

APPEARANCE PLANKS AND BOARDS

Barnwood & Weathered Wood Boards-

Non-Matching Length Set

Primed Boards

Hardwood Boards - Non-Matching

Length Set

Hardwood Boards - Single Board Or

Matching Length Pack

MDF Boards

PVC Boards

Common Boards

Barnwood & Weathered Wood Boards-

Single Board Or Matching Length Set

Cedar Boards

Select Boards

Reclaimed Wood - Non Matching Length

Set

Reclaimed Wood - Single Board or

Matching Length Pack

The Home Depot

STYLE SHEET FOR PRODUCT MARKETING CONTENT

CONTENTS

CHECKLIST FOR ONLINE SKU REQUIREMENTS	2
ANATOMY OF THE HOMEDEPOT.COM PRODUCT INFORMATION PAGE (PIP)	3
PRODUCT NAME AND MARKETING COPY	4
PRODUCT FEATURE / BENEFIT BULLET STATEMENTS	6
PRODUCT IMAGE GUIDELINES FOR HOMEDEPOT.COM	7
HTML COLOR TABLES.....	7
PRODUCT FILE FORMAT AND REQUIRED ASSETS	7
IMAGE EXAMPLES.....	8

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.

APPEARANCE PLANKS AND BOARDS– 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

☐ 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

☐ {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

Perfect PIP: Boards & Planks

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 1000 x 1000 pixels

Images and video: Contains additional images and videos that give the customer more views of the items, particularly in close up views and lifestyle settings

MFG Brand Name: MFG brand name entered in the MFG Brand Name attribute

Product Name: Follows category specific standards, i.e product name formula

Salient Bullets: The three most important differentiating factors about your product

SuperSKU: A grouping of products that are nearly identical with the exception of variations based on attributes

Product Overview

This factory-milled board is primed and painted to mimic the natural texture and patina of aged and weathered barn wood. The speed of milled wood and white paint makes this perfect for projects around the house. Each new board is milled and pre-finished on one side to give a distressed appearance and to highlight the visible rough grain texture. Due to the natural characteristics of wood, some cupping and warping may occur. These products are not recommended for outdoor applications. If used for exterior applications, wood preservative treatment is required. Color will vary from board to board and lot to lot due to natural characteristics of wood. It is recommended you purchase your entire job, plus a minimum of 10% overage to ensure most consistent color.

- Dimensional edges white with rough grain wood texture
- Ideal to create barn wood accent walls and other do-it-yourself projects
- Factory primed and painted using low VOC paint
- Custom paint color may be applied over surface
- Easy to cut and install in horizontal and vertical applications
- Exterior applications require an exterior wood preservative

Product Overview/Marketing Copy: Follows category standards, includes features, benefits and product uses

Bullets: Key product feature information – refer to the “Product Feature/ Benefit Bullet Statements” for more information

Rich/ Inline Content: Images and infographics that help customers visualize key product information

Item Relationship Groupings: Accessories, Collections and Coordinating Items

Info & Guides: Documents such as assembly/installation instructions, warranty information, etc. (PDFs)

Info & Guides

- Buying Guide
- FAQ
- Installation Guide

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

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 APPEARANCE PLANKS AND BOARDS. **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

Barnwood & Weathered Wood Boards- Non-Matching Length Set:

Product Naming Formula

{Series} + [Nominal Thickness in. "x" Nominal Width in. "x" Varying Length] + {Color/Finish} + ["Barn Wood" or "Weathered Barn Wood"] + {Board Joint Type} + {Board Type} + ["Board" or "Plank"] + {Sq. Ft. per Pack "(-Pack")}

Product Naming Example

1/2 in. x 3 1/2 in. x Varying Lengths Brown & Gray Weathered Barn Wood Tongue & Groove Board (20 Sq. Ft./Pack)

Primed Boards:

Product Naming Formula

{Series} + [Nominal Thickness in. "x" Nominal Width in. "x" Length ft.] + {Feature} + {Wood Species } + [Board Joint Type] + ["Primed"] + ["Board"]

Product Naming Example

1 in. x 4 in. x 8 ft. Center Bead Pine Square Edge Primed Board

Hardwood Boards - Non-Matching Length Set:

Product Naming Formula

{Series} + [Nominal Thickness in. "x" Nominal Width in. "x" Varying Length] + {Moisture Content} + [Wood Species] + {Board Type} + {Board Joint Type} + ["Board" or "Plank"] + {Sq. Ft. per Pack "(-Pack")}

Product Naming Example

1 in. x 4 in. x Varying Lengths Kiln Dried Poplar Square Edge Beadboard Plank (14 Sq. Ft. per 6-Pack)

1 in. x 8 in. x Varying Length Cherry S4S Board

Hardwood Boards - Single Board Or Matching Length Pack:

Product Naming Formula

{Series} + [Nominal Thickness in. "x" Nominal Width in. "x" Length ft.] + {Moisture Content} + [Wood Species] + {Board Type} + {Board Joint Type} + ["Board" or "Plank"] + {Quantity if more than 1 "(-Pack")}

Product Naming Example

1 in. x 4 in. x 8 ft. Kiln Dried Poplar S4S Straight Edge Board
1 in. x 6 in. x 4 ft. Knotty Alder Interior Shiplap Board (8 Pack)

MDF Boards:

Common Boards:

Product Naming Formula

{Series} + [Nominal Thickness in. "x" Nominal Width in. "x" Length ft.] + {Moisture Content} + {Wood Species} + [Board Joint Type] + ["Common"] + ["Board" or "Plank"] + {Quantity if more than 1 "(-Pack")}

Product Naming Example

1 in. x 4 in. x 10ft. Knotty Pine Tongue & Groove Plank (8-Pack)
1in. x 6 in. x 8ft. Kiln-Dried Douglas Fir Square Edge Common Board

Barnwood & Weathered Wood Boards- Single Board Or Matching Length Set:

Product Naming Formula

{Series} + [Nominal Thickness in. "x" Nominal Width in. "x" Nominal Length ft.] + {Color/Finish} + ["Barn Wood" or "Weathered Barn Wood"] + {Board Joint Type} + {Board Type} + ["Board" or "Plank"] + {Sq. Ft. per Pack "(-Pack")}

Product Naming Example

1 in. x 4 in. x 10ft. Distressed White Weathered Barn wood Shiplap Planks (20 Sq. Ft. per 6 Pack)

Cedar Boards:

Product Naming Formula

{Series} + [Nominal Thickness in. "x" Nominal Width in. "x" Length ft.] + {Moisture Content} + {Color} + ["Cedar"] + {Board Joint Type} + ["Board" or "Plank"]

Product Naming Example

3/4 in. x 6 in. x 8 ft. Kiln Dried Tight Knot S1S2E Cedar Board
1/4 in. x 3.5 in. 2 sq. ft. Dark Heartwood Western Cedar Tongue & Groove Plank (6-Pack)

Select Boards:

Product Naming Formula

{Series} + [Nominal Thickness in. "x" Nominal Width in. "x" Length ft.] + {Feature} + {Wood Species } + [Board Joint Type] + ["Select"] + ["Board"]

Product Naming Example

1 in. x 8 in. x 8 ft. S4S Radiata Pine Select Board

Reclaimed Wood - Non Matching Length Set:

Product Naming Formula

Product Naming Formula

{Series} + [Nominal Thickness in. "x" Nominal Width in. "x" Length ft.] + {Color/Finish/Treatment} + {Board Type} + {Board Joint Type} + ["MDF"] + ["Board" or "Plank"] + {Quantity if more than 1 "(-Pack")}

Product Naming Example

1 in. x 4 in. x 12 ft. Primed Square Edge MDF Board
1 in. x 3 in. x 8 ft. Shiplap Moulding MDF Board

PVC Boards:

Product Naming Formula

{Series} + [Nominal Thickness in. "x" Nominal Width in. "x" Length ft.] + {Color/Finish/Treatment} + {Board Type} + {Board Joint Type} + ["PVC"] + ["Board" or "Plank"] + {Quantity if more than 1 "(-Pack")}

Product Naming Example

1 in. x 4 in. x 8 ft. Cool Gray Shiplap Reversible PVC Board
1 in. x 3 in. x 8 ft. White Straight Edge PVC Board (6-Pack)

{Series} + [Nominal Thickness in. "x" Nominal Width in. "x" Varying Length] + {Color/Finish } + {Feature} + ["Reclaimed Wood"] + [Board Joint Type] + {Board Type} + ["Board" or "Plank"] + [Sq. Ft. per Pack "(-Pack")

Product Naming Example

1 in. x 40 in. x Varying Length Ash Pine Reclaimed Wood Tongue & Groove Board
1/2 in. 9 in. x 20 in. Red Wine Soaked Wine Barrel Reclaimed Wood Plank (20 sq. ft. per pack)

Reclaimed Wood - Single Board or Matching Length Pack:

Product Naming Formula

{Series} + [Nominal Thickness in. "x" Nominal Width in. "x" Length ft.] + {Color/Finish } + {Feature} + ["Reclaimed Wood"] + [Board Joint Type] + {Board Type} + ["Board" or "Plank"] + [Quantity if more than 1 "(-Pack")

Product Naming Example

1/2 in. x 4 in. x 6 ft. Mixed Grey Peel & Stick Reclaimed Wood Plank (10 Pack)

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

1 in. x 6 in. x 8 ft. Barn Wood Pre-Finished White Shiplap (6 Pieces per Box) provides the look of a salvaged barn board that have been exposed to the elements for decades but they are factory pre-finished. It can be used in a number of applications, both residential and commercial. Residential applications for barn board range from use as wall paneling in feature and accent walls, exterior siding, fence construction, and wainscoting paneling. These can also be used in smaller craft projects such as bed headboards, furniture, other smaller architectural and design elements. Commercial applications include use in outdoor and indoor signage, exterior wall and facade paneling, indoor accent and feature walls, and other architectural and design elements. Barn board is often used in retail display walls and restaurant or cafe menu panels. Every piece meets the highest grading standards for strength and appearance.

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. Actual dimensions Features and Benefits

Actual dimensions: 3/8 in. thickness x 3-7/8 in. width x 4 ft. length
Actual size 11/16" x 7" x 8'
Actual: 0.75 in. x 3.5 in. x 96 in.

2. Board Joint Type Features and Benefits

Tongue-and-groove design for fast and effortless application

3. Application Features and Benefits

Ideal to create barn wood accent walls and other do-it-yourself projects
Can be used on ceiling
For interior or exterior use
Recommended for interior use only

4. Appearance Features and Benefits

Beautiful red cedar for a unique look
Looks like old barn boards
Boards present a rustic, natural appearance to accent any room
Charred surface highlights wood's natural character

5. Wood species/Material Features and Benefits

Radiata pine provides a stable, clean, warp free product
Medium density fiberboard or MDF, is a composite wood product similar to particleboard; it's made out of wood waster fibers glued together with resin heat and pressure

6. Durability Features and Benefits

Dimensional stability; minimal tendency to warp, shrink, swell, cup or twist
Each piece of this lumber meets the highest quality grading standards for strength and appearance
Does not warp or split and does not expand and contract like nature

7. Installation Features and Benefits

Can be installed in a horizontal or vertical application
Install with paneling nails and/or sub floor adhesive
Installation over wallboard or plaster walls with paneling nails
Easy to cut and install in horizontal and vertical applications

8. Treatment Features and Benefits

Kiln dried to minimize warp, shrinkage and maintain stability
Untreated premium lumber
Factory-primed and painted using low VOC paint
This wood is treated with a superior fire retardant chemical that remains stable in high temperatures and can be used around fireplace
Board has no chemical treatment nor glue added

9. Compatibility Features and Benefits

Accepts a wide range of paints, stains and sealers
Lumber can be primed and painted or sealed and stained.
Custom paint color may be applied over surface
Cannot be stained

10. Dimensions and Weight Features and Benefits

8 boards/10.5 sq. ft. with a weight of 12 lbs.
Common: 1 in. x 4 in. x 8 ft. Weighs approximately 4 lbs
Exposed board face measures 4-5/8 in. wide
Each plank weighs 2 lbs, shipped box weights 45 lbs
1 box covers 32 sq. ft.

11. Included Features and Benefits

1 box contains 6 pieces
Each box covers 15 sq. ft.
3.10 sq. ft. per board / 12.33 sq. ft. per 4 pack

12. Environmental Impact Features and Benefits

Manufactured from eastern white pine, a renewable resource, for an environmentally friendly choice
Made from sustainable forest supply

13. Application Features and Benefits

Ideal to create barn wood accent walls and other do-it-yourself projects
Can be used on ceiling
For interior or exterior use
Recommended for interior use only
Product should be treated prior to use in high moisture areas

PRODUCT IMAGE GUIDELINES FOR HOMEDEPOT.COM

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

SIZE

- Main image must be at least a minimum of {Width} pixels x {Height} 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.
- Ensure the primary image appears with the front of the board angled toward the bottom left corner of the image and stretching to the top right corner of the image
- For packs of boards, either include only one board or neatly stack the boards in the same angle as noted in the above bullet

{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

REQUIRED ASSETS

- Lifestyle/Alternate Image

IMAGE EXAMPLES

Primary Image

Angle of the image should appear with the front of the board facing toward the bottom left corner of the image and the other end of the board toward the top right corner



Lifestyle Image 1

Add a lifestyle image of the boards



Lifestyle Image 2

Add a lifestyle image of the boards



Alt Image 2

Show a close up of the boards connected together



Alt Image 3

Another view of the board with edge profile



Alt Image 4

Close of view of board(s) to see texture



Lifestyle Image 3

Add a lifestyle image of the boards



Lifestyle Image 4

Add a lifestyle image of the boards



Lifestyle Image 5

Add a lifestyle image of the boards



Lifestyle Image 6

Add a lifestyle image of the boards

