PLUMBING PUMPS

Battery Backup Sump Pump, Sump
Pump, Recirculating Pump, Utility
Pump, Sewage Pump, Pool Pump, Jet
Pump, and Other Pump
Condensate Removal Pump
Drill Pump
Pressure Tanks
Accessory
Lawn and Outdoor Pumps
Windmill Pumps

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.

#### PLUMBING PUMPS – ALL PRODUCTS

<table>
<thead>
<tr>
<th>REQUIRED</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Super SKUs</strong></td>
</tr>
<tr>
<td>[ ] Super_SKUs_Required</td>
</tr>
<tr>
<td><strong>Swatch Images</strong></td>
</tr>
<tr>
<td>[ ] Swatch_Images_Required</td>
</tr>
<tr>
<td><strong>Accessories</strong></td>
</tr>
<tr>
<td>[ ] Accessories are recommended for this category. Please limit the number of accessory items to 12 or fewer.</td>
</tr>
<tr>
<td><strong>Collections</strong></td>
</tr>
<tr>
<td>[ ] Collections are recommended for this category. Please attempt to limit the number of items in the collection to 12 or fewer.</td>
</tr>
<tr>
<td><strong>Coordinating Items</strong></td>
</tr>
<tr>
<td>[ ] Coordinating items are recommended for this category. Please attempt to limit the number of items in the coordinating group to 12 or fewer.</td>
</tr>
<tr>
<td><strong>Images and Assets</strong></td>
</tr>
<tr>
<td>[ ] Images_and_Assets_Required</td>
</tr>
<tr>
<td><strong>Video</strong></td>
</tr>
<tr>
<td>[ ] Product videos should be loaded for items in this category.</td>
</tr>
</tbody>
</table>
ANATOMY OF THE HOMEDEPOT.COM PRODUCT INFORMATION PAGE (PIP)

Helping our customers get more out of their home improvement projects is what The Home Depot is about. It’s only natural to express that helpfulness with a genuine and friendly voice. We don’t talk at customers. We talk to them. We strive to remain Best in Class and our wish is that your items uphold the same standards.

As you create the marketing components associated with your product information, use the perfect sku example below to ensure your products are picture-perfect, optimizing the customers shopping experience. For a more detailed explanation on the various components below, [CLICK HERE]

- To get your own (already created) product videos online, use the Vendor Video Portal: http://itemvideo-prod.microsite.homedepot.com/
- To add items to existing videos or if you have questions about videos, email: vendor_video_request@homedepot.com
- Inquiries about linking to us from your site: vendorLinks@homedepot.com
- Receive more info related to your product reviews and be set up for automated reporting, respond to a customer issue, etc: UserGeneratedContent@homedepot.com
- Implement Q&A for all your products: UserGeneratedContent@homedepot.com

PERFECT SKU: PLUMBING PUMPS

**MFG Brand Name/Product Name:** Follows category specific standards, includes key search terms. DO NOT include MFG brand name in the product name, it must be entered in the MFG Brand Name attribute.

**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 1000x1000 pixels to enable zoom.

**Visual Assets:** Video, lifestyle/scene shots, alternative images, close-up detail images of special features, etc.

**Cross Merchandising:** Allows customers to see options within same collection of products and/or accessories to their primary purchase item.

**Assets:** Documents such as assembly/installation instructions, warranty information, etc. (PDFs).

**Product Description:** Follows category standards, includes features & benefits, product uses.

![Image of a submersible pump with detailed product information and pricing]
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 PLUMBING PUMPS. **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

### Battery Backup Sump Pump, Sump Pump, Recirculating Pump, Utility Pump, Sewage Pump, Pool Pump, Jet Pump, and Other Pump:

**Product Naming Formula**

{Series} + [Horsepower "HP"] + {"Submersible" or "Pedestal"} + [Product Type] + {"Pump"}

**Product Naming Example**

1/2 HP Battery Backup Sump Pump System

1/2 HP Submersible Sump Pump

25 HP Hot Water Recirculating Pump

5.5 HP Gas-Powered Utility Pump

STB2511D 20 HP Gas-Powered Sewer and Drain Jetter

1/2 HP Sub Switchless Sewage Pump

1 HP Pedestal Sump Pump

SP2610X15 1-1/2 HP Pool Pump

JHU10 1 HP Deep Well Jet Pump

Condensate Removal Pump:

**Product Naming Formula**

{Series} + [# of Volts "-Volt"] + {Product Type} + {"Condensate Removal Pump"}

**Product Naming Example**

115-Volt Condensate Removal Pump

Drill Pump:

**Product Naming Formula**

{Series} + [Maximum Discharge Flow "GPH"] + {Unique Feature} + {"Drill Pump"}

**Product Naming Example**

200 GPH Drill Pump

210 GPH Self-Priming Non-Submersible Drill Pump

Pressure Tanks:

**Product Naming Formula**

{Series} + [Capacity "Gal."] + {"Pre-Charged"} + {"Horizontal" or "Vertical"} + [Pressure Tank]

**Product Naming Example**

20 ft. Windmill Pump

20 ft. Windmill Aeration pump

**Accessory**:

**Product Naming Formula**

{Series} + {Size or Dimensions} + [Pump Accessory Type] + {Quantity if more than 1 "-(Pack)"

**Product Naming Example**

2 in. Clear Water Pump Strainer

3/4 HP Capacitor Repair Kit for Well Pump Control Boxes

1-1/2 in. Thermoplastic Hose Connector

**Lawn and Outdoor Pumps**:

**Product Naming Formula**

{Series} + [Horsepower "HP" or Gallons per Hour "GPH"] + {"Submersible"} + [Product Type] + {"Pump"}

**Product Naming Example**

3/4 HP Sprinkler Pump

320 GPH Submersible Fountain Pump

**Windmill Pumps**:

**Product Naming Formula**

{Series} + [Number of feet "Ft."] + {"Windmill"} + {"Pump"}

**Product Naming Example**

24 ft. Windmill Pump

20 ft. Windmill Aeration pump
MARKETING COPY

What you type in the description field will appear to our customers. You are creating a product description that appears on HomeDepot.com, not your manufacturing company website. This means that your descriptions must stand on their own without the use of asterisks to qualify a statement. Further, from a Search Engine Optimization (SEO) perspective, your description should focus on the key terms that make your product unique. **DO NOT use any special characters** such as the © Copyright Symbol, ® Registered Symbol or Trademark Symbol when inserting your product information in Item Data Management.

MARKETING COPY EXAMPLE

The Flotec 1/6 HP Submersible Utility Pump is recommended for use in most areas where unwanted water gathers. The pump is ideal for emergency basement and sump draining and for emptying appliances and aquariums. This unit can pump up to 1,470 GPH at 0 ft. of lift. It comes with an 8 ft. power cord and a garden hose adapter.
## 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:

<table>
<thead>
<tr>
<th>Feature Category</th>
<th>Feature Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Pumping Capacity feature and benefit</td>
<td>Pumps 2,200 GPH at 10 ft. lift, emptying the sump pit in seconds (3,500 GPH at 0 ft. lift)</td>
</tr>
<tr>
<td>2. Motor/Power feature and benefit</td>
<td>Heavy duty sleeve bearing motor provides maximum output and reliability</td>
</tr>
<tr>
<td></td>
<td>Dual voltage (120/240) high efficiency square flange motor allows international use</td>
</tr>
<tr>
<td>3. Compatibility/Use feature and benefit</td>
<td>Perfect for emptying overflowing dishwashers, washing machines, aquariums and clogged sinks</td>
</tr>
<tr>
<td>4. Monitoring feature and benefit</td>
<td>Monitors and sounds alarm when it detects low, defective, discharged or reversely connected battery, or AC power interruption, pump failure or activation</td>
</tr>
<tr>
<td></td>
<td>Computer-operated controller monitors the battery and power conditions</td>
</tr>
<tr>
<td>5. Design feature and benefit</td>
<td>Robust design promotes more efficient, quieter operation while maintaining overall product durability</td>
</tr>
<tr>
<td>6. Convenience feature and benefit</td>
<td>Indicator lights let you know the percentage of charge remaining for added convenience</td>
</tr>
<tr>
<td>7. Material feature and benefit</td>
<td>Reinforced thermoplastic components offer corrosion and weather resistance</td>
</tr>
<tr>
<td>8. Installation feature and benefit</td>
<td>Vertical float switch allows installation in sump basins 11 in. in diameter or larger</td>
</tr>
<tr>
<td>9. Included feature and benefit</td>
<td>Includes pump, controller/charger, float switch, battery box (battery sold separately) and detailed instruction manual for a complete setup</td>
</tr>
<tr>
<td></td>
<td>8 ft. power cord with GFCI protection offers abundant reach and safety</td>
</tr>
</tbody>
</table>
PRODUCT IMAGE GUIDELINES FOR HOMEDEPOT.COM

To ensure an optimum customer experience on homedepot.com, the following product image requirements have been established.

SIZE
• All images must be at least a minimum of 1000 pixels x 1000 pixels

PHOTOGRAPHY:
• All products must be digitally photographed out of the package with the exception of products that are typically represented in the package, such as extension cords, fasteners, etc. If an image is shot in the packaging, both the front and the back of the package should be shot to include any marketing copy or disclaimer included on the packaging. This is to be assessed on an as need basis by the vendor, merchant and homedepot.com.
• Main product images should only feature the product. No props or additional products (assortment groupings) are allowed within the primary image area. Alternate images of the product are encouraged to convey “lifestyle” images, and alternate views of important product features.
• People and pets must not appear in any product image.
• Images must represent the correct color of the product.

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.
• The product should be centered inside the designated image area, with a 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.
• 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

<table>
<thead>
<tr>
<th>Name</th>
<th>Sample</th>
<th>Hex Triplet</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td></td>
<td>#FFFFFF</td>
<td>R-255 G-255 B-255</td>
<td>C-0 M- 0 Y- 0 K- 0</td>
</tr>
<tr>
<td>Beige</td>
<td></td>
<td>#F5F5DC</td>
<td>R-245 G-245 B-220</td>
<td>C-0 M- 0 Y-10 K- 4</td>
</tr>
</tbody>
</table>

PRODUCT FILE FORMAT AND REQUIRED ASSETS

FILE FORMAT and NAME
• Image files MUST be in JPEG format.
• The format for naming your asset should enable users to quickly associate an asset to an item.
• Example: yourModel#_productimage.jpg, your UPC_productimage.jpg, yourModel#_lifestyle.jpg

REQUIRED ASSETS
• Instructions / Assembly
• Warranty