

PATIO FURNITURE

Adirondack Chairs	Outdoor Rocking Chairs with Cushions
Bag, Beach and Lawn Chairs	Outdoor Rocking Chairs without Cushions
Garden Stools	Outdoor Sectional Components with Cushions
Outdoor Bar Stool with Cushions	Outdoor Sectional Components without Cushions
Outdoor Bar Stool without Cushions	Outdoor Serving Bar
Outdoor Bench & Glider with Cushions	Outdoor Sofa and Sectional (Chaise Lounge, Loveseat, Sectional, Sofa & Day Bed) with Cushions
Outdoor Bench & Glider without Cushions	Outdoor Sofa and Sectional (Chaise Lounge, Loveseat, Sectional, Sofa & Day Bed) without Cushions
Outdoor Chair (Dining and Lounge) with Cushions	Outdoor Table (Bistro, Coffee, Dining, Bar Height Dining, Balcony Height Dining, Picnic & Side)
Outdoor Chair (Dining and Lounge) without Cushions	Patio Conversation Set with Cushions
Outdoor Dining Set (Bistro, Dining, Bar Height Dining, Balcony Height Dining, Serving Bar) with Cushions	Patio Conversation Set without Cushions
Outdoor Dining Set (Bistro, Dining, Bar Height Dining, Balcony Height Dining, Serving Bar) without Cushions	Patio Swings
Outdoor Ottoman & Storage Stool with Cushions	Porch Swings
Outdoor Ottoman & Storage Stool without Cushions	

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.

PATIO FURNITURE– ALL PRODUCTS

REQUIRED

Super SKUs

- Items in this category should only be Super SKU'd when pre-approved by the DFM and/or DCA.

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

- The preferred number of alternate images for this category is 2.
Patio Furniture must have 2 or more alternate images. Types of alternate images include side views, top view, back view, detail shots, and color swatches as applicable.

All brands must have a Warranty document, Instruction/Assembly document and a Use & Care Manual.

Video

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

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: PATIO FURNITURE

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.



More saving. More doing.®

Hampton Bay | Model # FCS804987T | Internet # 204355242 | Store SKU # 100008495

Belleville 7-Piece Patio Dining Set

★★★★★ (170) | Write a Review | Customer Images (37) | Questions & Answers (35)

\$499.00 /set

Ship to Home **FREE**
Estimated Arrival: MAY 6 - MAY 13
[See Shipping Options](#)

Pick Up In Store **FREE**
Available for Pick Up: Today

1 **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

IN STOCK AT YOUR SELECTED STORE

Cumberland #121 **In Stock**
Atlanta, GA 30339
[Change Pick Up Store](#)

RELATED ITEMS | PRODUCT OVERVIEW | SPECIFICATIONS | RECOMMENDED ITEMS | CUSTOMER REVIEWS | SHIPPING & DELIVERY

MORE IN THIS COLLECTION FROM HAMPTON BAY (9)

YOUR CURRENT PRODUCT

<p>\$499.00 /set</p> <p>Hampton Bay Belleville 7-Piece Patio Dining Set</p> <p>★★★★★ (174)</p> <p><input checked="" type="checkbox"/> Item Selected</p>	<p>\$329.00 /set</p> <p>Hampton Bay Belleville 3-Piece High Patio</p> <p>★★★★★ (8)</p> <p><input type="checkbox"/> Select This Item</p>	<p>\$179.00 /each</p> <p>Hampton Bay Belleville Patio Chaise Lounge</p> <p>★★★★★ (7)</p> <p><input type="checkbox"/> Select This Item</p>	<p>Was: 499.00 \$143.10 /each Save 10%</p> <p>Hampton Bay Belleville Rectangular Patio</p> <p>★★★★★ (143)</p> <p><input type="checkbox"/> Select This Item</p>
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1 Item(s) Selected **ADD ITEMS TO CART**

PRODUCT OVERVIEW | Model # FCS804987T | Internet # 204355242 | Store SKU # 100008495

The Belleville 7-Piece Patio Dining Set will help you to create the ideal outdoor dining setting for a larger group of people. This steel outdoor dining set comes with C-spring sling chairs and a tile top dining table. Take advantage of a beautiful day or a pleasant evening and have an outdoor meal or invite a few friends over to your home. The Belleville set, finished in antique bronze with a powder-coated finish, brings added style into your outdoor seating area. The set has been designed with a rust-resistant steel frame and a UV-protected sling fabric to incorporate comfort and durability into your outdoor seating areas. Entertain your

Info & Guides

- [Instructions / Assembly](#)
- [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. mm², 5², 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 PATIO FURNITURE. **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

Adirondack Chairs:

Product Naming Formula

{Series} + {Frame Finish} + {"Folding" or "Rocking" or "Reclining"} + [{"Wood" or "Plastic"}] + [{"Adirondack Chair"}] + {# of Chairs Included, if more than 1 "-Pack")}

Product Naming Example

Mushroom Plastic Adirondack Chair
Classic Sunset Red Wood Adirondack Chair
Classic Green Folding Wood Adirondack Chair (4-Pack)

Bag, Beach and Lawn Chairs:

Product Naming Formula

{Series} + {Team or Theme} + {Color} + [{"Metal" or "Wood" or "Aluminum"}] + {"Folding" or "Reclining"} + [{"Bag Chair" or "Beach Chair" or "Lawn Chair"}]

Product Naming Example

Boston Red Sox Deluxe Folding Bag Chair
Marshall University Hunter Green Sports Chair with Digital Logo
Royal Blue Folding Bag Chair
Red Monaco Beach Chair
Navy Tranquility Beach Chair
1-Position Red Beach Chair

Garden Stools:

Product Naming Formula

{Series} + {Frame Finish} + [{"Metal" or "Wood" or "Ceramic" or "Plastic" or "Stone"}] + [{"Garden Stool"}] + {# of Stools Included, if more than 1 "-Pack")}

Product Naming Example

Daphne Orange Ceramic Garden Stool
Blue Bird Ceramic Garden Stool

Outdoor Bar Stool with Cushions:

Product Naming Formula

{Series} + {"Swivel" or "Stackable"} + [{"Metal" or "Wood" or "Teak" or "Sling" or "Plastic" or "Wicker" or "Stone" or "Aluminum"}] + [{"Outdoor Bar Stool" or "Balcony Height Outdoor Bar Stool"}] + [{"with"}] + {"Sunbrella"} + [Cushion Color] + [{"Cushion"}] + {# of Chairs Included, if more than 1 "-Pack")}

Product Naming Example

Middletown Swivel Metal Outdoor Bar Stools with Dragonfruit Cushion(2-Pack)
Posada Wicker Balcony Height Outdoor Bar Stool with Gray

Outdoor Rocking Chairs with Cushions:

Product Naming Formula

{Series} + {Frame Color, if sold in more than 1 frame color} + [{"Metal" or "Wood" or "Teak" or "Sling" or "Plastic" or "Wicker" or "Stone" or "Aluminum"}] + [{"Outdoor Rocking Chair"}] + [{"with"}] + {"Sunbrella"} + [Cushion Color] + [{"Cushion"}] + {(# of Chairs Included, if more than 1 "-Pack")}

Product Naming Example

Natural Wood Outdoor Rocking Chair with Dragonfruit Cushions

Outdoor Rocking Chairs without Cushions:

Product Naming Formula

{Series} + {Frame Color, if sold in more than 1 frame color} + [{"Metal" or "Wood" or "Teak" or "Sling" or "Plastic" or "Wicker" or "Stone" or "Aluminum"}] + [{"Outdoor Rocking Chair"}]

Product Naming Example

Natural Wood Outdoor Rocking Chair

Outdoor Sectional Components with Cushions:

Product Naming Formula

{Series} + {Frame Color, if sold in more than 1 frame color} + [{"Metal" or "Wood" or "Teak" or "Sling" or "Plastic" or "Wicker" or "Stone" or "Aluminum"}] + [{"Armless Middle" or "Right Arm" or "Left Arm" or "Corner"}] + [{"Outdoor"}] + [{"Sectional Chair"}] + [{"with"}] + {"Sunbrella"} + [Cushion Color] + [{"Cushion"}]

Product Naming Example

Edington Armless Middle Outdoor Sectional Chair with Celery Cushion
Edington Right Arm Outdoor Sectional Chair with Celery Cushion
Edington Left Arm Outdoor Sectional Chair with Celery Cushion
Tobago Corner Outdoor Sectional Chair with Burgundy Cushions

Outdoor Sectional Components without Cushions:

Product Naming Formula

{Series} + {Frame Color, if sold in more than 1 frame color} + [{"Metal" or "Wood" or "Teak" or "Sling" or "Plastic" or "Wicker" or "Stone" or "Aluminum"}] + [{"Armless Middle" or "Right Arm" or "Left Arm" or "Corner"}] + [{"Outdoor"}] + [{"Sectional Chair"}]

Product Naming Example

Edington Armless Middle Outdoor Sectional Chair with
Edington Right Arm Outdoor Sectional Chair
Edington Left Arm Outdoor Sectional Chair
Tobago Corner Outdoor Sectional Chair

Cushion (2-Pack)

Edington Swivel Metal Balcony Height Outdoor Bar Stool with Celery Cushion (2-Pack)

Outdoor Bar Stool without Cushions:

Product Naming Formula

{Series} + {"Swivel" or "Stackable"} + [{"Metal" or "Wood" or "Teak" or "Sling" or "Plastic" or "Wicker" or "Stone" or "Aluminum"}] + [{"Outdoor Bar Stool" or "Balcony Height Outdoor Bar Stool"}] + {# of Chairs Included, if more than 1 "-Pack")}

Product Naming Example

Vernon Hills Stackable Metal Outdoor Bar Stool (2-Pack)
Monterey Bay Charcoal Black Plastic Outdoor Bar Stool

Outdoor Bench & Glider with Cushions:

Product Naming Formula

{Series} + {Width in., if sold in more than 1 size} + {Seating Capacity "-Person"} + {Frame Color, if sold in more than 1 frame color} + [{"Metal" or "Wood" or "Teak" or "Sling" or "Plastic" or "Wicker" or "Stone" or "Aluminum"}] + [Outdoor] + [{"Bench" or "Glider"}] + [{"with"}] + {"Sunbrella"} + [Cushion Color] + [{"Cushion"}]

Product Naming Example

Middletown Metal Outdoor Glider with Chili Cushion
Fall River 2-Person Metal Outdoor Glider with Chili Cushion

Outdoor Bench & Glider without Cushions:

Product Naming Formula

{Series} + {Width in., if sold in more than 1 size} + {Seating Capacity "-Person"} + {Frame Color, if sold in more than 1 frame color} + [{"Metal" or "Wood" or "Teak" or "Sling" or "Plastic" or "Wicker" or "Stone" or "Aluminum"}] + [Outdoor] + [{"Bench" or "Glider"}]

Product Naming Example

74 in. Gray Plastic Outdoor Bench
Nautical 48 in. Wood Outdoor Bench

Outdoor Chair (Dining and Lounge) with Cushions:

Product Naming Formula

{Series} + {Frame Color, if sold in more than 1 frame color} + [Chair Features] + [{"Metal" or "Wood" or "Teak" or "Sling" or "Plastic" or "Wicker" or "Stone" or "Aluminum"}] + [{"Outdoor"}] + {Type} + [{"Dining Chair" or "Lounge Chair" or "Recliner"}] + [{"with"}] + {"Sunbrella"} + [Cushion Color] + [{"Cushion"}] + {{# of Chairs Included, if more than 1 "-Pack")}

Product Naming Example

Charlottetown Dark Brown Swivel Wicker Outdoor Lounge Chair with Green Bean Cushions (2-Pack)
Middletown Stationary Metal Outdoor Dining Chair with Dragonfruit Cushion (2-Pack)

Outdoor Chair (Dining and Lounge) without Cushions:

Product Naming Formula

{Series} + {Frame Color, if sold in more than 1 frame color} + [Chair Features] + [{"Metal" or "Wood" or "Teak" or "Sling" or "Plastic" or "Wicker" or "Stone" or "Aluminum"}] + [{"Outdoor Dining Chair" or "Outdoor Lounge Chair" or "Outdoor Recliner"}] + {"in", Seat Color, if different than frame color} + {# of Chairs Included, if more than 1 "-Pack")}

Outdoor Serving Bar:

Product Naming Formula

{Series} + {Team or Theme} + [{"Metal" or "Wood" or "Teak" or "Plastic" or "Wicker" or "Stone" or "Aluminum"}] + [{"Outdoor Serving Bar"}] + {"with"} + {Accessory}

Product Naming Example

Tiki Patio Metal Serving Bar with 6 ft. Umbrella
Tampa Bay Buccaneers Metal Patio Serving Bar with 6 ft. Umbrella

Outdoor Sofa and Sectional (Chaise Lounge, Loveseat, Sectional, Sofa & Day Bed) with Cushions:

Product Naming Formula

{Series} + {Frame Color, if sold in more than 1 frame color} + {# of Pieces "-Piece"} + [{"Metal" or "Wood" or "Teak" or "Sling" or "Plastic" or "Wicker" or "Stone" or "Aluminum"}] + [{"Outdoor"}] + [{"Chaise Lounge" or "Loveseat" or "Sectional" or "Sectional Set" or "Sofa" or "Day Bed"}] + [{"with"}] + {"Sunbrella"} + [Cushion Color] + [{"Cushions"}]

Product Naming Example

Spring Haven Brown Wicker Outdoor Loveseat with Sky Blue Cushions
Mill Valley 4-Piece Wicker Outdoor Sectional with Parchment Cushions
Deerfield Wicker Outdoor Day Bed with Blue Cushions
Charlottetown White Wicker Outdoor Chaise Lounge with Green Bean Cushions

Outdoor Sofa and Sectional (Chaise Lounge, Loveseat, Sectional, Sofa & Day Bed) without Cushions:

Product Naming Formula

{Series} + {Frame Color, if sold in more than 1 frame color} + {# of Pieces "-Piece"} + [{"Metal" or "Wood" or "Teak" or "Sling" or "Plastic" or "Wicker" or "Stone"}] + [{"Outdoor"}] + [{"Chaise Lounge" or "Loveseat" or "Sectional" or "Sectional Set" or "Sofa" or "Day Bed"}]

Product Naming Example

Spring Haven Brown Wicker Outdoor Loveseat
Mill Valley 4-Piece Wicker Outdoor Sectional
Deerfield Wicker Outdoor Day Bed
Charlottetown White Adjustable Outdoor Chaise Lounge

Outdoor Table (Bistro, Coffee, Dining, Bar Height Dining, Balcony Height Dining, Picnic & Side):

Product Naming Formula

{Series} + {Frame Color, if sold in more than 1 frame color} + {Table Shape} + [{"Metal" or "Wood" or "Teak" or "Sling" or "Plastic" or "Wicker" or "Stone" or "Aluminum"}] + [{"Outdoor Bistro" or "Outdoor Coffee" or "Outdoor Dining" or "Bar Height Outdoor Dining" or "Balcony Height Outdoor Dining" or "Picnic" or "Outdoor Side" or "Outdoor Accent" or "Outdoor Buffet" or "Outdoor Trunk"}] + [{"Table"}] + [{"with Extension"}]

Product Naming Example

Charlottetown White Wicker Outdoor Coffee Table
Palmetto Estates Wood Outdoor Side Table
Edington Metal Outdoor Dining Table with Extension

Product Naming Example

Statesville Swivel Padded Sling Outdoor Dining Chair (2-Pack)
Jackson Rocking Metal Outdoor Dining Chair (2-Pack)

Outdoor Dining Set (Bistro, Dining, Bar Height Dining, Balcony Height Dining, Serving Bar) with Cushions:

Product Naming Formula

{Series} + {Team or Theme} + {Frame Color, if sold in more than one frame color} + [# of Pieces "-Piece"] + [{"Metal" or "Wood" or "Sling" or "Plastic" or "Wicker" or "Stone" or "Aluminum"}] + {Table Shape} + [{"Outdoor Bistro" or "Outdoor Bar Height Bistro" or "Outdoor Balcony Height Bistro" or "Outdoor Dining" or "Outdoor Bar Height Dining" or "Outdoor Balcony Height Dining" or "Outdoor Serving Bar"}] + [{"Set"}] + [{"with"}] + {"Sunbrella"} + [Cushion Color] + [{"Cushions"}] + {"and Umbrella" if included}

Product Naming Example

Cedar Island 4-Piece Wicker Outdoor Bistro Set with Dragonfruit Cushions
7-Piece Metal Patio Dining Set with Textured Sand Cushions
Charlottetown White 7-Piece Wicker Outdoor Dining Set with Washed Blue Cushion

Outdoor Dining Set (Bistro, Dining, Bar Height Dining, Balcony Height Dining, Serving Bar) without Cushions:

Product Naming Formula

{Series} + {Team or Theme} + {Frame Color, if sold in more than one frame color} + [# of Pieces "-Piece"] + [{"Metal" or "Wood" or "Teak" or "Sling" or "Plastic" or "Wicker" or "Stone" or "Aluminum"}] + {Table Shape} + [{"Outdoor Bistro" or "Outdoor Bar Height Bistro" or "Outdoor Balcony Height Bistro" or "Outdoor Dining" or "Outdoor Bar Height Dining" or "Outdoor Balcony Height Dining" or "Outdoor Serving Bar"}] + [{"Set"}] + {"and Umbrella" if included}

Product Naming Example

Belleveille 7-Piece Metal Outdoor Dining Set
Trinidad 5-Piece Wood Outdoor Serving Bar Set

Outdoor Ottoman & Storage Stool with Cushions:

Product Naming Formula

{Series} + {Frame Color, if sold in more than 1 frame color} + [{"Metal" or "Wood" or "Teak" or "Sling" or "Plastic" or "Wicker" or "Stone" or "Aluminum"}] + [{"Outdoor"}] + [{"Ottoman" or "Storage Stool"}] + [{"with"}] + {"Sunbrella"} + [Cushion Color] + [{"Cushion"}] + {# of Ottomans Included, if more than 1 "-Pack")}

Product Naming Example

Edington Metal Outdoor Ottoman with Celery Cushion (2-Pack)
Charlottetown Medium Brown Wicker Outdoor Ottoman with Quarry Red Cushion
Spring Haven Wicker Outdoor Storage Stool with Sky Blue Cushion

Outdoor Ottoman & Storage Stool without Cushions:

Product Naming Formula

{Series} + {Frame Color, if sold in more than 1 frame color} + [{"Metal" or "Wood" or "Teak" or "Sling" or "Plastic" or "Wicker" or "Stone" or "Aluminum"}] + [{"Outdoor"}] + [{"Ottoman" or "Storage Stool"}] + [{"with"}] + {# of Ottomans Included, if more than 1 "-Pack")}

Middletown Bar Height Metal Outdoor Dining Table

Patio Conversation Set with Cushions:

Product Naming Formula

{Series} + {Frame Color, if sold in more than one frame color} + [# of Pieces "-Piece"] + [{"Metal" or "Wood" or "Teak" or "Sling" or "Plastic" or "Wicker" or "Stone" or "Aluminum"}] + [{"Patio" or "Patio Fire Pit"}] + [{"Conversation Set" or "{Deep} Seating Set" or "Sectional Seating Set"}] + [{"with"}] + {"Sunbrella"} + [Cushion Color] + [{"Cushions"}]

Product Naming Example

Cedar Island 4-Piece Wicker Patio Conversation Set with Dragonfruit Cushions
Fenton 4-Piece Wicker Patio Seating Set with Peacock Java Cushion

Patio Conversation Set without Cushions:

Product Naming Formula

{Series} + {Frame Color, if sold in more than one frame color} + [# of Pieces "-Piece"] + [{"Metal" or "Wood" or "Teak" or "Sling" or "Plastic" or "Wicker" or "Stone" or "Aluminum"}] + [{"Patio" or "Patio Fire Pit"}] + [{"Conversation Set" or "{Deep} Seating Set" or "Sectional Seating Set"}]

Product Naming Example

Blue Hill 5-Piece Wicker Patio Conversation Set
Fenton 4-Piece Wicker Patio Seating Set

Patio Swings:

Product Naming Formula

{Series} + {Width in., if sold in more than 1 size} + {Seating Capacity "-Person"} + {Frame Color, if sold in more than 1 frame color} + [{"Metal" or "Wood" or "Teak" or "Sling" or "Plastic" or "Wicker" or "Aluminum"}] + [{"Patio Swing"}] + [{"with"}] + {"Sunbrella"} + {Cushion Color} + {"Cushion"}

Product Naming Example

Yacht Club 59-1/2 in. 3-Person Plastic Patio Swing with Green Cushions

Porch Swings:

Product Naming Formula

{Series} + {Width in., if sold in more than 1 size} + {Seating Capacity "-Person"} + {Frame Color, if sold in more than 1 frame color} + [{"Metal" or "Wood" or "Teak" or "Sling" or "Plastic" or "Wicker" or "Aluminum"}] + [{"Porch Swing"}] + [{"with"}] + {"Sunbrella"} + {Cushion Color} + {"Cushions"}

Product Naming Example

3-Person Metal Porch Swing with Tan Cushions
Plantation 2-Person Wood Porch Swing
Cane Porch Swing with Beige Cushions

Product Naming Example

Wicker Outdoor Ottoman

Cape Cod Classic White Plastic Outdoor Ottoman

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

The inherent beauty found in this Hampton Bay Woodbury 3-Piece Patio Chat Set will create a cozy getaway right outside your home. Chairs feature richly woven frames, curved set-back arms and supportive cushioning for true countryside rest and relaxation. Seat cushions come in soft, all-weather polyester that is stain-, mildew-, and fade-resistant. The faux wood table has a slat-top surface. All contents are packed in 1 box. Light assembly required.

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. Frame Material feature and benefit (Required)

Wicker table frame provides a rustic look for your patio or deck

2. Frame Finish feature and benefit (Required)

Powder-coated aluminum frame prevents scratching

3. Cushion Material feature and benefit (if applicable)

Chair cushion covers are water resistant, allowing you to simply slick water and moisture away

4. Fill Material feature and benefit (if applicable)

Olefin fibers provide comfort and conformity

5. Weather resistance feature and benefit (Required)

UV protection added to the chaise's frame to help prevent finish from fading

6. Storage feature and benefit (if applicable)

Collapsible, folding design for easy storage

7. Care feature and benefit (Required)

Cushions can be cleaned with water and a soft brush

8. Assembly feature and benefit (Required)

Quick and easy assembly using the included hardware

9. Other feature and benefit (Required)

Coordinates with other items in the Charlottetown Collection (sold separately)

10. Conversation Set Dimensions (Required for all Conversation Sets)

One bullet containing the height, width, and depth for each item in a conversation set. For example, if there is a table, loveseat, and lounge chair in a conversation set, there must be three bullets, one for the table, one for the loveseat and one for the lounge chair.

11. Sectional Set Dimensions (Required for all Sectionals)

One bullet containing the height, width, and depth for each sectional set as it would be displayed or used put together.

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. *The exception to this requirement is Patio Furniture Sets, which should feature a lifestyle/scene image as the primary image.*
- 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

- Instructions / Assembly
- Use and Care Manual
- Warranty

IMAGE EXAMPLES

PRIMARY PRODUCT IMAGE (INDIVIDUAL ITEMS)

Individual patio furniture items should have an image of the product on a plain white background loaded as the primary product image.

Lifestyle or scene shots should be loaded as additional images.



PRIMARY PRODUCT IMAGE (SETS)

Patio furniture sets should have a lifestyle or scene shot loaded as the primary product image.

An image of the product on a plain white background should be loaded as an additional image.



COLOR SWATCHES OF ALL FABRICS

Color swatches of all fabrics (cushions, throw pillows, etc.) should be loaded as additional images. Reference types Top View, Right Side View, and Left Side View may be used for the swatches.



CLOSE-UP VIEWS OF FEATURES

Close-up views of features such as tabletop detail, chair back detail, and wicker weave are highly encouraged.

