Selling on Amazon

CATEGORY STYLE GUIDE:
TOOLS & HOME IMPROVEMENT

amazon services

About this document

This Style Guide is intended to give you the guidance you need to create effective, accurate product detail pages in the Tools & Hardware category.

In addition to using this document, we encourage you take advantage of the wealth of information available in our Help pages. Click "Help" on the upper-right side of the Seller Central home page.

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Tools & Home Improvement

Whether you're selling products for industrial, professional, DIY customers, or all of the above, accurate data is crucial to discoverability and sales. How you present your products will greatly influence the customer's purchasing decision when shopping on Amazon.com. Providing a clear and concise listing while following a consistent format will better inform customers and enhance the discoverability of your products. This can result in increased traffic to your product listings.

Please review the following information in detail and make the appropriate adjustments to your product listings.

This section covers the following guidelines for setting up product detail pages:

Title Style	Get customer attention with great titles. Clear and concise titles will improve your search results and catch the customer's attention.
Brand & Manufacturer	Improve discoverability and duplicate detection by entering accurate brand and manufacturer information.
Images	Show customers what they're buying. Professional images on white backgrounds will bring life and added attractiveness to your product.
Key Product Features	Highlight the key features and benefits of your products.
Product Descriptions	Elaborate on the features and uses of your product.
Browse & Search	Improve discoverability and traffic through search terms and style-keywords.
Item Package Quantity	Indicates how many items are in the package. Please use if there is more than one identical unit in the package of the product you are selling.
Variation Relationships	Make choices easy: Display multiple color and size options on a single detail page.
Product Attributes	Providing attributes about your products to help Amazon surface your products and display detailed product specifications to the customer.

Title Style

Your product title is the first thing customers see when visiting your detail page. Does your title provide the customer with the right information? Will they continue looking at your product offering?

Amazon uses the words in product titles to display your products in search results. A concise and relevant title will drive traffic to your product. Always check titles for consistent format and accuracy. Follow the guidelines below to create product titles that make a good first impression.

When you list your child products, fully describe each one so that they are all included in browse and search results. Each individual word in the Product Name is searchable by itself. For example, suppose your product name is "DeWalt D51845 1-to-2-1/2-Inch Round Head Framing Nailer.‖ Because this product name is very detailed, this product already has a good selection of search terms even before you add the additional terms.

Tips on how to create a great title

Do	Do Not

• Capitalize the first letter of each word (but see exceptions under Do Not)
 • Use numerals (2 instead of two)
 • Avoid dashes and slashes in titles, use commas instead (except when noting measurements, such as 3/4 or 8-3/4)
 • If a bundled product, state value in parenthesis as (pack of X)
 • Keep it short, but include critical information 50 characters maximum
 	
 • Note: Please include only standard text.
 Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.
	• Do not include price and quantity
	 • Do not use ALL CAPS
	 • Do not capitalize:
	   • Conjunctions (and, or, for)
	   • Articles (the, a, an)
	   • Prepositions with fewer than five letters (in, on, over, with, etc.)
	 • Do not include seller information
	 • Do not include promotional messages such as "sale" or "free ship" (use the Promotion Manager tool to include messaging)
	 • Do not use your seller name for Brand or Manufacturer information, unless your product is Private Label
	 • Do not include symbols in your listings (such as ! * $?)
	 • Do not include subjective commentary such as

Elements to Include

Cordless Products
Mfg + Brand + Model # + Model Name + Voltage (for cordless) + Portable (for corded) + Battery-Type + Size or # of Tools if Kit + ‒Cordless‖ + Product Type + ‒with‖ Unique Thing/Attribute***** (if applicable) +, #-Pack Size

Corded, Air or No Power
Brand + Model # + Model Name + ‒Portable‖ (if app) + Size (if app) + Product Type + Big Unique Thing (if app) + #-pack (if app)******

*A Big Unique Thing is something that makes the product different from other products from the same Brand which have identical information for all other Title content other than Model Name &/or Number.

Examples:

- Bosch 4000-09 Worksite Portable 10-inch Table Saw with Gravity-Rise Wheeled Stand
- DeWalt D51845 1-to-2-1/2-Inch Round Head Framing Nailer
- Stanley 20-045 15-Inch Fat Max Hand Saw

Note: Including your company information or sale messaging in your product titles may negatively impact your seller account.

Examples:

Good:

Bosch 4000-09 Worksite 15 Amp 10-Inch Benchtop Table Saw with Gravity Rise Wheeled Stand
Other products by BOSCH (S-B Powertools)
⭐⭐⭐⭐☆ ☑ (121 customer reviews)
List Price: $1,118.00
Price: $599.00
You Save: $519.00 (46%)
In Stock.
Ships from and sold by !

Only 5 left in stock--order soon.

Ships Separately in Original Packaging: If sending as a gift, note that contents cannot be concealed.
3 new from $599.00

(unknown)

Bad:

-Only capitalize the first letter of each word
-Do not include shipping information or promotions (free glasses)
-Do not include information on where it was featured

AIRALEAVE: Flex Downspout & Gutter Cleaner. Featured on QVC & DIYNETWORK'S Cool Tools. AIRALEAVE is a GREAT Gift to Give to your Loved Ones! - Get FREE U.S. SHIPPING and a Free Pair of Adjustable Safety Glasses when you order Today!
Other products by
⭐⭐⭐⭐⭐ ☑ (3 customer reviews)
List Price: $29.99
Price: $19.95
Sale: $9.95
You Save: $20.04 (67%)
Special Offers Available
In stock.
Processing takes an additional 2 to 3 days for orders from this seller.
Ships from and sold by ¡

(unknown, ft)

Key Product Features

The Key Product Features bullets on the detail page tell the customer about the details of your product and can influence the customer purchase decision.

- Highlight the five key features you want customers to consider, such as dimensions, age appropriateness, ideal conditions for the product, skill level, contents, country of origin, and so on
- Maintain a consistent order. If your first bullet point is country of origin, keep that same order for all your products
- Reiterate important information from the title and description
- Begin each bullet point with a capital letter
- Write with sentence fragments and do not include ending punctuation
- Do not include promotional and pricing information
- Do not include shipping or company information. Amazon policy prohibits including seller, company, or shipping information
- Feature bullets help customers evaluate a product, so any non-product-specific information can distract from a customer's purchase decision

Content	Example: Feature Bullets
Materials	Durable plastic handles Constructed of lightweight powder coated aluminum and Zinc plated steel Satin nickel and chrome finish Rubber boot for enhanced grip
Place of origin	Made in China
Measurements	Lightweight 6-1/2 pounds 40-gallon capacity Max. Depth of Cut: 22-3/4 inches Blade Shaft Diameter: 2-1/2 inches
Warranty Information	1-year manufacturer warranty with proof of purchase

Customers use this section to get a snapshot of the product. They may use this section to finalize a purchase decision or it may interest them enough so they will then read the full product description.

Tips to improve readability

- Write all numbers as numerals
- Separate phrases in one bullet with semicolons
- Spell out measurements such as quart, inch, feet, and so on

Do Not:

- Use hyphens, symbols, periods, or exclamation points
- Write vague statements; be as specific as possible with product features and attributes
- Enter company-specific information; this section is for product features only

Examples:

Good:

Technical Details
- 2-inch to 3-1/2-inch round head pneumatic framing nailer with 64 nail capacity magazine
- Selectable trigger, restrictive or contact actuation mode
- 70-120 PSI operating pressure
- Measures 19-1/2 inches long and 14 inches tall; Weighs 8 pounds
- Includes carrying case, 1/4-inch air fitting with dust cover, and oil

Technical Details
- Rock hammer with a leather-wrapped handle
- Leather grip is made of laminated leather "O" rings pressed then riveted to the shaft
- Solid steel construction; pointed tip
- Head weighs 22 ounces and is 7 inches long
- Overall length 13 inches; weighs 1 pound 14 ounces

Bad**:**

Technical Details
- MUST BUY
- Shipped via USPS Priority Mail (2-3 day) or USPS Express Mail (1-2 day with signature required)
- Only $12.99

Product Descriptions

As you describe your product, you might want to include some key features listed in your bullet points. However, go beyond a simple to-the-point description. Well-written product descriptions help the customer imagine the experience of owning or handling your product.

Put yourself in your customers' shoes: what would they want to feel, touch, and ask? Incorporating information about the feel, usage and benefits of your product can fire the customer's imagination. This is as close as you can come to creating an in-store experience. Product Descriptions are limited to 2000 characters.

Do	Do Not
• Describe the major product features and list product information including size, used-for and style • Keep it short, but include critical information. • Include accurate dimensions, care instructions and warranty information • Use correct grammar and complete sentences	• Do not include your seller name, e-mail address, website URL, or any company-specific information • Do not write about anything but the product for sale; this is your opportunity to tell the customer what they are buying • Do not mention competitor names outright • Do not include promotional language such as "sale" or "free ship" (use the Manage Promotions tool) • Do not abbreviate

Examples:

Good:

Product Description

Product Description
This 12 volt cordless drill is just like its big 15.6 volt brother, only a little lighter in the hand and on the pocketbook. With 293 inch/pounds of torque, it flat-lines its 12 volt competition and runs longer per application than most of its 18 volt rivals. A compact 8-3/16 inch chassis length and a weight of just over 4 pounds make it easy for almost anyone to handle. It has two speed ranges: 0 to 400 rpm for driving screws and drilling through soft substances like drywall, and a robust 100 to 1300 rpm setting for drilling through harder woods. For large construction projects, you may want to consider its big brother, the 15.6 volt PDK15, or their cousin, the PD15KH with a hammer function for masonry, but weight, runtime and price make this a perfect drill for do-it-yourselfers and homeowners. Don't be fooled by its size, its power will make a believer out of you. This was a Popular Electronics 2005 Editor's Choice product.

Bad:

-Too vague, doesn't provide a compelling reason to purchase the product

Product Description

Product Description
Includes HS8365S 26" 3,200 SPM 4.4 AMP Hedge Trimmer - 608365980, Blade Sheath – 631379000.

Images

Images display on the product search page and the product detail page. A professional image helps customers discover your product and can drive traffic to your product listings. Show customers what they will receive in their shipment (and only what they will receive). Make it easy for them to identify your product with a clear, high-quality image displaying exactly what you're offering.

Required	• Use simple and clean backgrounds that do not distract from the product; ideally, the background is pure white • Product images should be at least 1,000-dpi 3,000-dpi images are preferred • Product images should be in color, not black & white • Show the entire product. It should occupy at least 80 percent of the image area. • Include only what the customer will be receiving; accessories that are not part of the product should not be shown • If it is a bundled product, it is not necessary to show the entire LOT of items, a single image of the product will suffice. • Multiple angles of each product is preferred • If the product is white, use a drop shadow to offset it
Prohibited	• Brand tags or packaging in any of the images • Images of second hand or slightly used products • Borders, watermarks, text, or other decorations • Sketches / drawings of the product – real images only • Colored backgrounds or lifestyle pictures, except in cases of prepared food products. • Other products, items or accessories that are not part of the product listing; only include exactly what the customer is buying • Image place holders (i.e. ―temporary images‖ or ―no image available‖) • Image containing graphs of product ratings • Promotional text such as "sale" or "free ship" (use the Manage Promotions tool instead)

Note: **Zoom Functionality**
When you submit an image of at least 1,000 dpi, customers can zoom in on your product image on the detail page. This provides a detailed look at your product and may reduce returns and negative feedback.

Examples of good images

Examples of bad images:

- Do not include promotion/shipping information

-Do not use backgrounds other than white

Buy today & you'll get:
Free Shipping
and a Free Pair of
adjustable safety glasses!

Additional Images

Alternate images should feature the product in use and close-ups of important features.

Examples of good images:

Browse & Search

Customers come to Amazon.com to shop for products. They can find your products two ways: either using the Browse option, or using Search Terms. Most often customers use a combination of browse and search. Make sure customers can find your products. Drive traffic by providing Search Terms and Style-Keywords (for Browse).

Classification- Browse

Thousands of merchants sell millions of products on Amazon.com. To help customers find products easily, Amazon developed a detailed product hierarchy or browse-tree structure. Customers refine by category and subcategory links until they reach the most specific product type.

Amazon uses your ItemType keywords to classify your products under the correct browse nodes. In order for your products to continue to appear when customers refine their category options, they must be classified correctly to the deepest level.

See the latest Item Classification Guide in the Help section of Seller Central. Item Classification Guides (ICGs) are category-specific documents that provide valid values for setting up your products. These values take advantage of the browse structure for categories on Amazon.com.

Example of the browse-tree category structure on Amazon.com:

Department
‹ Air Tools or Air Compressors
  Air Tools
    Air Compressors (479)
    Blowguns (15)
    Caulking Guns (22)
    Chisels (12)
    Collated Nails (1,550)
    Collated Staples (981)
    Combo Packs (26)
    Drills (111)
    Impact Wrenches (193)
    Nailers (441)
    Power Sprayers (82)
    Ratchet Wrenches (62)
    Sanders & Grinders (222)
    Saws (16)
    Screwdrivers (3)
    Staplers (225)
    Texture Guns (4)

The attributes below are used for browse classification.

Attribute	Definition	Examples
**ItemType	Enables customers to find your products as they browse to the most specific item types. This is the most important value and determines browse category structure.	Select an item type value from the ICG, such as power-core-drills, electrical-tape, or earth-augers.
UsedFor	Further clarifies how and for what the item can be used, such as for holidays, seasons, or events.	Select an UsedFor value from the ICG, such as welding or wood-working.
Target Audience	Specifies the target audience the item is aimed for. Refer to the ICG for allowed values.	Select the target audience value from the ICG, such as professional-audience
OtherItemAttributes	Specifies other item attributes of your product. Recommended for further classification of your products in the Browse structure. Refer to the ICG for allowed values.	Select other-item-attribute values from the ICG, such as fine-grit, 12-voltage, or biscuit-color.

*** ItemType is the most important attribute for getting customer's to your product and in the most granular browse node.

Search

Amazon automatically indexes the search terms that are derived from the standard-product-id (e.g. UPC/EAN), product-title, brand, manufacturer, and manufacturer-part-number. This allows you to add even more keywords to your products. There are five separate entries for the keyword field and each can contain up to 50 characters—comma separated.

Search terms help customers find your products. Your product titles and company name are already searchable, so think about other words that describe your product. Think like Amazon customers when choosing your terms; use words they might enter into the search bar, including synonyms. Make sure they can find your products!

Guidelines for listing your Search Terms

- Each product can have up to five search lines of 50 characters per field; that's 250 characters available for your search terms
- The words you choose are the terms our search engine pulls from when customers search the site
- The individual words of the title, seller, and brand are also automatically included as search terms and do not need to be repeated in your search terms
- Any combination of title words and search terms are fully searchable

Examples

Text–file feed

AJ	AK	AL	AM	AN
SearchTerms1	SearchTerms2	SearchTerms3	SearchTerms4	SearchTerms5

If you are using an inventory text file, the template fields for search terms appear as search-terms1, search-terms2, and so on. For more details about how to create effective search terms, see Using Search & Browse.

Add a Product in Seller Central

UPC and IPQ for multi-packs

For most products listed on Amazon, a multi-pack listing is only allowed for a manufacturer-created pack with its own unique UPC. You must enter an Item Package Quantity (IPQ) for these products.
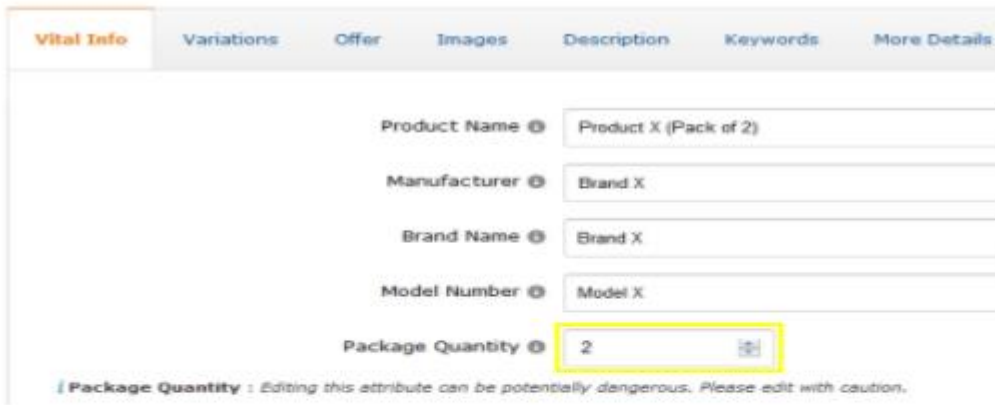
Examples: There are different UPCs for a single unit and a pack with multiples of that unit. If you create a multi-pack that is not sold by the manufacturer, verify if an ASIN for the multi-pack already exists. If it does exist, match to it accordingly. If the ASIN for the multi-pack doesn't already exist, you must create a new ASIN using its own unique UPC. The examples below illustrate the importance of UPC and IPQ for multi-packs. Non-manufacturer-created multi-pack ASINs cannot be listed as variations of a manufacturer-created multi-pack ASIN. You must either match to an identical multi-pack product detail page or create a new ASIN with a unique UPC.

Title (manufacturer-created pack)	UPC	IPQ	Price
Same product detail page			
Product X (Pack of 2)	000123456789	2	$38
Product X	000123456788	1	$19
Title (non-manufacturer-created pack)			
New product detail page			
Product X (Pack of 6)	000123456790	6	$114

Title (manufacturer-created pack)	UPC	IPQ	Price
Same product detail page			
Brand Y Beverage, 12 Pack	000123456789	12	$35
Brand Y Beverage, 1 bottle	000123456788	1	$4
Title (non-manufacturer-created pack)			
New product detail page			
Brand Y Beverage, 48 Pack	000123456790	48	$130

Title (manufacturer-created pack)	UPC	IPQ	Price
Same product detail page			
Brand Y Dinner Plates, Set of Four	000123456789	4	$20
Brand Y Dinner Plate	000123456788	1	$6
Title (non-manufacturer-created pack)			
New product detail page			
Brand Y Dinner Plate, Set of 16	000123456790	16	$68

How to Set Up IPQ for a Product

Inventory File Template

XML Feeds
Once you have located the IPQ field with the template, you will enter the IPQ value as shown below.

Title (manufacturer-created pack)	UPC	IPQ	Price
Same product detail page			
Product X (Pack of 2)	000123456789	2	$38

Title (manufacturer-created pack)	UPC	IPQ	Price
Product X	000123456788	1	$19

Variation Relationships

Variations allow customers to choose the desired color and size of your product from a single detail page, which you create using parent-child product relationships. Variations provide a cleaner customer buying experience.

Note: If your products currently match with Amazon offers on the detail page, you can skip this section (and please do not use Variation Relationships) because your products will automatically match to an identical product offer.

The best selling child products are the initial display on the detail page and the other variations are displayed when selected by the customer. The child products are related to each parent and the relationship of parent to child is the variation theme: Size, Color, or Size-Color.

```
                    ┌─────────────────┐
                    │     Parent      │
                    │     (Lamp)      │
                    └─────────────────┘
        ┌───────────────┬──────┴───────┬───────────────┐
  ┌──────────┐   ┌──────────┐   ┌──────────┐   ┌──────────┐
  │  Child   │   │  Child   │   │  Child   │   │  Child   │
  │ (White)  │   │  (Red)   │   │ (Yellow) │   │ (Purple) │
  └──────────┘   └──────────┘   └──────────┘   └──────────┘
```
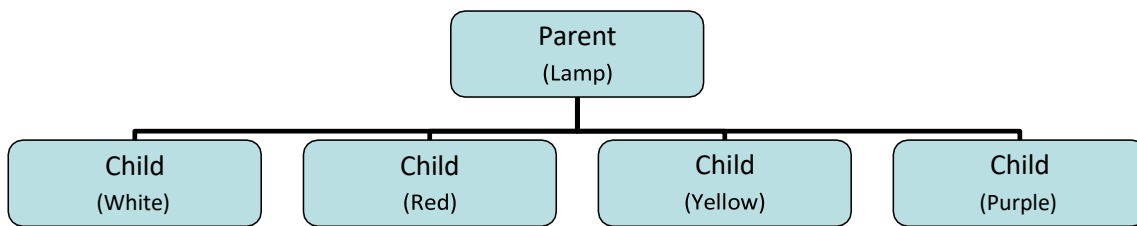
There are three Components to a Parent/Child relationship:

- **Parent product:** Non-buyable products used to relate child products, for example flashlights
- **Child products**: Buyable products related to parent product by size and/or color, such as Blue, Gray, Orange, and Yellow
- **Variation theme**: Defines how the products differ from each other, such as size-color

When creating variations, you must provide information in these required fields:

- SKU
- Parentage (identify for that SKU, either "parent" or "child")
- Parent SKU (for child SKUs only, enter the parent SKU for that child)
- Relationship Type (enter "variation" if the product is part of a variation set)
- Color – if appropriate
- Size – if appropriate
- Variation Theme (size or color or size-color; for size-color the size and color fields must both have values)

> **Note:** If you enter the Relationship Type and fail to enter the color or size, you might receive an error when uploading your data, or your product might not display properly on the website. Make sure you have entered all required variation fields for your products. If you fail to enter any of the required fields, your products could be suppressed from the website. If you have questions, please contact technical support.

Required	Fully describe each child product, so they will be included in browse and search results
	Add the size and color to the child product title
	Use SKUs to build relationships using field for SKU and ParentSKU List the Child offers under the Parent SKU in the flat-file or XML

Prohibited	Do not include price and quantity values for parent products The parent title should not include size or color Do not choose a variation theme ID other than size, color, size-color Do not link any products that are not a variation of size or color to the parent product

How to set up Variations for a product

- Watch a video tutorial on creating Variations with a text-file feed.

- Learn more at XML & Data Exchange section of Seller Central Help.

Example detail page for Color Variation:

Product Attributes

Providing rich data about the items you sell helps Amazon surface your products in search and browse and provides detailed product specifications to the customer. There are several additional attributes you can provide about your products. These attributes will be displayed in the product specification feature and allow Amazon to create browse refinements for search.

Product Specification Widget

The product specification widget is displayed on the detail page and allows the customer to see at a glance the most relevant attributes for making a buying decision. This feature also allows Amazon to provide useful definitions of attributes so customers can make an informed buying decision.

Product Specifications

Jewelry Information

Brand Name:	DivaDiamonds
Metal stamp:	14k
Metal:	white-gold
Material Type:	diamond, 18-karat-gold, white-gold, gold
Gem Type:	Diamond
Setting:	Prongs
Ring size:	6.5
Sizing lower range:	4
Sizing upper range:	13
Resizable:	N
Number of stones:	1
Stone Weight:	0.5 carats

Diamond Information

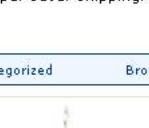|	
Stone shape:	round-shape
Minimum color:	HI
Minimum Clarity:	I1-I2
Cut:	very-good-cut
Minimum Total Carat Weight:	0.50 carats

Search Result Refinements Using Attributes

Attribute based refinements allow customers to narrow their search results to only the product relevant to what they are looking for. Once the majority of products in a certain browse location have attribute data, Amazon will turn on these refinements.

An example of attribute-based refinements can be found in chandeliers where a customer can refine their search by fixture material, shade type, number of lights, and shade direction.

These refinements show up in the left column of the search results under the department, shipping option, and brand. Because of the vast selection on Amazon, providing product attributes can be essential for customers to discover your products.

Example of Attribute-based refinements in Search Results:

The most important attributes for Tools & Home Improvement products are listed in the following tables.

Website Display Label	Definition	Example
Information for all product types		
Size	Specifies the size of the product. Examples can 10x10x12, or 1/4", or 1/4 Sheet, or .017".	10 x 20 x 1
Color	Specifies the specific predominant color of the product.	Sage
Color Map	Specifies the color family. Please populate this in addition to color.	Green
Style	Describes the style of the product.	Modern
Finish	Describes the surface finish.	Chrome
Material	Specifies the predominant material used in the product.	leather
Shape	Describes the shape of the product. Use this to describe the shape of configuration of a product.	Oval
Power Source	Specifies what type of power is required to operate the product.	battery-powered
Included Components	Clarifies what components are sold with the product.	Case
ItemPackageQuantity	Indicates how many items are in the package. Use if there are more than one unit with its own UPC in a package. For example a 6-pack of light bulbs.	1
Special Features	Specifies functions and unique features.	Variable Speeds
Usage	Specifies how the product is intended to be used.	Outdoor use
Air Flow Capacity	Specifics the amount of air a fan or heater can circulate.	1200
Maximum Weight Capacity	Specifies the maximum weight capacity.	600
Number Of Pieces	Specifies the number pieces in the product. Use this to number of tools in a set or number of pieces in a toilet.	12
Certification	Specifies any industry specifications, certifications or requirements met.	Energy Star
Assembled Height	Specifies the assembled Height of the product	5
Assembled Length	Specifies the assembled Length of the product	10
Assembled Width	Specifies the assembled Width of the product	5
Assembled Diameter	Specifies the assembled diameter of the product.	5
Assembled Weight	Indicates the weight of the assembled product.	5
Wattage	Specifies the wattage.	6.2
Information for Hardware including Flashlights		
Head Style	Specifies the head/bit style of a screw.	Flat
Center to Center Length	Specifies the "center to center" length between the two holes used to install the hardware.	3
Bulb Type	Specifies the light bulb type used in a product.	LED
Brightness	Indicates the Luminous Flux or brightness value of the bulb, measured in Lumens.	140
Pattern	Describes the pattern of the product. Use this for hardware products shaped like letters or numbers.	Stripes
Installation Method	Describes the method of installation. Use this for flooring, wallpaper, hardware and plumbing.	Self-adhesive

Information for Plumbing including Sinks, Faucets, Toilets, Pipes, Etc.		
Number Of Basins	Specifies how many basins a sink has.	2
Number Of Holes	Specifies the number of holes. Use to describe the number of wholes in a sink.	2
Spout Height	Specifies the vertical distance from the deck or mounting surface to the bottom of the aerator.	7
Spout Reach	Specifies the distance from the center of the mounting hole to the center of the aerator in a sink.	2
Flush Type	Describes the flushing features of a toilet.	Dual
Rough-in	Specifies the distance between the drainage hole and the back of the toilet.	12
Inside Diameter	Specifies the inside diameter of a pipe, tube or valve.	12
Outside Diameter	Specifies the outside diameter of a pipe, tube or valve.	25
Thread Size	Specifies the thread count per inch of a plumbing fitting.	14
Flow Rate	Specifies the flow rate of liquid. Use this to describe water flow in shower head or faucet, or to describe the flow rate of a paint sprayer.	2.5
Water Consumption	Specifies the amount of water used by appliances. For toilets and urinals specify the minimum GPF option for that product.	1.6
Installation Method	Describes the method of installation. Use this for flooring, wallpaper, hardware and plumbing.	Self-adhesive
Extension Length	Specifies the maximum extension possible. Use this to specify the length of a pull-out faucet feature, ladder, stand or an extension of another sort.	2
Handle/Lever Placement	Indicates the orientation or placement of the handle on a door, handle on a tool, or the lever on a toilet. The values are descriptions from the perspective of someone	Left
Number of Handles	Specifies the number of handles.	3

Information for Power and Hand Tools		
Handle Material	Describes the material used for the handle of the product.	Plastic
Blade Length	Specifies the length of the blade.	3
Folded Knife Size	Specifies the overall length of the knife when the blade is in the folded position.	1.8 x 3.7 in
Blade Edge	Describes the edge of the blade.	Serrated
Teeth Per Inch	Specifies the number of teeth per inch on a blade. This is always measured in teeth per inch.	24
Speed	Specifies the Speed of a tool measured in RPM only.	100
Performance Description	Describes the performance of a tool measured in Beats per minute (e.g.: 200 BPM), Strokes per minute (e.g.: 200 SPM), .6 CFM@ 100 PSI	.6 CFM @ 100 PSI
Maximum Power	The maximum power produced by a power tool. Measured in Watts.	510
Torque	The maximum power produced by a power tool. Measured in Torque, either foot-lbs or inch-lbs	500
Cutting Diameter	Specifies the cutting diameter of a drill bit.	.5
Tool Tip Description	Specifies the industry identifier for the bit types--Split Point, SDS, Ship Auger, Rotary Hammer, #2, 31 Square, Torx, SDS, Spline, Split Point…	#2
Measurement System	Specifies if the tool if metric or standard or both.	Metric
Accessory Connection Type	Specifies the industry identifier describing the fastener attachment type to the tool--Pad Style, Hook and Loop, Hex, Spline, SDS, 3/8" Arbor, Quick-Connect…	SDS
Compatible Fastener Range	Specifies the range of compatible sizes of a nail or staple .	1.25"- 2.25"
Laser Beam Color	Specifies the color of the laser's beam.	red
Measurement Accuracy	Specifies margin of error or the accuracy of a tool.	0.003 mm
Viewing Area	Specifies the size of the field of view for a helmet or safety glasses.	1.8 x 3.7 in
UV Protection	Specifies the Ultraviolet light protection offered by the product. Values can be specified as 99% or UVA protection.	0.99
Grit Rating	Indicates the grit of a product - mainly used for sandpaper and abrasives.	60, 120, 240
Grit Description	Describes the texture of the abrasive.	course
Horsepower	Specifies the horsepower of the product. The modifier of HP will be automatically appended to your data.	10
Voltage	Specifies the voltage capacity.	240
Thickness	Specifies the thickness of an item. Use this to capture the gauge of a nail or staple, or the thickness of wallpaper.	16
Maximum Pressure	Specifies the maximum operating pressure.	70
Capacity Description	Describes the capacity of a product. Use this for values that are not weight or air volume. Such as: 2ft - 600 ft, 550 in steel, 0-27000 rpm, 2-1/4" @ 45 degrees, or 18"	18" in Steel
Sound Level	Describes the noise level of the product in use.	92
Cord Length	Specifies the length of the electrical cord.	12

Information for Building Materials Including Wallpaper, Insulation, & Ladders

Coverage	Specifies the area coverage of the product. For example, wallpaper would be 12 sq feet per roll.	12 sq. feet per roll.
R value	Specifies the industry standard insulation resistance or R value. R will be appended to your value.	40
Installation Method	Describes the method of installation. Use this for flooring, wallpaper, hardware and plumbing.	Self-adhesive
Extension Length	Specifies the maximum extension possible. Use this to specify the length of a pull-out faucet feature, ladder, stand or an extension of another sort.	2
Handle/Lever Placement	Indicates the orientation or placement of the handle on a door, handle on a tool, or the lever on a toilet. The values are descriptions from the perspective of someone	Left
Handle/Lever Placement	Indicates the orientation or placement of the handle on a door, handle on a tool, or the lever on a toilet. The values are descriptions from the perspective of someone	Left
Number of Handles	Specifies the number of handles.	3

Information for Electrical Products

Switch Type	Specifies the configuration of the circuit the switch is designed for.	1- way
Display Style	Specifies the type of display a product has.	Touch screen
Plug Profile	Specifies the installed look of a plug.	Protruding
Plug Format	Specifies the style of plug prong configuration.	A- US style
Switch Style	Specifies the style of the switch.	Toggle switch
Cord Length	Specifies the length of the electrical cord.	12

Information for Batteries or Products with Batteries

Are Batteries Included	Indicates if batteries are included with item.	true
Batteries Required	Indicates if batteries are required for product to function.	false
Battery Cell Type	Specify the type of battery in the product. Please select an acceptable value from the valid value list.	NiCad
Battery Description	Describes the specific batteries required and any notable features of those batteries.	AAA Rechargeable
Battery life	Indicates the average lifespan of the battery.	2800 hours
Lithium Battery Energy Content	Watt hours of each battery (or cell) in unit	3
Lithium Battery Packaging	Choices are "batteries_only" (If battery is a standalone) "batteries_contained_in_equipment" (if battery is assembled in the item) or	batteries_contained_in_equipment
Lithium Battery Voltage	Voltage of each battery (or cell) in unit expressed in volts.	12
Lithium Battery Weight	This is the weight in gms of lithium contained in each "metal" cell or battery or in the case of rechargeable batteries it is the "equivalent lithium content" expressed in	3
Number Of Lithium Ion Cells	Total number of Lithium cells (of type "Ion") in the product, where the cell isn't contained in an encased battery.	1
Number Of Lithium Metal Cells	Total number of Lithium cells (of type "Metal") in the product, where the cell isn't contained in an encased battery.	1

Information for Security Products

Temperature Range	Specifies the temperature range within which the product functions.	120 - 240
Sound Level	Describes the noise level of the product in use.	92

Information for Appliance Parts and Accessories such as Furnace Filters and Hoses		
Minimum Efficiency Reporting	Specifies the MERV efficiency rating of a furnace filter.	8
Hose Length	Specifies the length of the hose-- on a sprayer, shop-vacuum or appliance with hose.	25