

FENCING, LATTICE, EDGING AND ACCESSORIES

- Non-Concrete Edging
- Garden Fencing
- Gate
- Gate Controller and Opener
- Vinyl Lattice
- Panel
- Picket, Post, or Rail
- Temporary Fencing
- Other Hardware and Accessory
- Concrete Edging
- Chain Link without Slats
- Chain Link with Slats
- Hardware Cloth
- Welded Wire
- Post Caps & Tops
- Chain Link Fence Gate
- Wood Lattice
- Decorative Screen Panels
- Lattice Accessories

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.

FENCING, LATTICE, EDGING 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

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 SKU: FENCING AND ACCESSORIES

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.

Super SKU: A product that is offered in multiple variations (color/finish, size, etc.) is to be grouped together to show the multiple variations. Color Swatch images must be uploaded to color variant SKU's.

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.;

Cross Merchandising: Allows customers to see options within same collection of products and/or accessories to their primary purchase item.

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

Product Description: Follows category standards, includes features & benefits, product uses.

Veranda | Model # 73013298 | Internet # 203679474
White Vinyl Linden Pro Privacy Fence Panel Kit (Common: 6 ft. x 8 ft.; Actual: 72.5 in. x 94.25 in.)
 ★★★★★ (25) Write a Review | Customer Images (5)

\$97.00 / each

ACTUAL PANEL WIDTH X HEIGHT
84 x 98

COLOR/FINISH
White

Ship to Home
Estimated Arrive: JUL 6 - JUL 10
[See Shipping Options](#)

Ship to Store **FREE**
Available for Pick Up: JUL 8 - JUL 13

1 **ADD TO CART** **SAVE TO MY LIST**

OR **Buy now with PayPal!**

Item cannot be shipped to the following states: AK, GU, HI, PR, VI
NEARBY STORES MAY HAVE THIS ITEM
[Check Nearby Stores](#)

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

ACCESSORIES (4)

YOUR CURRENT PRODUCT

\$97.00 / each	\$8.47 / each	\$29.97 / each	\$29.97 / each
Veranda White Vinyl Linden Pro Privacy Fence... ★★★★★ (25) Item Selected	Veranda White Vinyl Contemporary Post Top... ★★★★★ (4) Select This Item	Veranda White Vinyl Routed Fence Corner Post... ★☆☆☆☆ Select This Item	Veranda White Vinyl Routed Fence End Post... ★★★★★ (2) Select This Item

1 Item(s) Selected **ADD ITEMS TO CART**

PRODUCT OVERVIEW Model # 73013298 | Internet # 203679474

With an exceptional variety of different styles, Barrette vinyl fencing has do-it-yourself friendly styles to professional grade fencing. Our Vinyl fence offers the perfect combination of high quality and low maintenance you have been looking for. The lightweight design makes installation fast and easy. Supported with a transferable limited lifetime warranty. The white finish and ornamental design allows you to easily add some elegance to your

Info & Guides
Installation Guide
 You will need Akubel Acrobatt® Reader to

More saving. More doing.®

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 FENCING. **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

Non-Concrete Edging:

Product Naming Formula

{Series} + [Length ft.] + [Type of Edging] + ["Edging"]

Product Naming Example

4 ft. Plastic Edging
2 ft. Wrought Iron Scroll Edging

Garden Fencing:

Product Naming Formula

{Series} + [Height in.] + [Material] + ["Garden Fence"]

Product Naming Example

13 in. Resin Garden Fence

Gate:

Product Naming Formula

{Series} + [Nominal Width ft. "x" Nominal Height ft.] + {Treatment/Color} + [Material/Species] + {Gate Type} + ["Fence Gate"]

Product Naming Example

5-3/4 ft. x 3-1/2 ft. Vinyl Fence Gate
6 ft. x 3-1/2 ft. Pressure-Treated Pine Board-on-Board Fence Gate

Gate Controller and Opener:

Product Naming Formula

{Series} + {Compatible Gate Type} + {Product Type} + [Product]

Product Naming Example

Single Slide Gate Opener
2-Button Keychain Transmitter
Slide Single Automatic Gate Opener Kit

Vinyl Lattice:

Product Naming Formula

{Series} + [Height ft. "x" Length ft.] + [Color] + [Lattice Opening Shape] + [Lattice Opening Size] + ["Vinyl Lattice"] + {"- Framed"}

Product Naming Example

4 ft. x 8 ft. Sierra Cedar Square Privacy Vinyl Lattice - Framed
2 ft. x 8 ft. Nantucket Gray Diamond Garden Vinyl Lattice

Panel:

Product Naming Formula

{Series} + [Nominal Height ft. "x" Nominal Width ft.] + {Treatment/Color} + [Material/Species] + {Panel Type} + ["Fence

Chain Link without Slats:

Product Naming Formula

{Series} + [Nominal Dimensions: Height ft. "x" Width ft.] + [Gauge] + {Galvanized} + {Material} + ["Chain Link Fabric"]

Product Naming Example

4 ft. x 50 ft. 9-Gauge Chain Link Fabric
5 ft. x 50 ft. 12.5-Gauge Galvanized Steel Chain Link Fabric

Chain Link with Slats:

Product Naming Formula

{Series} + [Nominal Dimensions: Height ft.] + {Treatment/Color} + ["Fence Slat"]

Product Naming Example

Casa Verde 8 ft. White Fence Slat
Casa Verde 5 ft. Reddish-Brown Fence Slat

Hardware Cloth:

Product Naming Formula

{Series} + [Nominal Dimensions: Thickness in. "x" Height ft. "x" Length ft.] + {Gauge} + ["Hardware Cloth"]

Product Naming Example

1/2 in. x 3 ft. x 100 ft. Hardware Cloth
1/2 in. x 3 ft. x 5 ft. 19-Gauge Hardware Cloth

Welded Wire:

Product Naming Formula

{Series} + [Nominal Dimensions: Height ft. "x" Length ft.] + {Treatment/Color} + ["Welded Wire"]

Product Naming Example

3 ft. x 50 ft. Welded Fencing Wire
3 ft. x 50 ft. 14-Gauge Green PVC-Coated Welded Wire

Post Caps & Tops:

Product Naming Formula

{Series} + [Fits Nominal Post Size in. "x" in.] + {Treatment/Color} + [Material/Species] + ["Post Top" or "Post Cap"]

Product Naming Example

5 in. x 5 in. Vinyl Antique Pewter Contemporary Fence Post Top
Verona 4 in. x 4 in. Copper Metal High Point Pyramid Post Cap
Tiffany Pressure-Treated 4 in. x 4 in. Wood Grapevine Pyramid Post Cap
Miterless 4 in. x 4 in. Untreated Wood Flat Slip Over Fence Post

Panel"] + {Feature}

Product Naming Example

6 ft. x 6 ft. Vinyl Fence Panel
8 ft. x 6 ft. Pressure-Treated Pine Shadowbox Fence Panel
6 ft. x 6 ft. Cedar-Tone Colored Pressure-Treated Wood Privacy Fence Panel Kit with Moulded Pickets

Picket, Post, or Rail:

Product Naming Formula

{Series} + [Nominal Thickness in. "x" Nominal Width in. "x" Nominal Height ft.] + {Treatment/Color} + [{"Pressure-Treated" if Pressure Treated} + [Material/Species] + {Picket, Post, or Rail Type} + [{"Fence Picket", "Fence Post", "Fence Rail"}]

Product Naming Example

11/16 in. x 11/16 in. x 8 ft. Redwood Fence Picket
7/16 in. x 4-3/4 in. x 5-3/4 ft. Heartwood Composite Dog-Ear Fence Picket
2-1/2 in. x 2-1/2 in. x 6 ft. Pine Fence Post
5 in. x 5 in. x 9 ft. Sand Vinyl Routed Fence Line Post
2 in. x 3 in. x 12 ft. Western Red Cedar Fence Rail
4 in. x 4 in. x 8 ft. Pressure-Treated Round Dowel Fence Rail

Temporary Fencing:

Product Naming Formula

{Series} + [Nominal Dimensions: Height ft. "x" Width ft.] + {Product Type} + [Product]

Product Naming Example

4 ft. x 100 ft. Warning Barrier
4 ft. x 100 ft. Safety Fence
3-1/2 ft. x 25 ft. Garden Fence

Other Hardware and Accessory:

Product Naming Formula

{Series} + {Dimensions in. or ft.} + {Treatment/Color} + [Material/Species] + {Product Type} + [{"Fence" Product} + {Quantity if more than 1 "(-Pack)" or "(-Piece)"}]

Product Naming Example

Vinyl Fence Pool Latch
5 in. x 5 in. White Vinyl Pyramid Fence Post Top
2-1/4 in. White Aluminum Vinyl Fence Screws (60-Piece)

Concrete Edging:

Product Naming Formula

{Series} + [Length ft.] + [Type of Edging] + [{"Edging"}]

Product Naming Example

4 ft. Plastic Edging
2 ft. Wrought Iron Scroll Edging

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

Cap

Chain Link Fence Gate:

Product Naming Formula

{Series} + [Nominal Width ft. "x" Nominal Height ft.] + {Treatment/Color} + [Material/Species] + [{"Chain Link Fence Gate"}]

Product Naming Example

3 ft. W x 6 ft. H Galvanized Chain Link Fence Gate

Wood Lattice:

Product Naming Formula

{Series} + [Height ft. "x" Length ft.] + [{"Pressure Treated" or "Untreated"}] + [Wood Species] + [Pattern] + [{"Lattice"}] + {"-Framed"}]

Product Naming Example

4 ft. x 8 ft. Pressure Treated Cedar Privacy Square Wood Lattice

Decorative Screen Panels:

Product Naming Formula

{Series} + [Height "x" Length] + [Color] + [Material] + [{"Decorative Screen Panel"}] + {Includes "X" Panels, if more than 1}

Product Naming Example

Jungle 71 in. x 2.95 ft. Charcoal Recycled Plastic Decorative Screen Panel (Includes 4 Panels)
Tree of Life 32 in. x 4 ft. White Vinyl Decorative Screen Panel

Lattice Accessories:

Product Naming Formula

{Series} + [Product Size] + [Color] + [Material] + [Product Type] + {Pack Size if more than 1}

Product Naming Example

8 ft. Woodland Green Vinyl Lattice Divider (2-pack)
20 in. Vinyl Lattice Panel Stand (10-Pack)

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

Get the most out of your gate with the Mighty Mule Single Swing Gate Automatic Gate Opener Kit. The opener works with gates measuring up to 18 ft. long, weighing up to 850 lb. and made of materials ranging from chain link to wrought iron. The kit comes with a battery, transmitter, AC transformer, all mounting hardware and an instructional DVD so you can install the opener yourself. The gate features a soft start/soft stop, adjustable auto close (0-120 seconds), adjustable gate activation alert, and UL-approved obstruction sensing systems for safety.

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. Material feature and benefit

Chain link fence is durable to withstand the elements

Vinyl lattice gives you the look of wood without the hassle

PVC coating adds longevity to the life of the wire

Plastic edging is easy to cut, transport and install

Concrete edging won't separate or lose its luster when run over by mowers and trimmers

1/4 in. PVC is impact-resistant and easy to clean

2. Color/Finish feature and benefit

White lattice panel will fit in with most décor

Black coating adds an upscale appearance that complements natural surroundings

3. Paintable/Stainable feature and benefit

Unfinished wood can be painted or stained to complement your décor

Oil-based finish adds a subtle sheen to the wood for an attractive finishing touch

4. Design feature and benefit

Classic picket posts add charm to your yard

Wrought iron fence design provides an effective barrier while maintaining an open view

Flexible material makes curves and tree rings

5. Privacy feature and benefit

Solid vinyl panels eliminate gaps and knot holes common in wooden privacy fences

6. Weather-Resistance/Treatment feature and benefit

Treated against termites, rot and fungal decay to maintain long-term structural integrity

Certified for high-velocity wind resistance, providing added strength and peace of mind

7. Gate Size feature and benefit

8. Power Source feature and benefit

Solar panel kit charges your gate opener for low-maintenance, cost-saving installation

9. Convenience feature and benefit

Stiffener board at the panel bottom provides added support

10. Installation feature and benefit

Built-in spikes simply push into the ground

Pickets lock into place for quick, no-glue installation

11. Included Pieces feature and benefit

Includes installation hardware for convenience

Glue included for easy post cap installation

12. Dimensions feature and benefit

16 in. tall to provide a decorative accent to the edge of your garden beds

13. Kit Contents feature and benefit

Includes 8 curved composite timbers, 8 stacking joints and hardware to create a 32 ft. garden border

Opener accommodates gate leaves up to 18 ft. or 850 lb. to make opening your gate a breeze

16 ft. double gate for ample clearance entering your driveway

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. 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}

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

IMAGE EXAMPLES

Pickets --- Product Image

Required Content:

- Style of picket top must be visible
- Colorization across picket must be visible

Required Style:

- Picket must lay flat against background
- Picket must enter frame from bottom center
- Only upper portion of picket must be visible



Panels --- Product Image

Required Content:

- # of rails on panel must be visible
- Style of panel must be visible
- Colorization across panel must be visible

Required Style:

- Panel must lay flat against background
- Back of panel must be visible
- Entire panel must be visible



Ornamental Post --- Product Image

Required Content:

- Style of post top must be visible
- Colorization across post must be visible

Required Style:

- Post must be vertical
- Post must be rotated at 45 degree angle
- Post must enter frame from bottom center
- Only upper portion of post must be visible



Split Rail Post --- Product Image

Required Content:

- # of holes must be visible
- Colorization across post must be visible

Required Style:

- Post must be vertical
- Post must be rotated at 45 degree angle
- Post must enter frame from bottom center
- Only upper portion of post must be visible



Post/Timber --- Product Image

Required Content:

- Colorization across post must be visible

Required Style:

- Post must be vertical
- Post must be rotated at 45 degree angle
- Post must enter frame from bottom center
- Only upper portion of post must be visible



Rail --- Product Image

Required Content:

- Rail end must be visible
- Colorization across rail must be visible

Required Style:

- Rail must enter frame from top right
- Only upper portion of rail must be visible

