

OUTDOOR SPORTS AND RECREATION

- Bike, Trike, and Toy Car
- Boats, Canoe, Pontoon, Kayak, and Raft
- Bodyboard, Surf Board, Wakeboard, and Knee Board
- Flotation and Life Vest
- Golf Cart
- Inflatable Boat
- Jump/Bounce House
- Kit
- Sled, Saucer, and Toboggan
- Towable
- Toy and Game Component
- Water Skis
- Other Outdoor Rec
- Outdoor Rec Accessory
- Game Tables
- Game Tables Accessories
- Sports Equipment

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.

OUTDOOR SPORTS AND RECREATION– 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

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: PLAYSETS

- 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.
- Product Highlights:** Are the top 3 feature bullets in 65 characters or less.
- Primary Image:** Font-facing silo image that displays product with an all-white background and no props.
- Visual Assets:** Solo images, lifestyle/scene shots, alternative images, close-up detail images of special features, videos, etc. (Up to 3 videos can be added).
- SuperSKU:** Groups together similar items that vary by 1-3 attributes (Color/Finish or Size). Color Swatch images must be uploaded to color variant Super SKUs.
- Cross Merchandising (Item Relationships):** Allows customers to see additional non-like items within the same series/collection and/or accessories to the primary purchase item.
- Product Overview Description:** Follows category specific standards, includes features & benefits, product uses.
- PDF Assets:** If applicable, documents such as assembly/installation instructions and warranty information (PDF Format).



More saving. More doing.®

1 Lifetime
Muskie Angler Kayak with Padded Back and Paddle

2

- Only 52 lbs., easy to store and transport
- Strong and fade resistant UV-protected material
- Includes front and rear handles for easy transportation

\$435.29 /each

5 Choose Your Options

Beige

Quantity: 1

6 We'll Ship It to You

Free Shipping

Expect it: **October 19 - October 20**

7 Product Overview

The Muskie Angler Kayak is a "sit-on-top" kayak that has a comfortable padded seat backrest for your long paddling and fishing adventures. Designed for extreme safety and stability, the Muskie Angler has a stable flat bottom with deep tracking channels and stability chine rails. The kayak is constructed of blow-molded high-density polyethylene (HDPE) making it durable, UV-protected and impact resistant. The lightweight 52 pound design and front and rear carry handles make it easy to transport to and from the waterfront. With fishing rod holders, shock cord straps, multiple footrest positions and two 6-in. center compartments, this kayak has plenty of "extras" to enhance your paddling and fishing experience.

8 Info & Guides

- Instructions / Assembly

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 OUTDOOR SPORTS AND RECREATION. **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

Bike, Trike, and Toy Car:

Product Naming Formula

{Series} + {Front Tire Size in.} + {Age/Gender} + {"Bike" or "Trike" or "Car" type}

Product Naming Example

9 in. Trike

Point Beach 26 in. Ladies' Cruiser

Alpine 26 in. Men's Mountain Bike

Topaz 16 in. Girls' Bike Disney Toy Story

12 in. Boys' Bike Disney Mickey Just My Size

Boats, Canoe, Pontoon, Kayak, and Raft:

Product Naming Formula

{Series} + {Length ft.} + {Color} + {Product Type} + [Product]

Product Naming Example

Tetra 12 ft. Angler Kayak

Commander 9 ft. Inflatable Raft

Minnesota II Ultra-Light Kevlar Canoe

Tahiti Classic Inflatable 2-Person Kayak

8 ft. Lotus Blue Kayak with Paddles and Backrest

Bodyboard, Surf Board, Wakeboard, and Knee Board:

Product Naming Formula

{Series} + {Length in.} + {Color} + {Material} + [Product]

Product Naming Example

Airwalk 37 in. Fiber Clad Bodyboard

Flotation and Life Vest:

Product Naming Formula

{Series} + {Size "Small", "Medium", "Large", etc.} + {Color} + [Product]

Product Naming Example

Childs Small Boating Life Vest

Adult 4XL Red General Purpose Life Jacket

Golf Cart:

Product Naming Formula

{Series} + [Maximum Passenger Capacity - "Passenger"] + ["Electric" or "Gas"] + ["Golf Cart"]

Product Naming Example

4-Passenger Electric Golf Cart

Towable:

Product Naming Formula

{Series} + {Length in.} + {Color} + {Towable Type} + ["Towable"]

Product Naming Example

Hydrofusion 2-Person Towable

Wakeslider 50 in. Steerable Towable

Toy and Game Component:

Product Naming Formula

{Series} + [Toy or Game Name] + {"with" Feature}

Product Naming Example

Pirate's Ship Wheel

Tailgate Cornhole Toss Game

Telescope with Working Compass

American Flag Cornhole Toss Game with Red and Blue Bags

Water Skis:

Product Naming Formula

{Series} + {Length in.} + {Color} + {Material} + ["Product"] + {"with" Feature}

Product Naming Example

47 in. Trainer Water Skis

Junior Celebrity 58 in. Blue Water Skis

Celebrity 64 in. Red and White Water Ski Combo with 600 Rt

Other Outdoor Rec:

Product Naming Formula

{Series} + {Size} + {Outdoor Rec Type} + [Product] + {Quantity if more than 1 "(-Pack)"}

Product Naming Example

LX f/6.3 Focal Reducer and Field Flattenor

AutoStar 2 in. 50 ml. Altazimuth Refractor Telescope Kit

Outdoor Rec Accessory:

Product Naming Formula

{Series} + {Size} + {Color} + {Accessory Type} + [Product]

Product Naming Example

Golf Cart Wind Block Kit

Medium Pontoon Boat Repair Kit

Game Tables:

Inflatable Boat:Product Naming Formula

{Series} + {Length ft.} + ["Inflatable"] + {Product Type} + {Product}

Product Naming Example

Colorado 2-Person Inflatable Canoe

Super Caravelle 10 ft. Inflatable 3-Person Boat

Jump/Bounce House:Product Naming Formula

{Series} + {Product Type} + ["Bounce House"] + {"with" Feature}

Product Naming Example

Lions Den Bounce House

Kit:Product Naming Formula

{Series} + {Kit Type} + ["Kit"]

Product Naming Example

Monkey Bar Kit

Turbo Tower Kit

Heavy-Duty Canopy Kit

Sled, Saucer, and Toboggan:Product Naming Formula

{Series} + {Length in.} + [Product Type] + {Quantity if more than 1
"(-Pack)"}

Product Naming Example

Toddler Toboggan Air Disc Saucer

60 in. L Flexible Flyer Sled Winter Lightning Sled

Product Naming Formula

{Series} + [Length "in."] + [Game Table Type]

Product Naming Example

Primo 56 in. Foosball Table

Game Tables Accessories:Product Naming Formula

{Series} + [Game Table Type Accessories] + {Quantity} + { "in"
Color} + {# "-Pack"}

Product Naming Example

Soccer Ball Style Foosball (3-Pack)

Sports Equipment:Product Naming Formula

{Style} + {Material} + ["in" Color]

Product Naming Example

Women's Leather Snowshoes in Black

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

The Lifetime Sport Fisher is the ultimate fishing kayak. The tunnel hull design makes it possible to stand up and fish, or to sit side-saddle without tipping over. It seats up to three people, providing comfortable, balanced seating for solo, tandem, or family fun. With scupper holes, multiple footrest positions and molded carry handles, the Sport Fisher is perfect for recreational fishing trips. The Lifetime Sport Fisher also includes two padded backrests, fishing pole holders, a 6 in. storage hatch and two double-sided paddles. An optional accessory mount even makes it possible to add a rudder or electric motor to your kayak.

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. Compatibility feature and benefit

7 in. loop for easy connection to RAVE's quick connect tow point

2. Material feature and benefit

Heavy-duty vinyl canopy is durable for lasting shade protection

Constructed of UV-protected high-density polyethylene

3. Weight/Size Capacity feature and benefit

Seats up to 3 people

Universal-size life vest for most adults over 90 lbs

Recommended for riders up to 200 lbs

4. Safety feature and benefit

Reverse chine for enhanced stability

Features microshell reinforced plastics and quick ring adjustment system

5. Design feature and benefit

Includes a premium embroidered padded spring saddle plus dual density handlebar grips and pedals to provide extra comfort where it matters the most

Hull design provides ultra stability and great tracking

6. Convenience feature and benefit

10 ft. compact length for easy transport and storage

Kayak has carry handle for easy transport

Easy to use rear coaster brake - pedal backwards to stop

7. Color feature and benefit

Comes in multiple colors

1/2 in. MDF table top with deep blue-purple finish

8. Included feature and benefit

Includes umbrella hole and cap

9. Installation/Assembly feature and benefit

Assembles in less than an hour for easy installation

Pre-assembled tabletop, seats and legs are pre-assembled for

10. Installation & Delivery – Included

Includes worry-free, onsite installation with purchase 24-48 hours after purchase, you will be contacted to schedule an installation appointment

11. Life Vest USCG-approved features and benefits

Coast Guard-approved life jacket

12. Life-Vest Fit feature and benefits

3 adjustable straps and open sides for a better fit

13. Bike or Toy Recommended Age/Gender feature and benefit

Recommended for ages 12 to adult

14. Bike or Toy Car Tires feature and benefit

14 in. knobby tires provide reliable traction

Wheels/tires: steel 20 hole rims with rubber wide 2.4 in. knobby tires with custom royal baby tread

15. Bike Gears/Speeds feature and benefit

18-speed index shifting system features smooth shifting twist-grip operation

16. Bike Frame feature and benefit

Steel frame and suspension fork provide stability for years of use

17. Bike or Toy Car brakes feature and benefit

Coaster brake allows for efficient brake activation by back-pedaling

Front caliper brake and rear coaster brake and special kids size brake lever

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.
- 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

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
- Lifestyle/Alternate Image