Walmart.ca Content Guide – Office

This Content Guide is written to inform and aid our partners with the standards and practices for preparing quality, ready-to-publish product content. Please adhere to all aspects of this Style Guide and remember that you are responsible for complying with all terms and conditions you agreed to when originally registering on the Walmart Canada Vendor Information Portal.

OVERVIEW:
1. Anatomy: Product Information Page (PIP)
2. Imagery Specifications
3. Copy Guidelines

1. Anatomy: Product Information Page (PIP)

Walmart.ca › Office, Crafts & Party Supplies › Office Supplies › Paper, Notebooks & Forms › Printer & Copier Paper › Hammermill Premium Multi-Purpose Paper

› Print

Product Name

Short Description

Hammermill Premium Multi-Purpose Paper

500 sheets

By Hammermill

Sold and shipped by Walmart

★★★★☆ › 9 Reviews

Qty:

[−] [1] [+]

Images

$6.97

› Return by mail only

1¢/each

[♡] [Add to cart]

[Pickup ▼]   [Shipping ▼]   [Buy In-Store ▼]

[⚲ Zoom]

Description & Features

Product Description

Hammermill Premium Multi-Purpose is a versatile sheet designed to run effectively through all office equipment. The high brightness white and heavy basis weight combine to produce high quality documents.

- Ideal for reports, proposals, newsletters, direct mail, correspondence, forms, invoices, faxes
- 97 brightness and a blue-white shade for sharp clear images
- 20 lb
- 8.5"x11"
- 500 sheets
- Acid-Free
- FSC certified

Features & Specifications

2

2. Copy Guidelines

Well-written product descriptions and features create excitement about your product and provide the customer confidence in their purchase decision. The product name is an important feature and allows customers to recognize and associate with your product; and is extremely important for the success of both internal and external search results.

* YOU ARE RESPONSIBLE FOR ENSURING THE ACCURACY AND PROPER VALIDATION OF ANY PRODUCT OR PERFORMANCE CLAIM INCLUDED IN A PRODUCT DESCRIPTION OR FEATURE.

PRODUCT NAME *Recommended Characters: 45* *Maximum Characters: 120*	SHORT DESCRIPTION *Character limit: 30 or less*	PRODUCT DESCRIPTION *Min Characters: 100* *Maximum Characters: 4,000* *Format: 3-5 sentences*	FEATURES & SPECIFICATIONS *Max Characters: 200/bullet point* *Format: 5-15 bullet points*
Title of the product to be displayed on the product details page. **Brand + {Series} + {Year} + Product Type + {Model #}** *{optional}*	**Abbreviated list of key item features.** **Available Sizes <u>or</u> # of products <u>or</u> or Key Feature(s)**	**Overview of the key selling points of the item, marketing content, and highlights in paragraph form. For SEO purposes, repeat the product name and relevant keywords here.**	**Complete description that will be displayed on the item page as a bulleted list. Enter the item's key features, benefits, and other notables, each on its own line.**
Example: **Hammermill** *Premium Multi-Purpose* **Paper** **Bela Baliko** *Great Bears* **2015** *Wall Calendar* **Hilroy** *1 Subject* **Coil Notebooks,** *Assorted Colours* **Fellowes** *Powershred 325Ci* **Shredder**	*Example:* ***500 Sheets*** ***18" x 24"*** ***80 Pages, 10-½" x 8"*** ***22 Sheet, 100% Jam Proof***	*Hammermill Premium Multi-Purpose is a versatile sheet designed to run effectively through all office equipment. The high brightness white and heavy basis weight combine to produce high quality documents.*	• *Ideal for reports, proposals, newsletters, direct mail, correspondence, forms, invoices, faxes* • *97-brightness and a blue-white shade for sharp clear images* • *20 lb* • *8.5"x11"* • *500 sheets* • *Acid-Free*

3. Imagery Specifications – Office

Overview Imagery
• **Mandatory:** The primary image should always be a front view
• **Alternative Image(s):** Alternate images should show case alternate views or lifestyle images
• Background is always a seamless white background (255/255/255 RGB)
• Image pixel requirements: **Minimum 750x750; Maximum 2000x2000; 300 dpi**

Mandatory Images:	Image Requirements:
• **(1) Primary Image** should be a direct or angled front view of product. • **(2-5) Alternative Images** (AI) should include multiple views, including life style images of the product in use, product interior and details. • If the product is a set, please provide a picture of all pieces. It is also recommended to show individual picture of each piece. • If your product can be folded or its height can be adjusted, we recommend that you show different views of the product.	• Background: seamless white background **(255/255/255 RGB)** • Pixels: **Min. 750x750; Max. 2000x2000; 300 dpi**

General Imagery Examples: