

WINDOW TREATMENTS

Blinds
Drapes and Curtains (Single Item)
Drapes and Curtains (Super SKU)
Hanging Rod
Hardware, Parts and Accessories
Liners
Scarves and Valances
Shades
Shutters
Window Film

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.

WINDOW TREATMENTS– ALL PRODUCTS

REQUIRED

Super SKUs

- Items in this category are REQUIRED to be SuperSKU'd if offered in multiple colors and/or sizes (widths and lengths). Please contact your Digital Content Analyst to determine your optimal SuperSKU set up.

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

-

Images and Assets

- The preferred number of alternate images for this category is 1.
- Please refer to the "Image Examples" section of the Data Standards for specific information regarding images:

Alternate Image Examples:

- _Lifestyle/Room Scene Alternate Image
- _Detail/Feature Close Up Alternate Image
- _Side View
- _Tie Back / Valance Close Up Alternate Image
- _Fabric Close Up Alternate Image
- _Light Filtering Alternate Image

Required Assets:

- _Installation Guide
- _Use and Care Manual

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

PERFECT SKU: WINDOW TREATMENTS

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. (NOTE: Curtains may be shown on a window)

Sell UOM (as sold to customer): Clearly indicates to the customer if they are buying a single item, pair, or a multi-pack (EA-Each, PR-Pair, or PK-Pack)

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

SuperSKU: A product that is offered in multiple variations (color/finish or size) is be grouped together to show the multiple variations. Color Swatch images must be uploaded to color variant SuperSKUs

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.

 **More saving. More doing.**

Model # W58006400GO | Internet # 203441107
Golden Oak 2 in. Wood Blind - 58 in. W x 64 in. L
★★★★★ (45) Write a Review Customer Images (5)

\$168.13 / each

COLOR/FINISH: Golden Oak
White, Golden Oak, Dark Oak, Light Oak

PRODUCT WIDTH (IN.) 58
PRODUCT LENGTH (IN.) 64

Ship to Home FREE
Estimated Arrival: JUN 15 - JUN 17
See Shipping Options

Ship to Store FREE
Available for Pick Up: JUN 16 - JUN 19

ADD TO CART **SAVE TO MY LIST**

OR **Buy now with PayPal**

Item cannot be shipped to the following state(s): AK, GU, HI, PR, VI

PRODUCT SOLD ONLINE ONLY

ACCESSORIES (3)

YOUR CURRENT PRODUCT	Home Decorators Collection Cut to Width...	Home Decorators Collection 2 in. Faux Wood...	Clear Valance Clips for 2 in. Grand Wood...	Total-Reach 6 in. Microfiber Mini Blind Duster
	\$70.97 /each Home Decorators Collection Cut to Width... ★★★★★ (2016) <input checked="" type="checkbox"/> Item Selected	\$5.47 /each Home Decorators Collection 2 in. Faux Wood... ★★★★★ (12) <input type="checkbox"/> Select This Item	\$2.97 /each Clear Valance Clips for 2 in. Grand Wood... ★★★★★ (1) <input type="checkbox"/> Select This Item	\$4.99 /each Total-Reach 6 in. Microfiber Mini Blind Duster ★★★★★ (1) <input type="checkbox"/> Select This Item

PRODUCT OVERVIEW Model # 12152 Internet # 20066929

The Home Decorators Collection Golden Oak Basswood Blinds are an attractive and customizable window treatment for your home. You can shorten the length yourself and the width can be trimmed at your local The Home Depot store. The natural wood finish provides golden warmth to complement your decor. California residents: see Proposition 65 information.

• 35 in. W x 64 in. L.
• Actual Blind Width is 34.5 in.
• NOTE: This blind is 0.5 in. (1.27 cm) narrower than the order size (or the size shown on the box).

Info & Guides

 [Installation Guide](#)
 [Use and Care Manual](#)

You will need Adobe® Acrobat® Reader to view PDF documents. [Download a free copy](#) from the Adobe Web site.

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 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>	30% Residential Energy Efficient
Exponents	<p>Do not use the shorthand for repeated multiplication (i.e. mm², 5², etc.)</p> <p>Always use the abbreviation for the exponent (mm sq. in. cu., etc.)</p>	Strips and cuts 20 - 30 AWG Solid (.50 - .14 mm sq.)

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 WINDOW TREATMENTS. **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

Blinds:

Product Naming Formula

{Series} + {"Cut to Width"} + [Color] + {"Cordless"} + {Special Feature} + [Slat Size "in"] + ["Product Type"] + [Product Width "in. W x" Product Length "in. L x"]

Product Naming Example

Brushed Nickel 1 in. Aluminum Blind - 23 in. W x 48 in. L
Cut-to-Width White 2-1/2 in. Faux Wood Blind, 72 in. Length (Price Varies by Size)

Drapes and Curtains (SUPER SKU):

Product Naming Formula

{Series} + [Color] + {Material} + {Construction/Special Feature} + {"Curtain,"} + {(Quantity if more than 1 "Pair")}

Product Naming Example

Cream Slub Faux Silk Back Tab Curtain (1 Pair)
Pear Floral Cottage Grommet Curtain

Drapes and Curtains (Single Item):

Product Naming Formula

{Series} + [Color] + {Material} + {Construction/Special Feature} + {"Curtain -"} + [Width "in. W x" Length "in. L"] + {(Quantity if more than 1 "Pair")}

Product Naming Example

Cream Slub Faux Silk Back Tab Curtain - 80 in. W x 53 in. L (2 Pair)
Pear Floral Cottage Grommet Curtain - 40 in. W x 84 in. L

Hanging Rod:

Product Naming Formula

{Series} + [Length Range] + {Product Feature} + {Rod Diameter "in."} + [Product] + {"in" Color/Finish} + {"with" Finial Style "Finial"}

Product Naming Example

New Orleans 28 in. - 48 in. Telescoping Curtain Rod Kit in Brass
66 in. - 120 in. Telescoping 3/4 in. Curtain Rod Kit in Brushed Nickel with Ball Finial

Hardware, Part and Accessory:

Product Naming Formula

{Series} + {Size} + {Material} + {Style} + [Product] + {"in" Color} + {(Quantity if more than 1"-Pack")}

Product Naming Example

2 in. Replacement Brackets

Scarves and Valances:

Product Naming Formula

{Series} + [Length "in. L"] + [Material] + [{"Scarf" or "Valance"} + {"in" Color}] + {(Quantity if more than 1 "-Pack")}

Product Naming Example

18 in. L Lace Valance in White
12 in. L Lace Valance in Burgandy (2-Pack)

Shades:

Product Naming Formula

{Series} + {"Cut to Width"} + [Color] + {Special Feature} + {"Cordless"} + [Material] + {"Double Cell"} + {Type} + {"UV Block Percentage" % UV Block} + [Product Type] + [Product Width "in. W x" Product Length "in. L x"] + {(Quantity if more than 1 "-Pack")}

Product Naming Example

Cut-to-Width Sandstone Cellular Shade - 36 in. W x 72 in. L
White Light Filtering Paper Temporary Shade - 23 in. W x 48 in. L (4-Pack)
Spring Sage 92% UV Block Exterior Roller Shade - 96 in. W x 72 in. L
Cream Blackout Fabric Pleated Shade - 54 in. W x 72 in. L
Cut-to-Width Java Fabric Roller Shade - 54 in. W x 72 in. L

Shutters:

Product Naming Formula

{Series} + [Color] + [Product Type] + [{"Interior Shutters"}]

Product Naming Example

Plantation White Faux Wood Interior Shutter

Window Film:

Product Naming Formula

{Series} + [Nominal Width in. "x" Nominal Height in.] + {Window Film Type} + [{"Window Film"}]

Product Naming Example

24 in. x 36 in. Decorative Window Film
30 in. x 24 in. Heat Control Light Window Film

Door Blinds:

Product Naming Formula

{Series} + {"Cut to Width"} + [Color] + {"Cordless"} + {Special Feature} + [Slat Size "in"] + ["Product Type"] + [Door Product Width in. x Door Product Length in.]

3/4 in. Clip Rings in Oil-Rubbed Bronze (10-Pack)

5/8 in. Holdback Set in Oil Rubbed Bronze

1-3/8 in. Wood Finial in Antique Mahogany

Liners:

Product Naming Formula

{Series} + {"Cut to Width"} + [Color] + {"with" Feature} + {Material} + ["privacy Liner" or Curtain Liner"] + [Product Width "in. W x" Product Length "in. L"] + {(Quantity if more than 1 "-Pack")}

Product Naming Example

White Privacy Liner - 54 in. W x 72 in. L

Product Naming Example

White Cordless Add On Enclosed Aluminum Blinds with 1/2 in. Slats, for 22 in. Wide x 64 in. Length Door Windows

White Cordless Add On Enclosed Aluminum Blinds with 1/2 in. Slats, for 27 in. Wide x 66 in. Length Door Windows

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 Home Decorators Collection White Premium Faux Wood Blind gives you custom features without the custom price. Built with superior quality, the 2-1/2 in. slats provide 25% more view and the smooth operating cord tilt light control is one easy pull away. The blind features smart privacy construction that prevents light from filtering through when closed. Upgraded decorative 3 in. crown valance comes with a specially designed, one-of-a-kind wrap-around valance corner that finishes the custom look and complements many crown moldings and trims. Best of all, the Premium Faux Wood Blind is moisture and heat resistant, making it ideal for any room in your home.

PRODUCT FEATURE / BENEFIT BULLET STATEMENTS

FEATURE BULLET RANKING AND EXAMPLES

- A minimum of 6 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. Nominal Dimensions

48 in. W x 72 in. L

2. Actual Product Width (Required Bullet)

Actual Blind Width is 35.5 in.

3. Pre- Cut OR True- to- Size call out (Required Bullet for Blinds)

NOTE: This blind is 0.5 in. (1.27 cm) narrower than the order size (or the size shown on the box)

OR

No deductions are made to this blind – the actual width of this blind is the same as width ordered

4. Window Compatibility- Inside Mount (Required if applicable)

For an Inside Mount, fits windows: 36 in. Wide

5. Window Compatibility- Outside Mount (Required if applicable)

For an Outside Mount, order 0.5 in. wider than the overall area to be covered

OR

For an Outside Mount, order the width of the overall area to be covered

6. # of Items included (REQUIRED for packs/pairs)

Includes 1 pair of panels

7. Slat Size Feature and Benefit

Premium 2-1/2 in. embosses room darkening stats give more privacy

Wider slats provide a greater view

8. Light Filtering/Blackout feature and benefit

Blocks over 99% of light compared to ordinary curtains

9. Material feature and benefit

Polyester material looks sharp and is easy to maintain

10. Color/Design feature and benefit

Warm tones and natural hues bring nature's beauty into your home

11. Use & Care feature and benefit

Easy care, machine washable

12. Hardware included

Mounting hardware included

13. Warranty feature and benefit

1 year limited warranty

14. Bracket Projection feature and benefit

Bracket projects 4.75" from wall

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.*
- People and pets must not appear in any product image.
- Images must represent the correct color of the product.
- **Primary Product Image must be front-facing** unless otherwise specified. 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.
- **For drapes and curtains: A straight-on, full view image of drapes and curtains hanging in a window can be shown on a window as the Primary Image. Please see example on the last page.**
- **ALL** products are required to have a lifestyle image. Multiple lifestyle images showing the product in different room/decor scenes are preferred
- A close-up image of any special features (such as included valance, chord design, hardware, etc.) should also be included
- **Mandatory alternate image views** are required for subcategory products shown below:

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)

- Lifestyle/Alternate Image
- Installation Guide
- Use and Care Manual

IMAGE EXAMPLES

Blinds and Shades Primary Product Image

The Primary Image for ALL blinds and shades products MUST be a straight-on image of a blind mounted in a window.
Outdoor shades MUST be a straight-on image of a blind mounted in an exterior window (wall background should demonstrate it is exterior)



Curtains/ Drapes Primary Product Image

A straight-on, full view image of drapes and curtains hanging in a window is allowed for the Primary Image.



Color Swatch (Required Image)

ALL blinds and shades are REQUIRED to have a color swatch image. Color Swatch images should also be 1000 x 1000 pixels in order to also be used as an alternate image. The color swatch image should be uploaded once, but assigned two reference types: "Color Swatch" and "Catalog View" Image Reference Types.



Lifestyle Image (Required Image)

A lifestyle image is REQUIRED for this product category. This should depict the product in a lifestyle setting that clearly shows a room scene and NOT be too closely cropped. MULTIPLE lifestyle images showing the product in different room/decor scenes are STRONGLY PREFERRED.

NOTE: The Lifestyle image should be a different image than the Inside/Outside mount photos.

Lifestyle Images should use the "Left Side View" Image Reference Type.



Head Rail/ Valance Detail Image (Required Image for Blinds and Shades)

A close-up, alternate image of the head rail or valance included is REQUIRED for ALL blinds and shades. Image should be taken from an angle in order to show the return and the front of the valance. Head Rail/Valance images should use the "Right Side View" Image Reference Type.



Slat/ Vane/ Cell or Fabric Detail Image (Required for Blinds and Shades)

A close-up, alternate image of the slat, vane, or shade material is REQUIRED for all blinds and shades. Material detail images should use the "Top View" Image Reference Type.



Cord Detail Image (Required Image)

Blinds and Shades should also include a close-up, alternate image showing decorative cord or wand details. For Top-Down, Bottom-Up products, an alternate image depicting how the blind/shade is raised/lowered should be added.

Cord Detail images should use the "Bottom View" Image Reference Type.

**Light Filtering / Blackout Image**

Blackout and Light Filtering curtain and window film products should also include an image showing the light filtering capabilities.

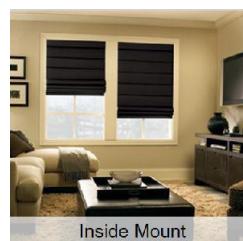
**Inside Mount Image (REQUIRED IMAGE if Applicable)**

ALL blinds and shades are REQUIRED to have an image depicting the product as an INSIDE Mount.

Both the INSIDE Mount and OUTSIDE Mount images should use the same room scene.

INSIDE Mount images should use the "Open View" Image Reference Type.

Mounting images should be labeled using a box/banner across the bottom of the image with a white (#FFFFFF) background set a 30% transparency and using Arial font.

**Outside Mount Image (REQUIRED IMAGE if Applicable)**

ALL blinds and shades are REQUIRED to have an image depicting the product as an OUTSIDE Mount.

Both the INSIDE Mount and OUTSIDE Mount images should use the same room scene.

OUTSIDE Mount images should use the "Back View" Image Reference Type.

Mounting images should be labeled using a box/banner across the bottom of the image with a white (#FFFFFF) background set a 30% transparency and using Arial font.

