 15-watt Amorphous Solar Panels, mounting hardware, battery clamps, and 12-volt DC Plug

### **11. Convenience feature and benefit**

Built-in voltage cap prevents overcharging

### **12. Accessory feature and benefit**

Ventilating capacity is up to 850 sq. ft.

### **13. Required for Wind Towers: Brake feature and benefit**

Hydraulic disc brake protects the wind turbine by shutting it down safely

### **14. Required for Wind Towers: Wind speed feature and benefit**

Operates with wind speed between 5 and 25 mph

### **15. Required for Wind Towers: Power rating feature and benefit**

Delivers 220 kWh per month at 12 mph (5.4 M/sec.)

### **16. Required for Wind Towers: Tower feature and benefit**

Self-supporting tower supports small to medium-size turbines weighing up to 150 lb.

### **17. Required for Wind Towers: Rotor feature and benefit**

12 ft. diameter fiberglass rotor revolves at 6-18 revolutions per minute

# PRODUCT IMAGE GUIDELINES FOR HOMEDEPOT.COM

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

## SIZE

- All images must be at least a minimum of 1000 pixels x 1000 pixels

## 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.
- 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