

FURNITURE

Kids Nightstand	Umbrella Stands	Bunk Beds
Kids Beds	Kids Armoires & Wardrobe	
Kids Bed Frames	Kids Dressers	
Kids Headboards & Footboards	Indoor Plant Stands	
Nursery Furniture (Bassinets, Cradles, Playards & Cribs)	Display Cabinet	
Sets	Barber Chairs	
Chairs & Chair Sets	Kids Tables	
Trunk	Kids Desk	
Coat Racks & Hall Trees	Kids Storage Benches	
Kids Bookcases & Bookshelves	Kids Storage	
Audio Towers & Media Storage	Kids Vanities	
Storage Cabinets	Rockers, Gliders, & Ottomans	
Changing Tables	Loft Beds	

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.

FURNITURE – 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. Allows customer to see additional non-like items within the same series/collection and/or accessories to the primary purchase item. 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. Please use only high definition videos that provide an overview of the product, showing primary features, how to use it and/or care for it.	
☐	A title and description of the video must be included for all videos. These will display along with your video and should be appropriate for customers to see. Please follow the marketing copy best practices when writing this content.

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 a automated reporting, respond to a customer issue, etc: UserGeneratedContent@homedepot.com
- Implement Q&A for all your products: UserGeneratedContent@homedepot.com

Perfect PIP : Kitchen & Dining Tables

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 images and videos that give the customer more views of the items

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

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

Product Name: Follows category specific standards, i.e product name formula, also includes Key Search terms.

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

Look to our Aldridge Round Dining Table for sophisticated yet rustic design details. The square profile of the pedestal is softened by sweeping curves, while the round top is balanced by the crossed foot. An antique finish completes the classic look. 4 to 6 Chairs will comfortably surround this rustic dining table.

- Crafted of mango wood in your choice of antique finish
- Distressed tables offer cottage charm for your dining room
- Product Dimensions: 31 in. H x 63 in. Dia
- Assembly required
- Wipe the furniture daily with a soft cloth
- Round pedestal dining table boasts elegant farmhouse appeal
- Avoid water spillage as this can cause the wood to swell, warp or stain
- Also avoid exposing the wood to alcohol, deodorants, perfumes, nail varnishes and similar liquids
- If spillage occurs, wipe immediately with a dry cloth
- Digital images on our website are as accurate as possible
- Packaged dimensions: 57.8 in. x 57.8 in. x 7.8 in. H
- Packaged dimensions: 57 in. x 50.5 in. x 20.5 in. H
- Packaged dimensions: base: 32 in. x 32 in. x 4.7 in. H

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

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

Item Relationship Groupings/Cross-Merchandising: Accessories, Collections and Coordinating Items

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

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 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

Kids Nightstand:

Product Naming Formula

{Series} + [Color/Finish] + [Number of Drawers] + {Product Width (in.)} + {"in."} + {"W"} + ["Nightstand"]

Product Naming Example

Espresso 3 Drawer Nightstand

Kids Armoires & Wardrobes

Product Naming Formula

{Series} + [Color/Finish] + {Material} + [Product Width (in.)] + {"in."} + [Furniture Product Type] + {"with"} + {Features}

Product Naming Example

White Wood 31.5 in. Armoire with Drawers

Kids Beds:

Product Naming Formula

{Series} + [Color/Finish] + [Size] + {Bed Type} + {"with"} + {Furniture Features}

Product Naming Example

White Full Platform Bed with Bedrails and Drawers

Kids Dressers:

Product Naming Formula

{Series} + [Color/Finish] + [Number of Drawers] + [Product Width (in.)] + ["Dresser"] + {"with Mirror"}

Product Naming Example

Brown 6 drawer 62.5 in. Wide Dresser with Mirror

Kids Bed Frames:

Product Naming Formula

{Series} + [Color Family] + [Size] + {"Adjustable"} + ["Bed Frame"] + {"with"} + {Furniture Features}

Product Naming Example

Multi-Colored King Adjustable Bed Frame with Wireless Remote

Indoor Plant Stands:

Product Naming Formula

{Series} + [Product Height in.] + [Color/Finish] + {Height} + [Shape] + [Top Material] + ["Indoor Plant Stand"] + {"with"} + {Number of Tiers} + {"- Tiers"}

Product Naming Example

Santa Clarita 14 in. Dark Cherry Short Round Marble Indoor Plant Stand

Zara 28 in. Gold Tall Square Metal Indoor Plant Stand with 3 Tiers

Trio 16 in. White/Black Round Glass Indoor Plant Stand

Kids Headboards & Footboards:

Product Naming Formula

{Series} + {Color/Finish} + [Mattress Size] + {Bed Type} + {"Headboard"} + {"Footboard"} + {"with"} + {Features}

Product Naming Example

Springfield Brown Queen Headboard

Cherry King Footboard

Display Cabinets

Product Naming Formula

{Series} + [Color/Finish] + [Product Width (in.)] + {"in."} + ["Display Cabinet"] + {"with"} + {Features}

Product Naming Example

Espresso 42 in. Display Cabinet

Nursery Furniture (Bassinets, Cradles, Playards & Cribs):

Product Naming Formula

{Series} + [Color/Finish] + [Furniture Product Type] + {"with"} + {Furniture Features}

Product Naming Example

Pebble Grey Convertible Crib with Drawers

Barber Chairs:

Product Naming Formula

{Series} + {Seat Material} + [Features] + {"Ergonomic"} + [Chair Type] + ["Chair"] + {"in"} + [Color/Finish] + {"with"} + {Arms}

Product Naming Example

Solid wood Barber Chair in Orange with Arms

Sets:

Product Naming Formula

{Series} + [Number of Pieces] + {"-Piece"} + {Shape} + [Top Material] + {"Top"} + [Color/Finish] + {"Bar Table Set"}

Product Naming Example

Hestor 5-Piece Wood Top Live Edge Oak and Antique Gray Counter

Kids Tables:

Product Naming Formula

{Series} + [Color/Finish] + {Shape} + [Kids Table Type] + {"for"} +

Height Table Set

Chairs & Chair Sets:

Product Naming Formula

{Series} + [Color/Finish] + {Seat Material} + {Features} + {Chair Type} + {Number of Chairs Included}

Product Naming Example

Tanners Brown Faux Leather Parsons Chair Set of 2

Trunk

Product Naming Formula

{Series} + [Color/Finish] + {"Trunk"} + {"Bench"} + {"with"} + {Features} + [Product Width (in.)] + {"in."}

Product Naming Example

Walker Walnut Trunk Dark Oak Trunk 48 in.

Coat Racks & Hall Trees:

Product Naming Formula

{Series} + [Color/Finish] + [Product Type] + {"with"} + {Features}

Product Naming Example

Madison Black Coat Rack

Royce Smokey Brown Storage Locker with Cushion

Pomona White Hall Tree

Kids Bookcases & Bookshelves:

Product Naming Formula

{Series} + [Product Width (in.)] + [{"in. Wide"}] + [Color/Finish] + {Number of Shelves} + {Bookcase Style} + ["Bookcase"]

Product Naming Example

12" in. Wide Lacquered Finish 4 Shelf Barrister Bookcase

Audio Towers & Media Storage:

Product Naming Formula

{Series} + [Color/Finish] + {Feature} + [Product Type]

Product Naming Example

Frederick Black Hanging Media Storage

Carson Cherry Media Storage

Chrome Bluetooth Enabled Audio Tower

Empire Mahogany Audio Tower

Storage Cabinets:

Product Naming Formula

{Series/Collection} + [Product Height (in.)] + [{"in. H x"}] + [Product Width (in.)] + [{"in. W x"}] + [Product Depth (in.)] + [{"in. D"}] + [Color/Finish] + [Material] + {Lid/Top Mechanism} + [Storage Product Type]

Product Naming Example

N13 in. H x 15 in. W x 24 in. D Black Plastic Detached Storage Trunks

Changing Tables:

Product Naming Formula

{Series} + [Color/Finish] + [{"Changing Table"}] + {"with (Feature)"}]

Product Naming Example

[Number of Seats]

Product Naming Example

White Round Kids Activity Table for 5

Kids Desks

Product Naming Formula

{Series} + {Number of Pieces} + {"piece"} + [Color Family] + [Kids Desk Type] + {"with"} + {Furniture Features}

Product Naming Example

2 Piece White Kids Corner Desk with Hutch

Kids Storage Benches:

Product Naming Formula

{Series} + [Color Family] + ["Kids Storage Bench"] + {"with"} + {Furniture Features}

Product Naming Example

White Kids Storage Bench with Drawers

Kids Storage:

Product Naming Formula

{Series} + [Color Family] + {Material} + ["Kids Storage"] + {"Box"} + {"Cabinet"} + {"with"} + {Furniture Features}

Product Naming Example

White Wood Kids Storage Cabinet with Drawers

Kids Vanities:

Product Naming Formula

{Series} + {Number of Pieces} + {"-Piece"} + [Color Family] + [Kids Vanity] + {"with"} + {Features}

Product Naming Example

2 Piece White Kids Vanity with Mirror

Rockers, Gliders, & Ottomans:

Product Naming Formula

{Series} + [Color/Finish] + {Material} + {Features} + {Chair Type} + {Number of Chairs Included}

Product Naming Example

Mocha Brown Wood Reclining Swivel Gliding Chair

Loft Beds:

Product Naming Formula

{Series} + [Color/Finish] + [Top Bed Size] + {Material} + ["Loft Bed"] + {"with"} + {Furniture Features}

Product Naming Example

White Full Wood Loft Bed with Bed Rails and Desk

Bunk Beds:

Product Naming Formula

{Series} + [Color/Finish] + [Bunk Bed Combined Size] + ["Bunk Bed"] + {"with"} + {Furniture Features}

Product Naming Example

Black Twin Over Full Bunk Bed with Ladder

EasyChange Pink Changing Table with Storage
Blue Changing Table
White Changing Table with Cabinet

Umbrella Stands:

Product Naming Formula

{Series} + {Color Family} + {Material} + ["Umbrella Stand"] +
{"with"} + {Features}

Product Naming Example

Brown Wicker Umbrella Stand with Water Catcher
Red Umbrella Stand
Black Wrought Iron Umbrella Stand

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

Add a stylish look to your living or family room with the Sauder Willow Falls Corner Entertainment Center. This entertainment center provides versatile storage for your TV, components, and media with 2 adjustable shelves and 6 adjustable corner display shelves. The stylish American cherry finish will accent most decor.

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. Mattress Support System and Safety Feature and Benefit Memory foam reduces pressure points for a more comfortable rest	7. Drawers & Shelves Feature and Benefit 6 drawers provide a variety of storage options
2. Included Feature and Benefit Includes hutch with stainless steel top	Features a lower shelf for storing magazines and books
3. Convenience Feature and Benefit Ottoman top opens to reveal a storage compartment for blankets, games, or other items	8. Number of People Seating Feature and Benefit Seats up to 10 people for large family gatherings
4. Assembly Feature and Benefit Snap-together installation requires no tools for quick and easy assembly	9. Cleaning Feature and Benefit Stain-resistant fabric is easy to keep clean
5. Assembled Dimensions & Extendability: Two 18 in. leaves drop in, extending the table up to a length of 108 in. 34 in. H x 44 in. W x 11.5 in. D	10. Style Feature and Benefit Monochrome color scheme fits in subtly with any modern décor
6. Leg Feature and Benefit 2 pedestal shaped table legs provide the table with extended support and stability	11. Number of Pieces Feature and Benefit 3 different movable pieces allow for a multitude of seating configurations
	12. Material Feature and Benefit Ultra-soft microfiber ensures a comfortable place to sit at any time of the day

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 image sizes must be a minimum of 1000 x 1000 pixels, but we highly encourage you to provide the largest, highest quality images you have available, up to 4000 x 4000 pixels. A square ratio is extremely preferred to ensure your images displayed properly.

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; please ensure copy is legible. This is to be assessed on an as need basis by the vendor, merchant and homedepot.com. People and pets should not appear in any product image. Images must represent the correct color of the product.

REQUIREMENTS FOR ITEMS IN FURNITURE:

- Main product images should only feature the product, an exception can be made for bed/headboards/bed frames to show props like mattresses/textiles/pillows for context. No props or additional products (assortment groupings) should be allowed within the primary image area. Iconography, text, water marks or logos are not allowed within the primary image
- **ALL** items are **REQUIRED** to have a Lifestyle Image as their Product Image, Front-Facing Silo Image and Side View Image uploaded in the Left Side View or Right Side View reference. An angled view is also acceptable.
- **ALL** items that open (*armoires, dressers, cabinets, futons, trunks, chests, drawers, desks, etc.*) are **REQUIRED** to have an Open-view Image uploaded in the **Open View reference**.
- **ALL Super SKU items** are **REQUIRED** to have a Color Swatch uploaded in the **Color Swatch reference**.

Additional Information on Required Images:

Lifestyle Image as Primary:

- Shows the item in a real life setting (I.E. Sofa in a Living Room or Bedroom set in a Bedroom)
- Presents the item as the focal point in the image

Front-Facing:

- Front view image that displays product with no props, an exception can be made for bed/headboards/bed frames to show props like mattresses/textiles/pillows for context.
- All-white background (hex code #FFFFFF)

Side View Image:

- Side-facing (left or right side) image that displays product with no props
- All-white background (hex code #FFFFFF)

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.
- For silos, the product should be centered inside the designated image area, with a 20-50px 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. Lifestyle images should always be cropped square AND extend to the edges (full bleed) to prevent undesirable white space.
- 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

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 assets should enable users to quickly associate an asset to an item.
- Mandatory Image Naming Formula: [Brand]-[Model#]-[Product Name]-[Image Reference].jpg
- There should be no dimensions in the image file name. Hyphens must be included in lieu of spaces
- Example: Home Decorators-1599600810-Watkins-Natural-Linen-Fabric-Sofa-Lifestyle.jpg

REQUIRED ASSETS

- Color Swatch (All Super SKU Items)
- Lifestyle Image as Primary Image
- SILO

IMAGE EXAMPLES

Lifestyle Image

Image that shows the item in a real life setting with the item being the focal point of the image. Load as asset type "Lifestyle Image."

*Required for ALL items



Front View

Front view image that displays product on an all-white background (hex code #FFFFFF) with no props, an exception can be made for bed/headboards/bed frames to show props like mattresses/textiles/pillows for context. Load asset as "Front View/SILO."
*Required.



Line Art

Vendor created Line-Art. Load asset type as "Line Art." *Recommended



Left Side View

Side-facing (left or right side) image that displays product on an all-white background (hex code #FFFFFF) with no props, an exception can be made for bed/headboards/bed frames to show props like mattresses/textiles/pillows for context. Load as asset type "Left View" or "Right View." *Required for ALL items. An angled view is also acceptable.



Back View

Image that displays the back of a product on an all-white background (hex code #FFFFFF) with no props. Load as asset type "Back View."
*Recommended image



Open View

Shows product with all doors and/or drawers open. Load as asset type "Open View." *Required for armoires, dressers, cabinets, futons, trunks, chests, drawers, desks, etc.



Alternate Image 1

Close-up image; a zoomed-in image highlighting a specific special feature (ex. upholstery, design, craftsmanship, hardware, etc.) Load as asset type "Alternate Image 1." *Recommended image



Alternate Image 2

Props image; image that displays the product with props on an all-white background (hex code #FFFFFF) or lifestyle - whatever is more fitting for the product. Load as asset type "Alternate Image 2." *Recommended image



Alternate Image 3

Collection image; a lifestyle image that displays all of the items in the same collection. Load as asset type "Alternate Image 3."

*Recommended image



Color Swatch

Represents pattern of color of product (400PX x 400PX). Load as asset type "Color Swatch." *Required for all SuperSKU Items

