

QUICK REFERENCE GUIDE



BABY
February 2020

*This Walmart.ca Content Resource Guide is written to inform and aid our apparel partners
with the standards and practices for quality, ready-to-publish site content.
Please ensure these guidelines are adhered to as any of the information could be graded on the vendor scorecard.*

FOR SUPPLIERS & VENDORS USE

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.

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- 1. Anatomy: Product Information Page (PIP)**
- 2. General Overview**
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- 4. Copy Guidelines**
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1. Anatomy: Product Information Page (PIP)

[Back to Convertible Car Seats](#)



Graco 4Ever 4-in-1 Convertible Car Seat

Child Weight 4-120 lbs

★★★★☆ (89)





\$399.97

[Free pickup](#)






Sold & shipped by **Walmart** ⭐


By [Graco](#)


Colour: **Cougar**



Product Name
Short Description







 **Graco 4Ever 4-in-1 Convertible Car Seat**

Child Weight 4-120 lbs

★★★★☆ (89)

\$399.97

 Available online

 [Out of stock at nearby stores](#)





[Free returns](#)

[Free pickup](#)



Sold & shipped by **Walmart** ⭐

By [Graco](#)


Colour: **Rockweave**



Quantity:

 1 

[Add to cart](#) [Find in-store](#)

 **Description**

Take the worry out of car trips with the Graco 4Ever 4-in-1 car seat. This car seat transitions from a rear-facing car seat, to a forward-facing 5-point harness seat, to a high-back belt-positioning booster, to a backless belt-positioning booster. One-hand adjustable features make it parent-friendly and plush inserts make it comfortable for your little

•Rear-facing for babies 4-40 lbs. Forward-facing (with harness): 22-65 lbs. High Back booster: 40-100 lbs. No Back booster: 40-120 lbs.

•Four-in-1 seat grows with your child, so you can enjoy 10 years of use, from 4-120 lbs. It's the only seat around that can take your child from baby to booster!

Product Name
Short Description

Product Description

Features & Specifications

For more information, refer to the earlier Copy Standards section or contact your Walmart.ca merchant partner.



2. General Overview

The product page is the equivalent of your product packaging, and the most important part of the conversion funnel. Product content is extremely important in helping our customers make confident, informed purchase decisions, as well as driving the searchability of products.

3. SEO

SEO, or Search Engine Optimization, is an important part of product content. It helps your products rank higher on external search engines, like Google. It can also contribute to stronger conversion metrics.

Brand Voice

The Walmart Brand Voice is defined as clear, relevant, informative, straightforward and positive. We strive to deliver a friendly, straightforward tone and a voice that doesn't insult or mislead our online customers. As a partner, you should always write in a way that is honest, understandable and informative - but don't forget to remain true to your brand. In general, you should:

1. Use an active voice
2. Say more with fewer words
3. Focus on the product featured, highlighting key differentiating characteristics

How to Optimize Your Product Descriptions

1. Provide unique, relevant content that is truly useful to the user.
2. Use the product name within the product description naturally
3. Do not provide the same copy and content to multiple online retailers – it needs to be unique to Walmart Canada.
4. Always build detailed descriptions that read naturally, as if you are speaking to someone who is completely unfamiliar with this commodity.
5. Use simple language and keywords that customers are actually searching the web for – avoid overtly complex descriptions and unfamiliar industry terminology
6. Avoid content that would be considered to be filler and of no use to customer. Additionally, refrain from spammy content that repeats important keywords in an unnatural fashion.

4. 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. It 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.**

4.1 Product Name

Recommended Characters: 45

Max Characters: 120

The Product Title is one of the most important features on your PIP. It allows customers to find, recognize and associate with your product. Proper Product Title formatting and search optimization is **extremely important** for your product's visibility and performance in internal search results on Walmart.ca, and external search engine results (on Google, Bing, Yahoo!, etc.).

1. The spelling and formatting of your brand name (along with collection or product names) in Product Titles must be accurate and consistent across all PIPs
2. DO NOT include symbols in your Product Titles, such as Trademark (™) or Registered Trade Mark (®) symbols.
3. DO use the ampersand (&) in Product Titles, rather than "and" to keep titles clear and concise.
4. DO hyphenate compound modifiers/adjectives – two or more words that come before your product type to collectively describe it

4.2 Short Description

Character limit: <30

Short Description for Baby differs by category. Once the customer has filtered down their assortment the short description section lets customers know of a key decision feature without having them go to the Product Information page. It is important that all items follow this guideline as consistency is important in maximizing the usefulness of this information.

4. Copy Guidelines

4.3 Product Description

Minimum Characters: 150

Format: 3-5 sentences

The Product Description is your opportunity to expand on the selling points of your product in greater detail. Well-written Product Descriptions build excitement around a product, and help the customer make a confident purchase decision.

Optimize Your Product Description

Unique and informative Product Descriptions that answer potential questions customers may have about your product or product type will perform better in search engine results. We recommend Product Descriptions that are at least 150 words – but the more relevant information you provide, the better. Do not provide the same copy to multiple online retailers – it needs to be unique to Walmart Canada. You cannot use third party trademarks that you do not have rights to use in the Product Description.

Repeat the brand name and product name in your description. Think about keywords and phrases a customer might enter into a search engine to find your product. But don't overdo it either – search engines consider keyword stuffing a spammy practice, and will penalize your PIP.

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

For more information, refer to the earlier Copy Standards section or contact your Walmart.ca merchant partner.

4.4 Features & Specifications

Maximum Characters: 150/bullet point

Format: 5-10 bullet points

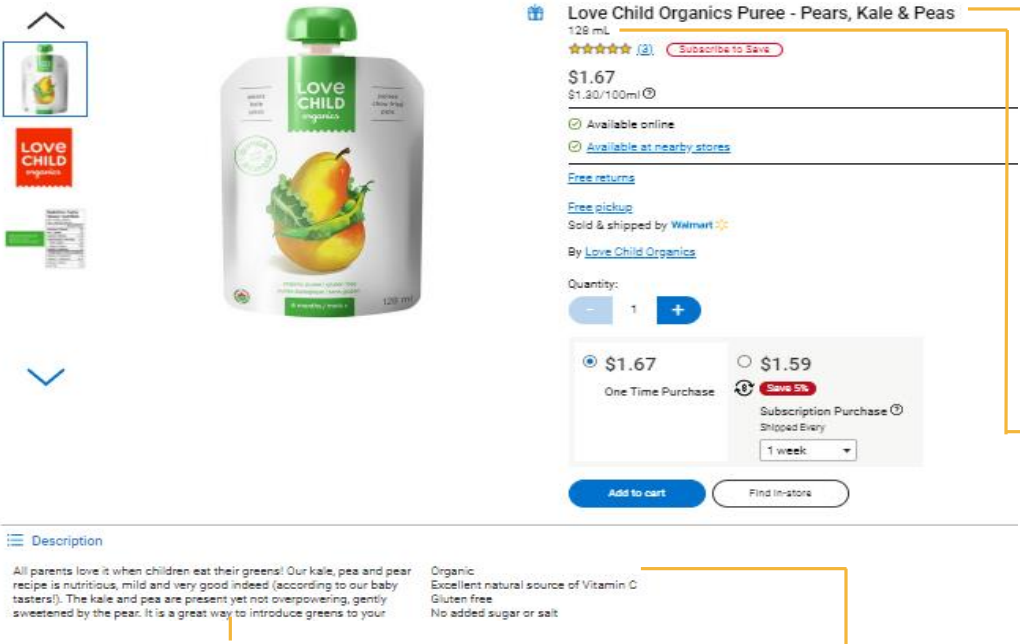
The Features & Specifications section of your PIP provides a complete description of your product's features, and will be displayed as a bulleted list. Your Features & Specifications should complement your Product Description. Be mindful of including conflicting information (e.g. calling a product a 4-in-1 in the Product Description, and a 3-in-1 in the Features & Specifications).

Features to include in the Features & Specifications

- Age requirements or restrictions
- Weight requirements or restrictions
- Product size
- Product weight
- Product material
- Key assembly, installation, care, or storage instructions
- Safety features
- If product is part of a set, provide the specific product names (including size) for each product in the set
- Products and/or accessories your product is compatible with, if any (use the specific names of those accessories)

BABY | FOOD & FORMULA

ITEM TYPES: FOOD & FORMULA



Product Name

Recommended Characters: 45

Max Characters: 120

FOOD: Brand + {Dietary Need} + Flavour + Item Type
FORMULA: Brand + {Stage} + {Feature} + Age Group + Item Type

Examples:

Parent's Choice Organic Apple Baby Food Purée
Similac Step 2 Calcium-Enriched Baby Formula Powder

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

Short Description

Character limit: <30

{Count} + Weight or Volume

Examples:

128 mL

2 x 100 mL

Product Features

Max Characters: 200/bullet point

Format: 5-15 bullet points

The Product's key features, benefits and item specifics. Information entered here should be in the bulleted form. The item should contain the requested information as outlined.

Include

- Flavour(s) Included
- Benefits & Claims
- Features
- Applicable Lifestage
- Format

Product Description

Min. Characters: 100

Max Characters: 4000

An overview of the key selling points of the product, marketing content and product highlights. Information entered here should be in paragraph form.

Notes

For SEO purposes, we recommend repeating the product's name and related keywords within the body description.

5. Imagery Specifications

Mandatory Images

- **(1) Primary Image** should be a direct front view of product.
- **(2-4) Alternative Images (AI)** should include multiple views, including back pack shot, nutritional facts table, ingredients list
- **(NFT) Nutritional Facts Table** should be clear and legible

Supplementary Images

- **(5-9) Secondary images** may include lifestyle images, angled product shots

Image Requirements

- **Background:**
Seamless white background (255/255/255 RGB)
- **Pixels:**
2000x2000
300 dpi

Primary Image



Alternative Images



Nutrition Facts Valeur nutritive	
Per 1 pouch (128 ml) Pour 1 sachet (128 ml)	
Amount / Teneur	
Calories / Calories	80
Fat / Lipides	0 g
Sodium / Sodium	10 mg
Carbohydrate / Glucides	23 g
Protein / Protéines	0.4 g
% Daily Value / % valeur quotidienne	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	40 %
Calcium / Calcium	0 %
Iron / Fer	0 %

INGREDIENTS: ORGANIC PEAR PURÉE, ORGANIC PEACH PURÉE, ORGANIC STRAWBERRY PURÉE, ORGANIC LEMON JUICE CONCENTRATE, ASCORBIC ACID.

INGRÉDIENTS: PURÉE DE POIRES BIOLOGIQUES, PURÉE DE PÊCHES BIOLOGIQUES, PURÉE DE FRAISES BIOLOGIQUES, JUS DE CITRON CONCENTRÉ BIOLOGIQUE, ACIDE ASCORBIQUE.

ITEM TYPES: FOOD & FORMULA

Example 1

**GERBER® Stage 2 Oat Prune Baby Cereal**
227 g

GERBER® Stage 2 Oat Prune Baby Cereal (227 g) is an excellent source of essential nutrients for little ones 6 months and older. Feel good knowing each serving contains iron for normal cognitive development, calcium for bones and teeth, and probiotics to support a healthy gut flora. Made with real prunes, our cereal is a great way to introduce new flavours and textures to baby.

Example 2

**Enfamil A+® Lactose Free Concentrated Liquid Baby Formula**
12 X 385 mL

Enfamil A+ Lactose Free baby formula is designed for babies who are sensitive to lactose. It contains all the nutrition of a milk-based formula without the lactose.

Example 3

**GERBER Organic Mango, Peach, Carrot, Sweet Potato Toddler Puree**
90 mL

Nutritious, delicious and super convenient, your busy little toddler will love the goodness of fruits, veggies & oats with our all new GERBER Organic Toddler Grain Purée, Mango Peach Carrot Sweet Potato with Oats (90 ml). Let's face it – nothing is ever 100% mess-proof. That's why we have an exclusive SMART FLOW™ spout on all our GERBER Organic pouches. Our SMART FLOW™ spout helps get more food in your little one's mouth, and less everywhere else, so mealtime can be a more nutritious, less messy experience. It gives toddlers control when they're learning to self-feed. Less mess and more nutrition? That's a win for everyone.

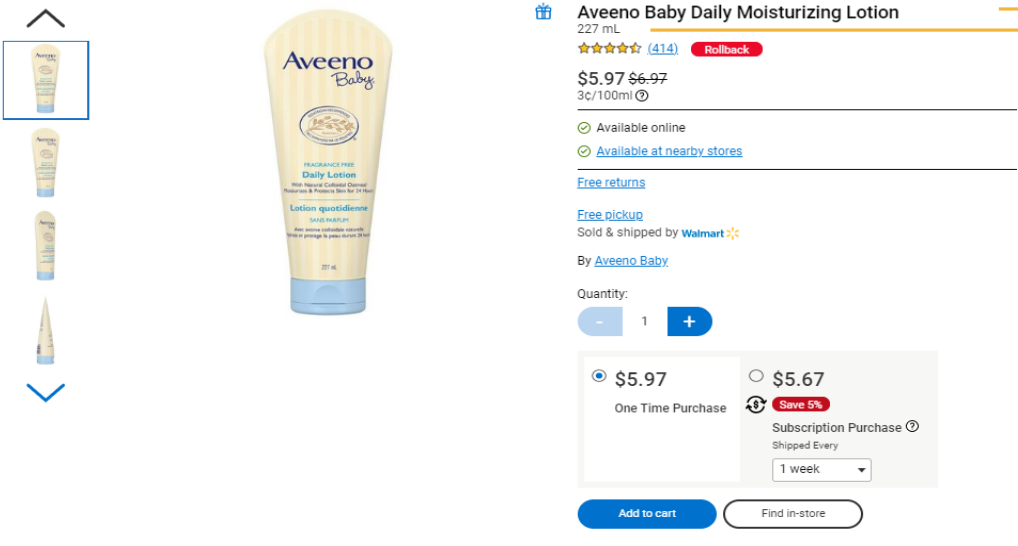
Imagery Specifications

Please refer to Image Resource Guide for additional image requirements and specifications.

For more information, refer to the earlier Copy Standards section or contact your Walmart.ca merchant partner.

BABY | ORAL & SKIN CARE

ITEM TYPES: ORAL CARE & SKIN CARE



Description

Aveeno Baby Daily Lotion, 227ml, is a nourishing moisturizing lotion for your little one. Your baby's comfort is always top of mind. But you can put your mind at ease every day with Aveeno Baby Daily Lotion. This lotion with colloidal oatmeal moisturizes and protects your baby's skin.

Product Description

Min. Characters: 100 Max Characters: 4000

An overview of the key selling points of the product, marketing content and product highlights. Information entered here should be in paragraph form.

Notes

For SEO purposes, we recommend repeating the product's name and related keywords within the body description.

Product Name

Recommended Characters: 45

Max Characters: 120

Brand + {Special Feature} + Item Type

Examples:

Live Clean Baby Gentle Moisture Baby Lotion

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Short Description

Character limit: <30

{Count} + Weight or Volume + Flavour/Scent

Examples:

128 mL, Vanilla

2 x 100 mL, Lavender

Product Features

Max Characters: 200/bullet point

Format: 5-15 bullet points

The Product's key features, benefits and item specifics. Information entered here should be in the bulleted form. The item should contain the requested information as outlined.

Include

- Flavour(s) Included
- Benefits & Claims
- Features
- Applicable Lifestage
- Format

5. Imagery Specifications

Mandatory Images

- **(1) Primary Image** should be a direct front view of product.
- **(2-4) Alternative Images (AI)** should include multiple views, including back pack shot, nutritional facts table, ingredients list

Supplementary Images

- **(5-8) Secondary images** may include lifestyle images, angled product shots

Image Requirements

- **Background:**
Seamless white background (255/255/255 RGB)
- **Pixels:**
2000x2000
300 dpi

Primary Image



Alternative Images



BABY | Diaper & Training Pants

ITEM TYPES: DIAPERS & TRAINING PANTS



Product Name

Recommended Characters: 45

Max Characters: 120

Brand + Sub-Brand (if necessary) + Most Important Feature (optional) + Product Type + Pack Size

Examples:

Pampers Cruisers Disposable Diapers - Super Pack
Pull-Ups Cool & Learn Training Pants, Economy Pack

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

Short Description

Character limit: <30

Size Range, Count Range

Examples:

Sizes NB-6, 108-82 Count

Sizes 2T-5T, 108-82 Count

Product Features

Max Characters: 200/bullet point

Format: 5-15 bullet points

The Product's key features, benefits and item specifics. Information entered here should be in the bulleted form. The item should contain the requested information as outlined.

Include

- Benefits & Claims
- Size and pack count
- Features
- Applicable Lifestage
- Format
- Sizing information

Product Description

Min. Characters: 100

Max Characters: 4000

An overview of the key selling points of the product, marketing content and product highlights. Information entered here should be in paragraph form.

Notes

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For more information, refer to the earlier Copy Standards section or contact your Walmart.ca merchant partner.

5. Imagery Specifications

Mandatory Images

- **(1) Primary Image** should be a direct front view of product.

Supplementary Images

- **(2-9) Secondary images** may include lifestyle images, angled product shots

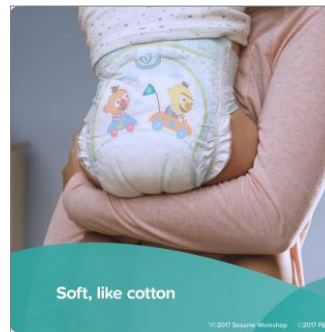
Image Requirements

- **Background:**
Seamless white background (255/255/255 RGB)
- **Pixels:**
2000x2000
300 dpi

Primary Image



Alternative Images



BABY | Tubs & Accessories, Washcloths & Towels, Bibs & Burp Cloths

ITEM TYPES: TUBS & ACCESSORIES, WASH CLOTHS, TOWELS, BURP CLOTHS & BIBS



Description

The Right Height Bath Tub offers ultimate comfort for you and your baby during bath time. The tub features a newborn bath support that allows baby to be positioned comfortably at the correct incline. An extra platform safely raises the tub, making it comfortable and easier to reach baby.

- 0M - 2 Years
- Large tub size supports toddlers up to two years
- Newborn bath support provides a comfortable incline for baby
- Sturdy platform safely raises baby to parent's level, later converts to stand-alone kneeler or step stool
- Locking tabs ensure a snug fit between tub and base

Product Description

Min. Characters: 100 Max Characters: 4000

An overview of the key selling points of the product, marketing content and product highlights. Information entered here should be in paragraph form.

Notes

For SEO purposes, we recommend repeating the product's name and related keywords within the body description.

Product Name

Recommended Characters: 45 Max Characters: 120

WASHCLOTHS & TOWELS: Brand + { Special Feature } + Item Type
TUBS & SEATS: Brand + { Special Feature } + Item Type

Examples:

Parent's Choice Hooded Towel and Washcloths
Summer Infant Right Height 4 Stage Bath Centre Tub

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

Short Description

Character limit: <30

WASHCLOTHS & TOWELS: Count + Size
TUBS & SEATS: Number of Stages + Recommended Age or Weight Limit

Examples:

Pack of 6, 10 x 10 4 Stages, 0-2 Years

Product Features

Max Characters: 200/bullet point Format: 5-15 bullet points

The Product's key features, benefits and item specifics. Information entered here should be in the bulleted form. The item should contain the requested information as outlined.

- Include
- Count
 - Benefits & Claims
 - Features
 - Applicable Lifestage
 - Material

For more information, refer to the earlier Copy Standards section or contact your Walmart.ca merchant partner.



5. Imagery Specifications

Mandatory Images

- **(1) Primary Image** should be a front view of product.
- **(2-4) Alternative Images (AI)** should include multiple views, lifestyle images, products in different stages

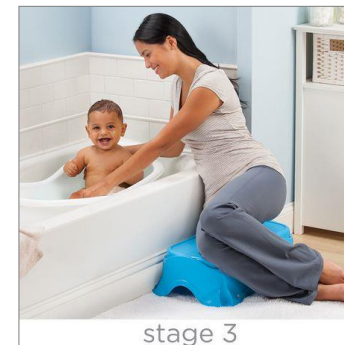
Image Requirements

- **Background:**
Seamless white background (255/255/255 RGB)
- **Pixels:**
2000x2000
300 dpi

Primary Image

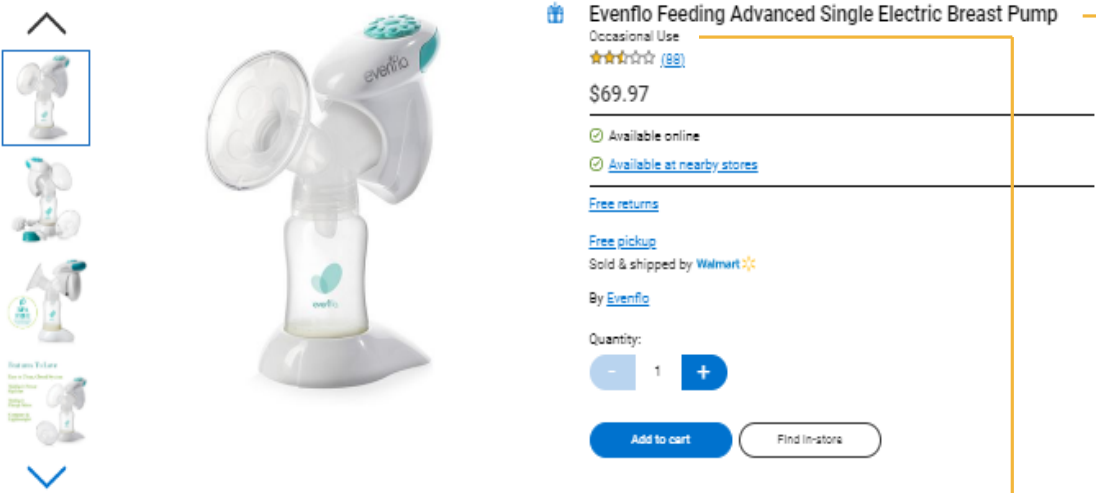


Alternative Images



BABY | Bottle Feeding, Breastfeeding, Toddler Feeding

ITEM TYPES: BOTTLE FEEDING & BREASTFEEDING



Product Name

Recommended Characters: 45

Max Characters: 120

Product Type	Product Name	Example
Baby Bottles	Brand + Special Feature + Item Type	Philips Avent Natural Glass Baby Bottle
Bottle Nipples	Brand + Special Feature + Flow + Item Type	Philips Avent Anti-Colic Fast Flow Nipples
Bottle Warmers	Brand + Special Feature + Item Type	Philips Avent Electric Bottle and Baby Food Warmer
Bottle Brushes & Cleaning Accessories	Brand + Special Feature + Item Type	Baby Brezza Bottle Brush
Bottle Drying Racks	Brand + Special Feature + Item Type	Boon Grass Drying Rack
Breast Pumps	Brand + Special Feature + Electric or Manual + Item Type	Lansinoh Signature Pro Double Electric Breast Pump
Shields and Pads	Brand + Special Feature + Item Type	Lansinoh Stay Dry Disposable Nursing Pads
Milk Storage	Brand + Special Feature + Item Type	Parent's Choice Breast Milk Storage Bags
Baby Food Maker	Brand + Special Feature + Item Type	Baby Brezza One Step Baby Food Maker Complete
Bowls, Cups, Feeders	Brand + Special Feature + Age Group + Item Type	Munchkin Soft-Tip Infant Spoons

Short Description

Character limit: <30

Product Type	Short Description	Example
Baby Bottles	Count + Bottle Capacity + Flow	3 Pack, 8 oz, Slow Flow
Bottle Nipples	Count + Recommended Age	2 Pack, 6 Months+
Bottle Warmers & Sterilizers	Differentiating Feature	Auto-off
Bottle Brushes	Differentiating Feature	3 Pack
Bottle Drying Racks	Differentiating Feature	BPA Free
Breast Pumps	Differentiating Feature	3 Pump Styles
Shields and Pads	Count	Pack of 60
Milk Storage	Count + Capacity	Pack of 60, 175 mL
Baby Food Maker	Capacity or Piece Count	3 Cup Capacity
Bowls, Cups, Feeders	Count	Pack of 6

Product Description

Min. Characters: 100

Max Characters: 4000

An overview of the key selling points of the product, marketing content and product highlights. Information entered here should be in paragraph form.

Notes

For SEO purposes, we recommend repeating the product's name and related keywords within the body description.

For more information, refer to the earlier Copy Standards section or contact your Walmart.ca merchant partner.



5. Imagery Specifications

Mandatory Images

- **(1) Primary Image** should be a direct front view of product, including all pieces
- **(2-6) Alternative Images (AI)** should include multiple views, lifestyle images, products in different stages

Image Requirements

- **Background:**
Seamless white background (255/255/255 RGB)
- **Pixels:**
2000x2000
300 dpi

Primary Image



Alternative Images



BABY | Baby Safety

ITEM TYPES: BABY SAFETY



 **Safety 1st 46 Pieces Essentials Child Proofing Kit**
46 Pieces
★★★★☆ (76)
\$13.47
1 other offer from \$48.56

 Available online
 Available at nearby stores
[Free returns](#)
[Free pickup](#)
Sold & shipped by Walmart
By [Safety 1st](#)

Quantity:
- 1 +
[Add to cart](#) [Find in-store](#)

Description

The Safety 1st 46 Pieces Essentials Child Proofing Kit is designed for targeted key areas of your home and offers solutions to help create a more secure home for your child. The Grip n' Twist Door Knob Covers helps deter children from opening doors. The Wide Grip Latches helps prevent children from opening drawers & cabinets. The Secure Press Plug Protectors helps deter children from putting sharp objects or fingers into unused electrical outlets.

- Handy 46 pieces childproofing essentials pack
- Grip n' Twist Door Knob Covers helps deter children from opening doors
- Wide Grip Latches helps prevent children from opening drawers & cabinets
- Secure Press Plug Protectors helps deter children from putting sharp objects or fingers into unused electrical outlets

Product Description

Min. Characters: 100 Max Characters: 4000

An overview of the key selling points of the product, marketing content and product highlights. Information entered here should be in paragraph form.

Notes

For SEO purposes, we recommend repeating the product's name and related keywords within the body description.

For more information, refer to the earlier Copy Standards section or contact your Walmart.ca merchant partner.

Product Name

Recommended Characters: 45 Max Characters: 120

Product Type	Product Name	Example
Baby Monitor	Brand + Special Feature + Item Type + Model	Philips Avent Digital Video Baby Monitor - SCD630/37
Baby Gates	Brand + Special Feature + Material + Item Type	Regalo Easy Step Extra Wide Platinum Metal Walk Through Gate
Harnesses & Leashes	Brand + Special Feature + Item Type	Jolly Jumper Safety Backpack Harness
Bed Rails	Brand + Special Feature + Item Type	Regalo Swing Down Bedrail
Baby Proofing	Brand + Special Feature + Item Type	KidCo Electrical Outlet Cap

Short Description

Character limit: <30

Product Type	Short Description	Example
Baby Monitor	Range	Range up to 300 meters
Baby Gates	Length Range, Height	28"-43" L , 29"H
Harnesses & Leashes	Differentiating Feature	Reflective Piping
Bed Rails	Length, Height	43" (L) x 20" (H)
Baby Proofing	Count	Pack of 12



5. Imagery Specifications

Mandatory Images

- **(1) Primary Image** should be a direct front view of product.
- **(2-8) Alternative Images (AI)** should include multiple views, lifestyle images, products in different functionalities, certifications

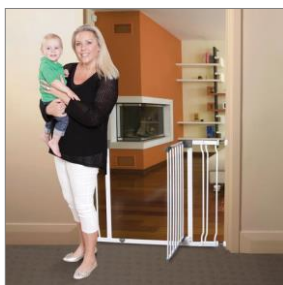
Image Requirements

- **Background:**
Seamless white background (255/255/255 RGB)
- **Pixels:**
2000x2000
300 dpi

Primary Image



Alternative Images



5. Imagery Specifications

Mandatory Images

- **(1) Primary Image** should be a direct front view of product.
- **(2-8) Alternative Images (AI)** should include multiple views, lifestyle images, products in different functionalities, certifications

Image Requirements

- **Background:**
Seamless white background (255/255/255 RGB)
- **Pixels:**
2000x2000
300 dpi

Primary Image

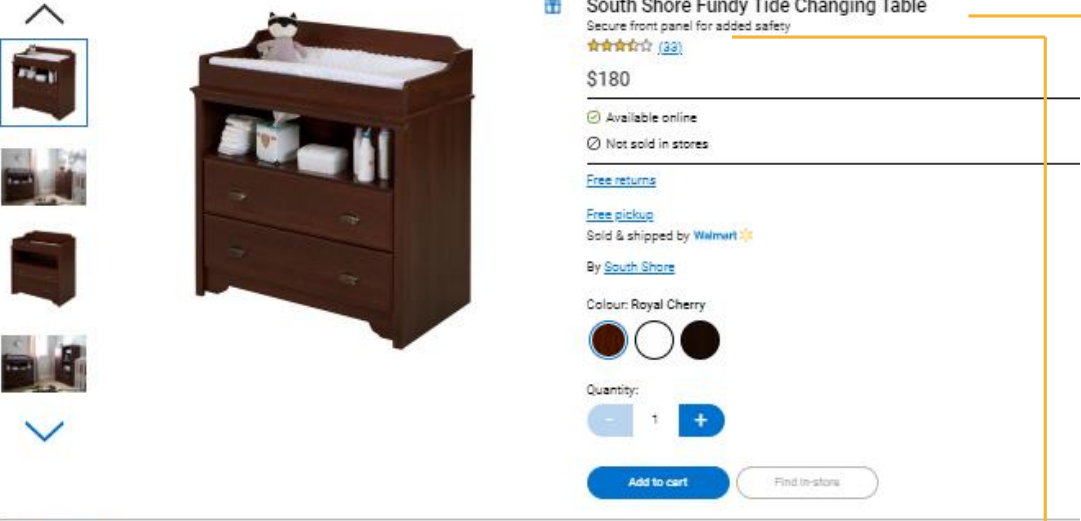


Alternative Images



BABY | Baby Furniture

ITEM TYPES: CRIBS, DRESSERS, CHANGE TABLES



Description

Create a warm, enveloping nursery ambience that evokes the quiet of an oceanfront scene! And you can use the handy storage spaces in this changing table to put away all your little treasure's clothes and other things.

- Metal handles in an Antique Bronze finish
- Open storage space is perfect to hold jars of cream and boxes
- The 2 large drawers are perfect for clothes, toys, and blankets
- Rounded features and secure front panel for added safety
- Perfect for babies of up to 30 lbs.
- For your children's safety and your own: plastic drawer slides with safety stop and dampers

Product Description

Min. Characters: 100 Max Characters: 4000

An overview of the key selling points of the product, marketing content and product highlights. Information entered here should be in paragraph form.

Notes

For SEO purposes, we recommend repeating the product's name and related keywords within the body description.

Product Name

Recommended Characters: 45 Max Characters: 120

Product Type	Product Name	Example
Baby Cribs	Brand + Sub-Brand/Collection (if necessary) + Most Important Feature (optional) + Product Type	Storkcraft Tuscany 4-in-1 Convertible Crib
Rockers & Gliders	Brand + Sub-Brand/Collection (if necessary) + Most Important Feature (optional) + Product Type	Concord Baby Charleston Swivel Glider Recliner
Dressers & Changing Tables	Brand + Sub-Brand/Collection (if necessary) + Most Important Feature (optional) + Product Type	Delta Ellie Dresser with Change Top
Mattresses	Brand + Sub-Brand/Collection (if necessary) + Most Important Feature (optional) + Product Type	Dream On Me Orthopedic Foam Standard Crib Mattress

Short Description

Character limit: <30

Product Type	Short Description	Example
Baby Cribs	Differentiating Feature	Three position mattress height adjustment
Rockers & Gliders	Differentiating Feature	360 degree swivel base
Dressers & Changing Tables	Number of Drawers	3 Drawers
Mattresses	Thickness, Differentiating Feature	4", Organic

5. Imagery Specifications

Mandatory Images

- **(1) Primary Image** should be a direct front view of product.
- **(2-8) Alternative Images (AI)** should include multiple views, lifestyle images, products in different functionalities, certifications

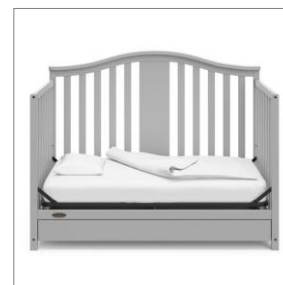
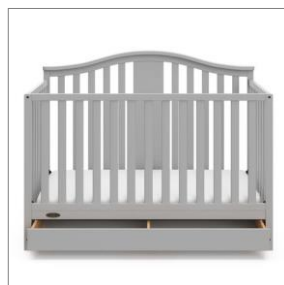
Image Requirements

- **Background:**
Seamless white background (255/255/255 RGB)
- **Pixels:**
2000x2000
300 dpi

Primary Image

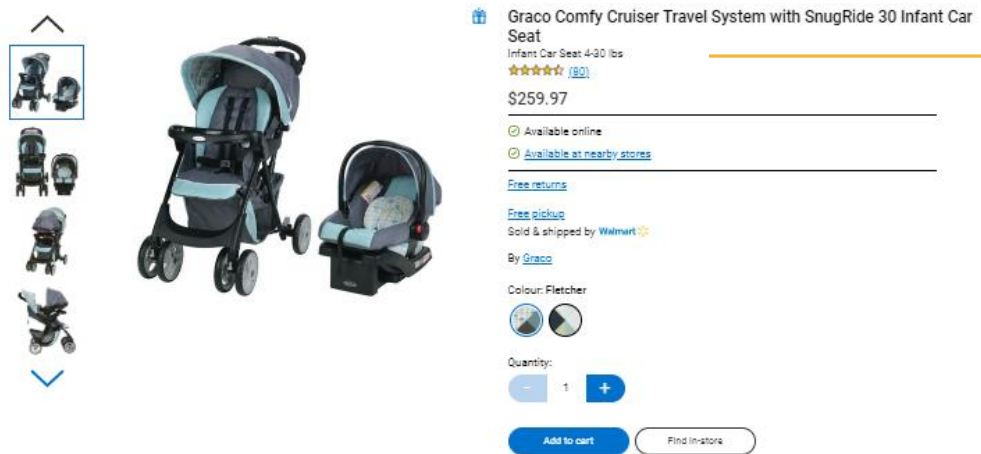


Alternative Images



BABY | Car Seats & Strollers

ITEM TYPES: CAR SEATS & STROLLERS



Description

Graco Comfy Cruiser™ Click Connect Travel System makes it easy and convenient to get out with your little one. The car seat/stroller combo includes the top-rated SnugRide® Click Connect™ 30 Infant Car Seat, which connects to the stroller with a secure, one-second attachment. The 3-in-1 travel system includes a unique reversible body support with two fashions that transitions from the car seat to the stroller, making both seats extra-comfy as your child grows. The lightweight stroller has

Includes the Graco SnugRide Click Connect™ 30 Infant Car Seat, for rear-facing infants from 1.8-14 kg (4-30 lbs.) and up to 32 inches. Click Connect™ system provides a one-step, secure attachment of infant car seat to stroller. Body support transitions so it can be used in the car seat or the stroller. Reversible body support gives you the choice between two stylish fashion options.

Product Description

Min. Characters: 100

Max Characters: 4000

An overview of the key selling points of the product, marketing content and product highlights. Information entered here should be in paragraph form.

Notes

For SEO purposes, we recommend repeating the product's name and related keywords within the body description.

For more information, refer to the earlier Copy Standards section or contact your Walmart.ca merchant partner.

Product Name

Recommended Characters: 45

Max Characters: 120

Brand + Sub-Brand/Model (if necessary) + Most Important Feature (optional) + Product Type

Examples:

Safety 1st Alpha Omega 3-in-1 Convertible Car Seat
Cosco Light N Comfy Infant Car Seat
Evenflo Victory Plus Jogger Travel System
Summer Infant 3D Lite Convenience Baby Stroller

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

Short Description

Character limit: <30

CAR SEATS: Child Weight Range (in lbs)
STROLLER: Differentiating Feature

Examples:

Car Seat: Child Weight 5-40 lbs

Stroller: Lightweight, One-Hand Fold

Product Features

Max Characters: 200/bullet point

Format: 5-15 bullet points

The Product's key features, benefits and item specifics. Information entered here should be in the bulleted form. The item should contain the requested information as outlined.

Include

- Certifications
- Features
- Applicable Lifestage/ Weight limits
- Material
- Dimensions

5. Imagery Specifications

Mandatory Images

- **(1) Primary Image** should be a angled front view of product to display depth and features
- **(2-8) Alternative Images (AI)** should include multiple views, lifestyle images, products in different functionalities, certifications

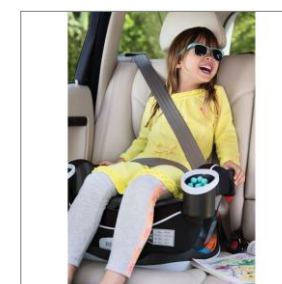
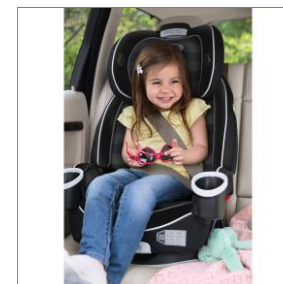
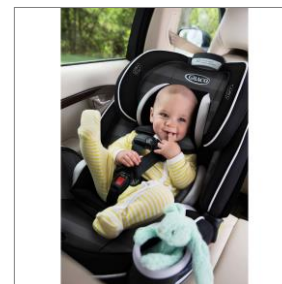
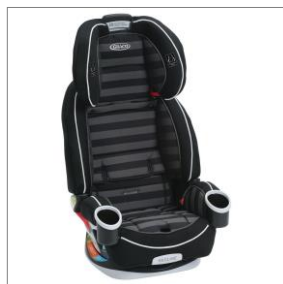
Image Requirements

- **Background:**
Seamless white background (255/255/255 RGB)
- **Pixels:**
2000x2000
300 dpi

Primary Image



Alternative Images



5. Imagery Specifications

Mandatory Images

- **(1) Primary Image** should be a angled front view of product to display depth and features
- **(2-8) Alternative Images (AI)** should include multiple views, lifestyle images, products in different functionalities, certifications

Image Requirements

- **Background:**
Seamless white background (255/255/255 RGB)
- **Pixels:**
2000x2000
300 dpi

Primary Image




Alternative Images



BABY | Baby Gear


ITEM TYPES: BABY GEAR



 **Graco Simple Sway LX with Multi-Direction Baby Swing**
6 swing speeds
★★★★☆ (89)
\$149.98

☒ Available online

☒ Not sold in stores

[Free returns](#)
[Free pickup](#)
Sold & shipped by **Walmart** 

By [Graco](#)

Quantity:

-

1

+

Add to cart

Find in-store

Description

Simple Sway LX with Multi-Direction features a baby swing seat that gives various viewpoints with options to face right, front, or left. This seat design allows mom to change the motion from a side-to-side swing to a front-to-back swing for more soothing options. The option to plug in or use batteries makes this swing ideal for any room in the home.

1. Multi-direction baby swing seat allows baby to face right, front, or left for more ways to swing

2. Option to plug in or use batteries makes this swing ideal for any room in the home

3. Vibration with 2 speed settings to soothe baby

Product Description

Min. Characters: 100

Max Characters: 4000

An overview of the key selling points of the product, marketing content and product highlights. Information entered here should be in paragraph form.

Notes

For SEO purposes, we recommend repeating the product's name and related keywords within the body description.

Product Name

Recommended Characters: 45

Max Characters: 120

Product Type	Product Name	Example
Baby Feeding Chairs	Brand + Special Feature + Item Type + Model	Ingenuity Trio 3-in-1 High Chair - 10318
Swings	Brand + Special Feature + Item Type	Fisher-Price Sweet Snugapuppy Dreams Cradle 'n Swing
Bouncers, Rockers & Jumpers	Brand + Special Feature + Item Type	Ingenuity Boutique Collection Rocking Seat
Activity Centres & Gyms	Brand + Special Feature + Item Type	Fisher-Price 3-in-1 Spin & Sort Activity Center
Diaper Bags	Brand + Special Feature + Style + Item Type	Graco Smart Organizer System Tote Diaper Bag
Sound Machines & Night Lights	Brand + Special Feature + Item Type	Munchkin Shhh... Portable Sound Machine
Pacifiers & Teethers	Brand + Special Feature + Item Type	Philips Orthodontic Soothie Baby Pacifier
Playards	Brand + Collection + Special Feature + Item Type	Evenflo Arena 4-in-1 Playard
Carriers	Brand + Collection + Special Feature + Item Type	Infantino Flip Advanced 4-in-1 Convertible Carrier

Short Description

Character limit: <30

Product Type	Short Description	Example
Baby Feeding Chairs	Differentiating Feature	5 point harness
Swings	Differentiating Feature	6 Swing Speeds
Bouncers, Rockers & Jumpers	Differentiating Feature	3 Reclining Positions
Activity Centres & Gyms	Differentiating Feature	360 degrees of play
Diaper Bags	Differentiating Feature	Changing pad included
Sound Machines & Night Lights	Differentiating Feature	3 Sounds, Portable
Pacifiers & Teethers	Count + Differentiating Feature	Pack of 2, BPA-Free
Playards	Dimensions (L x W x H)	28"x 40"x 40"
Carriers	Size or Weight Capacity Range in lbs	Sizes XS-XL or Child Weight 8-40 lbs

For more information, refer to the earlier Copy Standards section or contact your Walmart.ca merchant partner.



5. Imagery Specifications

Mandatory Images

- **(1) Primary Image** should be a direct front view of product.
- **(2-8) Alternative Images (AI)** should include multiple views, lifestyle images, products in different functionalities, certifications

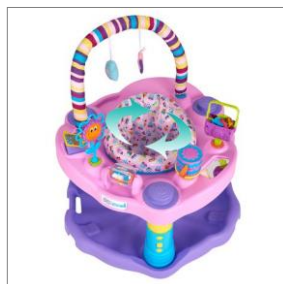
Image Requirements

- **Background:**
Seamless white background (255/255/255 RGB)
- **Pixels:**
2000x2000
300 dpi

Primary Image



Alternative Images



ATTRIBUTES

BABY | Mattresses

Attribute	Key	Instructions	Values	
Colour	Color	Descriptive color terms. This is an open list that will continue to expand.	*open text, alpha*	
Colour Family	Color Category	Select the color from a short list that best describes the general color of the item		
Assembled Dimensions (L x W x H)		Dimensions of the product once assembled for use	*open text, numeric*	
Material	material	The main material(s) that a product is made of.	<ul style="list-style-type: none"> • Polyester • Cotton 	<ul style="list-style-type: none"> • Other
Product Type		What is the core construction of the mattress?	<ul style="list-style-type: none"> • Foam • Continuous Coil 	<ul style="list-style-type: none"> • Pocket Coil • Specialty Foam
Support Level	Mattress_comfort_level	Sleeping comfort of mattress based on firmness	<ul style="list-style-type: none"> • Extra Plush • Plush • Medium 	<ul style="list-style-type: none"> • Firm • Extra Firm
GREENGUARD Certified		Is this product Greenguard certified?	<ul style="list-style-type: none"> • Yes 	<ul style="list-style-type: none"> • No
Manufacturer's Warranty	Warranty text	Warranty coverage period length provided by manufacturer	*open text, numeric* Measured in months	
Features	features	The distinguishing characteristics of a product that describe its appearance, components, and capabilities. Features often highlight the usefulness/advantages of the product to consumers.	<ul style="list-style-type: none"> • Fire Resistant • Waterproof • Organic • Stain Resistant 	<ul style="list-style-type: none"> • Hypoallergenic • Reversible • Antimicrobial
Size	Size	Distinguish the size of the mattress and which product type it accommodates	<ul style="list-style-type: none"> • Playard • Bassinet • Cradle 	<ul style="list-style-type: none"> • Standard Crib • Mini Crib
Thickness	Mattress thickness	Measure of the mattress thickness	<ul style="list-style-type: none"> • 1" • 2" • 3" 	<ul style="list-style-type: none"> • 4" • 5" • 6"

BABY | Cribs

Attribute	Key	Instructions	Values		
Colour	Color	Descriptive color terms. This is an open list that will continue to expand.	*open text, alpha*		
Colour Family	Color Category	Select the color from a short list that best describes the general color of the item			
Assembled Dimensions (L x W x H)		Dimensions of the product once assembled for use	*open text, numeric*		
Material	material	What is the main material of this product?	<ul style="list-style-type: none">Wood	<ul style="list-style-type: none">Metal	
Model Number	modelName	Model numbers allow manufacturers to keep track of each hardware device and identify or replace the proper part when needed	*open text, alpha*		
Product Type		Sub type that the crib classifies under	<ul style="list-style-type: none">Convertible CribCradleCrib & Changer ComboMini Cribs	<ul style="list-style-type: none">Nursery SetsOtherPortable CribsStandard Cribs	
Manufacturer’s Warranty		Warranty coverage period length provided by manufacturer	*open text, numeric* Measured in months		
Features	features	The distinguishing characteristics of a product that describe its appearance, components, and capabilities. Features often highlight the usefulness/advantages of the product to consumers.	<ul style="list-style-type: none">Adjustable Mattress heightBed RailConvertibleChanging Table	<ul style="list-style-type: none">FoldingGlidingPortableUpholsteredWheels	
Style	homedecorstyle	Describe crib according to various themes, style	<ul style="list-style-type: none">FarmhouseTraditional	<ul style="list-style-type: none">ModernSleigh	<ul style="list-style-type: none">ContemporaryCommercial

BABY | Car Seats

Attribute	Key	Instructions	Values	
Colour	Color	Descriptive color terms. This is an open list that will continue to expand.	*open text, alpha*	
Colour Family	Color Category	Select the color from a short list that best describes the general color of the item		
Age Group	Age_group	For which age group is the item intended for?	<ul style="list-style-type: none"> Newborn Infant 	<ul style="list-style-type: none"> Toddler Child
Has LATCH System	haslatchsystem	Does the product have the LATCH (Lower Anchors and Tethers for Children) system?	Yes/No	
Max Child Weight	maximum_weight	The lower weight limit or capacity of an item, often used in conjunction with "Maximum Weight".	*open text, numeric value* Measure in lbs	
Min Child Weight	minimum_weight	The lower weight limit or capacity of an item, often used in conjunction with "Maximum Weight".	*open text, numeric value* Measure in lbs	
Max Child Height	Carseatmaxchidheight	The maximum height of the child occupant as given by the manufacturer	*open text, numeric value* Measure in inches	
Type	baby_and_toddler_car_seat_type	Prominent car seat sub types and styles	<ul style="list-style-type: none"> Backless Booster Combination Seat 	<ul style="list-style-type: none"> High-back Booster Infant Seat Convertible Car Seats
Car Seat Weight		Total weight of assembled product	*open text, numeric value* Measure in lbs	
Safety Harness Style	safety_harness_style	The style of the occupant restraint harness included with the car seat, stroller, carrier, etc.	<ul style="list-style-type: none"> 3-point harness 5-point harness 	<ul style="list-style-type: none"> No harness
Position	position	Car seat position capabilities	<ul style="list-style-type: none"> Rear Facing 	<ul style="list-style-type: none"> Front Facing
Manufacturer's Warranty	Warranty text	Warranty coverage period length provided by manufacturer	*open text, numeric* Measured in months	
Features	features	The distinguishing characteristics of a product that describe its appearance, components, and capabilities. Features often highlight the usefulness/advantages of the product to consumers.	<ul style="list-style-type: none"> Easy to Install Recliner Easy to Clean Adjustable Headrest Adjustable Harness 	<ul style="list-style-type: none"> Side/Front Impact Protection Removable Cover Washable Cover Cup Holder

BABY | Strollers

Attribute	Key	Instructions	Values	
Colour	Color	Descriptive color terms. This is an open list that will continue to expand.	*open text, alpha*	
Colour Family	Color Category	Select the color from a short list that best describes the general color of the item		
Assembled Dimensions (L x W x H)		Dimensions of the product once assembled for use	*open text, numeric*	
Assembly Required		Is assembly required for this product before use?	<ul style="list-style-type: none"> Assembly Required Fully Assembled 	<ul style="list-style-type: none"> Partial Assembly Required Other
Collapsible		Is the item collapsible?	Yes/No	
Compatibility		A description of the travel system(s) or child transport items this product is compatible with.	*open text, alpha*	
Age Group	Age_group	For which age group is the item intended for?	<ul style="list-style-type: none"> Newborn Infant 	<ul style="list-style-type: none"> Toddler Child
Max Child Weight	maximum_weight	The lower weight limit or capacity of an item, often used in conjunction with "Maximum Weight".	<i>*open text, numeric value*</i> Measure in lbs	
Type	baby_and_toddler_car_seat_type	Prominent stroller sub types and styles	<ul style="list-style-type: none"> Double Strollers Full-Size Strollers Jogging Strollers Lightweight Strollers Sit and Stand Strollers 	<ul style="list-style-type: none"> Standard Strollers Travel Systems Triple Strollers Umbrella Strollers
Seating Capacity	Seatingcapacity	The number of people that can be accommodated by the available seats of an item.	<ul style="list-style-type: none"> 1 2 	<ul style="list-style-type: none"> 3 4
Safety Harness Style	safety_harness_style	The style of the occupant restraint harness included with the car seat, stroller, carrier, etc.	<ul style="list-style-type: none"> 3-point harness 5-point harness 	<ul style="list-style-type: none"> No harness
Manufacturer's Warranty	Warranty text	Warranty coverage period length provided by manufacturer	*open text, numeric* Measured in months	
Features	features	The distinguishing characteristics of a product that describe its appearance, components, and capabilities. Features often highlight the usefulness/advantages of the product to consumers.	<ul style="list-style-type: none"> Air Filled Tires Cup Holder Parent Tray 	<ul style="list-style-type: none"> Reversible Canopy Storage Area Window One Hand Fold