OUTDOOR POWER EQUIPMENT AND ACCESSORIES

- Leaf Blower, Mulcher & Vac
- Chainsaw, Pole Saw & Powered Pruner
- Chipper Shredder & Mulcher
- Log Splitter
- Powered Auger & Auger Bit
- Powered Tiller & Cultivator
- Pressure Washer
- Trimmer, Edger & Brush Cutter
- Other Attachment Kits, Parts & Accessories
- Tool Combo Kit
- Combo Kit (Multiple Attachements)
- Portable Generator
- Standby Generator
- Inverter Generator

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.

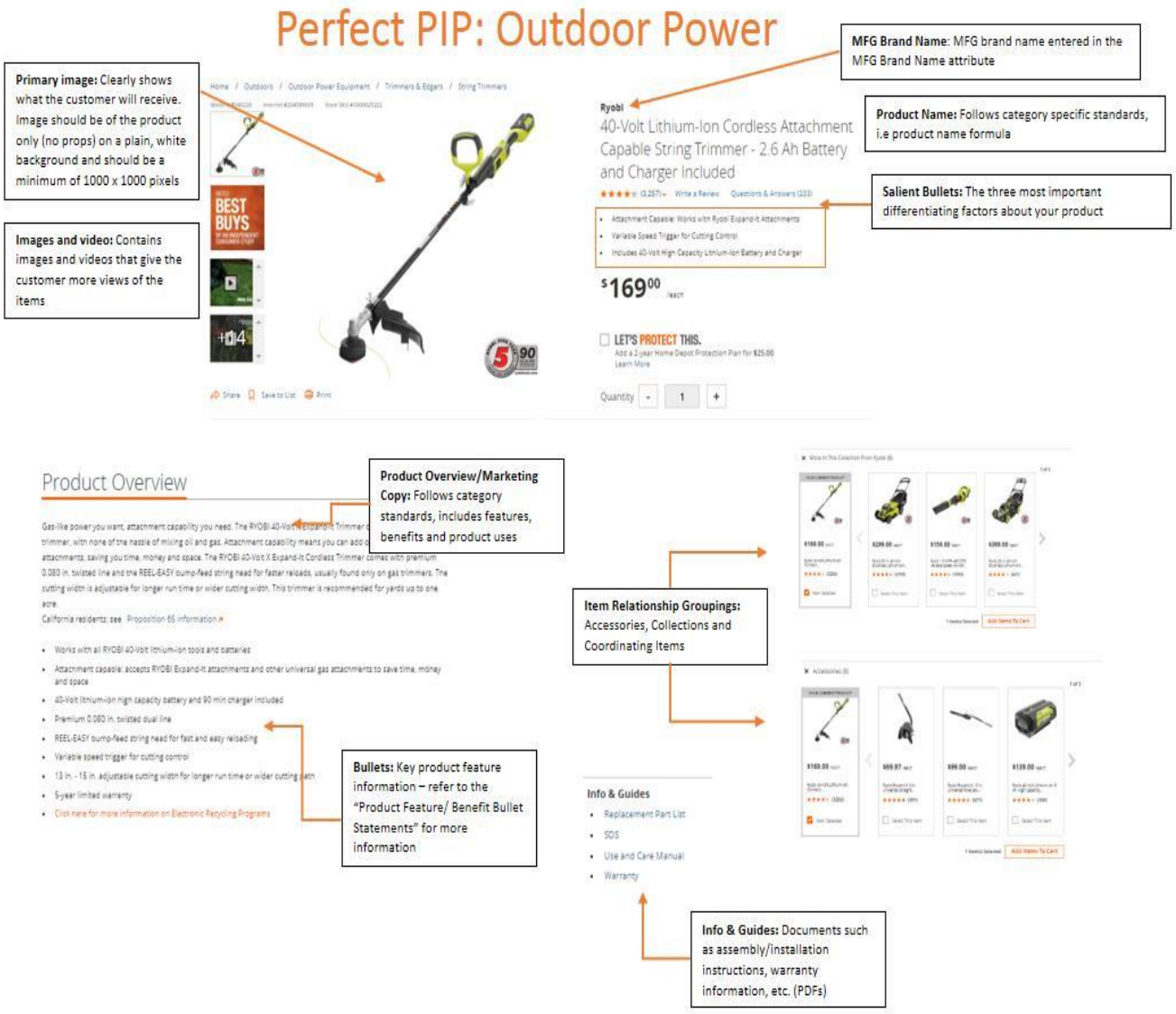
OUTDOOR POWER EQUIPMENT AND ACCESSORIES– ALL PRODUCTS	
	REQUIRED
	Super SKUs
☐	{Super_SKUs_Required}
	Swatch Images
☐	{Swatch_Images_Required}
	Accessories
☐	Accessories are recommended for this category. Please limit the number of accessory items to 12 or fewer.
	Collections
☐	Collections are recommended for this category. Please attempt to limit the number of items in the collection to 12 or fewer.
	Coordinating Items
☐	N/A
	Images and Assets
☐	{Images_and_Assets_Required}
	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
- Inquiries about linking to us from your site: 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
- Implement Q&A for all your products: UserGeneratedContent@homedepot.com



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 OUTDOOR POWER EQUIPMENT AND ACCESSORIES. **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

Leaf Blower, Mulcher & Vac:

Product Naming Formula

{Series} + [Maximum Air Speed in"MPH"] + [Maximum Air Volume in "CFM"] + [Power Type in {"cc Gas"} or {"-Amp. Electric"} or {"# of Volts "-Volt" Battery Type} Cordless"] + {Low Noise} + {"Handheld" or "Backpack" or "Walk-Behind"} + ["Leaf Blower" and/or "Mulcher" and/or "Vaccum"] + {- California Only}

Product Naming Example

165 MPH 391 CFM 25.4cc Gas Low Noise Handheld Leaf Blower
208 MPH 155 CFM 36-Volt LXT Lithium-Ion Cordless Handheld Leaf Blower
215 MPH 510 CFM 58.2cc Gas Backpack Leaf Blower
Cyclone 150 MPH 1,200 CFM 163cc Gas Walk-behind Leaf Blower
165 MPH 391 CFM 25.4cc Gas Leaf Blower/Vaccum
Ultra 250 MPH 350 CFM 12-Amp Electric Handheld Leaf Blower/Vaccum/Mulcher

Chainsaw, Pole Saw & Powered Pruner:

Product Naming Formula

{Series} + [Guide Bar Length "in."] + [Power Type in "cc Gas" or "Amp. Electric" or "Volt Electric Cordless"] + [Chainsaw or Pruner Type]

Product Naming Example

PRO 20 in. 50cc Gas Chainsaw
40-Volt Electric Cordless Chainsaw
16 in. 12-Amp Electric Chainsaw
12 in. 28.1cc Gas Telescoping Pole Pruner

Chipper Shredder & Mulcher:

Product Naming Formula

{Series} + [Shredding Capacity "in."] + [Power Type in "HP Gas Powered" or "Amp. Electric"] + [Chipper Shredder or Mulcher Type]

Product Naming Example

3 in. 11 HP Gas Powered Commercial-Duty Chipper Shredder
3/8 in. 15-Amp. Electric Chipper
2 in. 7 HP Gas Powered Self-Feeding Chipper Shredder

Log Splitter:

Product Naming Formula

{Series} + [Splitting Force in "-Ton"] + [Engine Displacement in "cc Gas" or "-Amp. Electric"] + [Log Splitter Type]

Trimmer, Edger & Brush Cutter:

Product Naming Formula

{Series} + [Power Type in "cc Gas" or "Amp. Electric" or "-Volt"] + {"Electric Cordless"} + {Engine Cycle} + [Trimmer, Edger or Cutter Type] + {"Bare Tool" or "Battery & Charger Included" or "Battery Included" or "Charger Included"}

Product Naming Example

40-Volt Lithium-Ion Cordless Attachment Capable String Trimmer - 2.6 Ah Battery & Charger Included
25.4cc Gas Stick Edger
21.2cc Gas Pole Hedge Trimmer - Bare Tool
One+ 18-Volt Lithium-ion Cordless Hedge Trimmer
2.7-Amp Electric Hedge Trimmer
21.2 cc Curved Shaft 2 Cycle Gas String Trimmer

Other Attachment Kits, Parts & Accessories:

Product Naming Formula

{Series} + {Size in.} + [Product Type] + {"for" Compatible product} + {Quantity if more than 1 "(-Pack)"}

Product Naming Example

Reconditioned Expand-It 8 in. Brush Cutter Trimmer Attachment
Ryobi 40-Volt and 24-Volt Cordless Edger Attachment
Dual Spool Universal Bump Fixed String Head (2-Pack)
Replacement Trimmer Auto-Feed Head Spool Cap for Homelite Electric Trimmer
3-Line Rapid-Loader Head

Tool Combo Kit:

Product Naming Formula

{Series} + {"Reconditioned"} + [Power Type in "cc Gas" or "Amp. Electric" or "Volt Cordless"] + [Battery Type (if Cordless)] + [Tools Included] + ["Combo Kit"] + ["(2-Tool)" or # of Tools "-Tool"]

Product Naming Example

SYNC 20-Volt Cordless Lithium-ion String Trimmer/Blower Combo Kit (2-Tool)

Combo Kit (Multiple Attachements):

Product Naming Formula

{Series} + {Engine Cycle} + [Power Type in {"cc Gas"} or {"# of Volts "-Volt" Battery Type} Cordless"] + [Tools Included] + ["with" Attachment Included]

Product Naming Example

Product Naming Example
Joe 5-Ton 15-Amp Electric Log Splitter
22-Ton 174cc Gas Log Splitter

Powered Auger & Auger Bit:
Product Naming Formula
{Series} + [Engine Displacement cc] + [Auger Type]

Product Naming Example
190cc Earth Auger Powerhead
51.7cc Earth Auger
43cc Earth Auger Powerhead
190cc Briggs Engine 2-Man Auger Powerhead
Earth/Ice Auger
42.7cc 1-Man Gas Auger

Auger Bit:
{Series} + [___ in. dia.] + [Auger Bit Type]
[Auger Bit Type examples]: Earth Auger Bit, Ice Auger Bit, Earth/Ice Auger Bit, etc.

Powered Tiller & Cultivator:
Product Naming Formula
{Series} + [Power Source in "-Amp. Electric" or "cc Gas"] + [Tiller or Cultivator Type]

Product Naming Example
Yard Machines 6-1/2-Amp Electric Forward-Rotating Cultivator
8-1/2-Amp Electric Tiller Cultivator
2-1/2-Amp Electric Garden Cultivator
43cc 2-Cycle Gas Cultivator
21.2cc Front-Tine Forward Rotating Gas Tiller

Pressure Washer:
Product Naming Formula
{Series} + [Max. Pressure in "PSI"] + [Max. Flow Rate in "GPM"] + [Gas or Electric] + [Pressure Washer Type]

Product Naming Example
Generac 3100-PSI 2.7-GPM Axial Cam Pump Gas Pressure Washer - California Compliant
1,800-PSI 1.4-GPM Electric Pressure Washer
125-PSI Electric Pressure Abrasive Blaster
PAS 2-Cycle 21.22 cc Gas String Trimmer with Blower Attachment
2-Cycle 25.4cc Gas String Trimmer with Blower Attachment
Expand-It 40-Volt Lithium-Ion Cordless String Trimmer with Edger Attachment

Portable Generator:
Product Naming Formula
{Series} + ["," RunningWattage# "Running Watt"] + [Fuel Type "Powered"] + {Start Type "Start"} + ["Portable Generator"] + {"with" Engine Type}

Product Naming Example
3,100 Running Watt Gasoline Powered Manual Start Portable Generator with Honda Engine
GP7000- 7,000 Running Watt Portable Generator
GP 5,500 Running Watt Portable Generator

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

Product Naming Example
25,000 Running Watt Air Cooled Automatic Standby Generator Guardian Series 18,000 Running Watt Air Cooled Standby Generator
20,000 Running Watt Automatic Standby Generator with 200-Amp Transfer Switch

Inverter Generator:
Product Naming Formula
{Series} + ["," StartingWattage# "Starting Watt"] + [Fuel Type "Powered"] + {Start Type "Start"} + ["Inverter Generator"] + {"with" Engine Type}

Product Naming Example
Energy Storm 2,800 Starting Watt Gasoline Powered Remote Start Inverter Generator with Connection System
2,200 Starting Watt Gasoline Portable Inverter Generator

PRODUCT NAME NOTES
{Product_Name_Notes}

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
The Ryobi ONE+ Cordless Chain Saw is ideal for light sawing jobs around the home. Its 10 in. bar and chain saws up to 9-in. diameter branches to make quick work out of unsightly brush. Cordless chain saw includes the ONE+ Lithium-ion battery and charger that's compatible to power up any of the Ryobi ONE+ tools. Backed by a 3-year warranty.

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. If Combo Kit (Mowers)
Mower Name: Deck Width (in.)
BLACK+DECKER CM1640 40-Volt Mower: 16 in. Deck Width
BLACK+DECKER CM2040 40-Volt Mower: 20 in. Deck Width

2. If Combo Kit (String Trimmer/Brush Cutter)
String Trimmer/Brush Cutter Name/Type: Cutting Path (in.), Line Diameter (in.), Line Advancement System
RYOBI 40-Volt String Trimmer: 13 in. Cutting Path, .080 in. Line Diameter, Automatic Line Advancement System
RYOBI 20-Volt String Trimmer: 12 in. Cutting Path, .065 in. Line Diameter, Automatic Line Advancement System
ECHO PAS 21.2 cc Gas Trimmer: 17 in. Cutting Path, .095 in. Line Diameter, Bump Line Advancement System
TORO Brush Cutter Attachment: 8 in. Cutting Path, 8 in. Blade Diameter

3. If Combo Kit (Blower/Sweeper)
Blower/Sweeper Name/Type: Maximum Air Speed (MPH), Maximum Air Volume (CFM)
RYOBI ONE+18V Hard Surface Sweeper: 120 MPH Maximum Air Speed, 120 CFM Maximum Air Volume
CUB CADET CC-1 Blower Attachment: 80 MPH Maximum Air Speed, 450 CFM Maximum Air Volume
WORX AIR Blower/Sweeper: 120 MPH Maximum Air Speed, 80 CFM Maximum Air Volume

4. If Combo Kit (Hedge Trimmer)
Hedger Trimmer Name: Blade Length (in.), Maximum Cut Diameter
RYOBI ONE+ 18-Volt Hedge Trimmer: 18 in. Blade Length, .375 in. Maximum Cut Diameter
BLACK+DECKER LHT2220 Hedge Trimmer: 22 in. Blade Length, .75 in. Maximum Cut Diameter

5. If Combo Kit (Chainsaw)
Chainsaw Name: Blade Length (in.), Chain Size (in.)
RYOBI ONE+ 18-Volt Chainsaw: 18 in. Bar Length, 18 in. Chain Size
RYOBI 40-Volt Lithium-Ion Chainsaw: 14 in. Bar Length, 14 in. Chain Size

6. If Combo Kit (Edger)
Edger Name/Type: Blade Length (in.), Adjustable Cutting Depth
RYOBI ONE+ 18-Volt Lithium-Ion Edger: 9 in. Blade Length, Includes Adjustable Cutting Depth
TORO Edger Attachment: 9 in. Blade Length, Includes Adjustable Cutting Depth
RYOBI Expand-It Edger Attachment: 9 in. Blade Length, Includes

11. Cutting Width or Cutting Path feature and benefit
54-in. cutting deck mows more grass in less cutting time

33-in. cutting path is ideal for midsize and larger yards

12. Blade/Design feature and benefit
4-blade reel assembly for consistent cutting action

Mowing deck has overlapping blades to ensure no grass is left uncut

13. Performance/Technologies feature and benefit
1-pass technology cuts a clear, clean path

Easily mow around obstacles with its tight 12-in. turning radius

Steel deck is engineered for superior mulching and side discharge for professionally-cut lawn

14. Handling feature and benefit
10-in. wheels with radial-tread tires for enhanced control

Flared T-style handle with cushioned grips for comfort while pushing mower

Select from 7 settings for 1-1/2 in. to 4-1/2 in. cutting heights

15. Speed/Direction feature and benefit
Travels up to 7-mph in forward and 3-mph in reverse

16. Power/Fuel capacity feature and benefit
4-1/2-gal. fuel capacity minimizes refueling time

Operates for up to 3 hours on a full charge

17. Safety feature and benefit
Safety bar instantly stops mower when released

18. Storage/Convenience feature and benefit
Handle folds in half for easy storage

19. Assembly feature and benefit
Easy to setup in approximately 10 minutes

20. Can item be sold in California?
Item is CARB Compliant and can ship to California
Item is not CARB Compliant and cannot ship to California

Adjustable Cutting Depth

7. If Combo Kit (Cultivators)
Cultivator Name/Type: Tine Length (in.) Maximum Till Width (in.)
RYOBI 40-Volt Cultivator Attachment: 10 in. Tine Length, 20 in. Maximum Till Width
BLACK+DECKER LCG120B 20-Volt Cultivator: 4 in. Tine Length, 7 in. Maximum Till Width

8. If Combo Kit (Pole Chainsaw)
Pole Chainsaw Name/Type: Maximum Pole Length, Maximum Cut Diameter
RYOBI ONE+ Pole Chainsaw: 95 in Maximum Pole Length, 8 in Maximum Cut Diameter
RYOBI 40-Volt and 24-Volt Pole Chainsaw Attachment: 92 in. Maximum Pole Length, 6 in. Maximum Cut Diameter

9. Engine or motor or horsepower feature and benefit
17-HP single-cylinder engine for powerful performance

4-1/2-HP gas-powered engine for powerful performance

10. Transmission feature and benefit
6-speed manual drive transmission lets you set your own pace

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.

{Guideline_Background_Borders}

HTML COLOR TABLES

HTML Color Table

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

IMAGE EXAMPLES

Outdoor Power Product Image (Required)
An image that displays the full product on a white background

Handle Feature Image (Optional)
Feature image of the handle

Blade Image (Optional)
Close-up image of the blade

Trimmer Image (Optional)
Detail image of the trimmer

Detail Image (Optional)
Detail image of product

Lifestyle Image (Optional)
Image of product being used