STRUCTURAL METAL MOUNTING HARDWARE
Base and Cap
Fastener
Joist Hanger
Wood Connectors
Nail Stop and Nail Plate
Metal Strap
Wall Framing Stud
Corner Braces

The Home Depot
STYLE SHEET FOR PRODUCT MARKETING CONTENT

CONTENTS

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.

STRUCTURAL METAL MOUNTING HARDWARE– 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

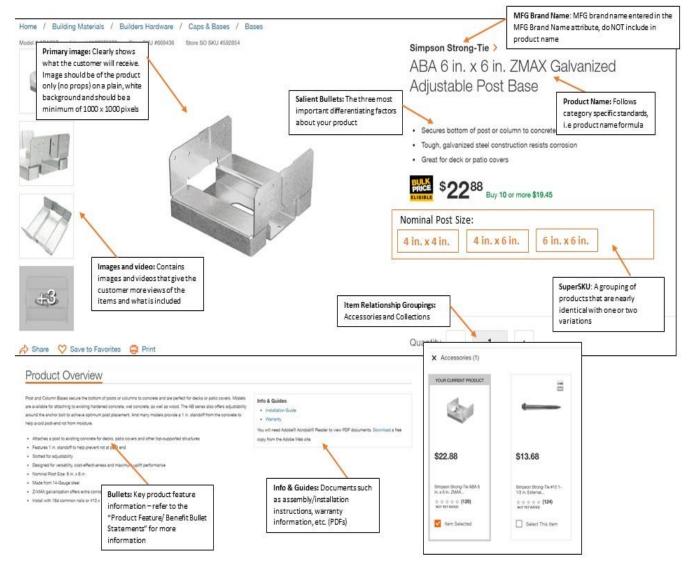☐ Product videos should be loaded for items in this category.

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 : Builder's Hardware

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 STRUCTURAL METAL MOUNTING HARDWARE. **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

Base and Cap:
Product Naming Formula
{Series} + {MFG Model #} + {Post Size in.} + {Finish} + [Base or Cap Type] + ["Base" or "Cap"] + {Quantity if more than 1 "(-Pack)"}

Product Naming Example
CBS46 4 in. x 6 in. Galvanized 10-Gauge Standoff Column Base
Outdoor Accents 6 in. x 6 in. Rough ZMAX Galvanized Steel Black Powder-Coat Post Base
CC48 4 in. x 8 in. 3-Gauge Column Cap

Fastener:
Product Naming Formula
{Series} + {Size in.} + {Gauges "-Gauge"} + {Material} + [Connector Type] + {Quantity if more than 1 "(-Pack)"}

Product Naming Example
8-1/4 in. Angle Stair Tread
1-1/2 in. x 6 in. 16-Gauge Nail Stop
14-Gauge Galvanized Steel Hold Down
#9 x 1-1/2 in. Zinc Plated Steel Hex Washer Head Roofing Screws (100-Pack)

Joist Hanger:
Product Naming Formula
{Series} + {MFG Model #} + {Joist Size} + {Finish} + {Hanger Modification} + [Flange Type] + ["Joist Hanger"] + {Quantity if more than 1 "(-Pack)"}

Product Naming Example
HU212-2 Double 2 in. x 10 in. Galvanized Face Mount Joist Hanger
SUR 2 in. x 10 in. Galvanized Skewed Right Face Mount Joist Hanger
5-1/4 in. x 18 in. Galvanized Top Flange I-Joist Hanger

Wood Connectors:
Product Naming Formula
{Series} + {MFG Model #} + [Length in.] + {Finish} + [Wood Connector Type] + {with Feature} + {Quantity if more than 1 "(-Pack)"}

Product Naming Example
2 in. Zinc-Plated Double-Wide Mending Plate Brace (4 - Pack)
G60 3 in. x 3 in. Galvanized Slotted Bearing Plate with 1/2 in. Dia Bolt

Nail Stop and Nail Plate:
Product Naming Formula
{Series} + [Width in. "x" Height in.] + [Guages "-Guage"] + {Material} + ["Nail Stop" or "Nail Plate"] + {Quantity if more than 1 "(-Pack)"}

Product Naming Example
1-1/2 in. x 3 in. 16-Gauge Nail Stop
1-1/2 in. x 5 in. 12-Gauge Zinc-Plated Steel Nail Plate (100-Pack)

Metal Strap:
Product Naming Formula
{Series} + [Size in.] + {Material} + [Connector Type] + {Quantity if more than 1 "(-Pack)"}

Product Naming Example
G185 16-Gauge Galvanized Hurricane Tie
150 ft. 16-Gauge Galvanized Coiled Strap

Wall Framing Stud:
Product Naming Formula
{Series} + [Width in. "x" Height ft.] + [Guages "-Guage"] + {Material} + ["Wall Framing Stud"] + {Quantity if more than 1 "(-Pack)"}

Product Naming Example
3-5/8 in. x 10 ft. 25-Gauge Galvanized Steel Wall Framing Stud

Corner Braces:
Product Naming Formula
{Series} + [Length in.] + {Finish} + {"Angle" or "Flat"} + ["Corner Brace"] + {Quantity if more than 1 "(-Pack)"}

Product Naming Example
2 in. Stainless Steel Angle Corner Braces (4-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
Simpson Strong-Tie angles provide a way to make a wide range of 90 degree connections. These angles are great for non-structural home repair projects. They are stronger than angled nailing or screw fastening.

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. Use feature and benefit
Reinforces right-angle connections for secure angles
Use for joining lightweight chain and attaching accessories, or hanging items like planters or bird feeders

2. Weight Capacity feature and benefit
Hook can support up to 100 lb. to properly support your wall hanging

3. Material feature and benefit
Made from 18 gauge steel

4. Corrosion Resistance feature and benefit
Climacoat coating provides a lifetime guarantee against rust and corrosion

5. Size feature and benefit
4-1/4 in. anchor bolt is ideal for fastening into solid concrete

6. Finish feature and benefit
Molded-through color so there's no paint to scratch, flake or fade

7. Design feature and benefit
Chisel point reduces wood splitting

8. Included Pieces feature and benefit
Includes fifty 2 in. nails to complete your building project
5 lb. of nails are packaged in a resealable container for convenient transport

9. Installation instruction
Install with 16d common nails or #10 x 1-1/2 Strong-Drive SD screws

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. Iconography, text, water marks or logos are not allowed within the primary image. Alternative 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}

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
• Installation Guide