

STYLE GUIDE – 3D Printer

This document is intended as a guidance to create effective, accurate product listings to improve your business potential. Amazon product detail page shows information about the product - including title, bullet points, product description and images. This information is crucial to ensure customers find and purchase your products. Providing a consistent format for your listings will better inform customers and enhance product discovery.

In addition to using this document, we encourage you take advantage of the information available in our 'Help pages'.

1. Title Guidelines: Product title is the first thing customers see when searching for a product. It is vital to have crisp and informative title for customers to find your products when they visit Amazon.in or search online.

Recommended title format to use while listing 3D Printers:

For the Parent of Variation Products for 3D Printers

[Brand Name] + [Material Type] + 3D Printer + for + [Department Name]

Examples:

1. 3Idea Metal 3D Printer for Unisex
2. Creality Aluminium 3D Printer for Unisex

For Standalone or Child products for 3D Printers

[Brand Name] + [Material Type] + 3D Printer + ([Color Map] + , + Pack of + [Number of Items]) + for + [Department Name]

Examples:

1. 3Idea Metal 3D Printer (Black, Pack of 1) for Unisex
2. Creality Aluminium 3D Printer (Black, Pack of 1) for Unisex

What to Do	What Not to Do
Capitalize the first letter of each word. Ex. Creality Aluminium 3D Printer (Black, Pack of 1) for Unisex	Do not use all capital letters: CREALITY ALUMINIUM 3D PRINTER (BLACK, PACK OF 1) FOR UNISEX
Mention Pack size clearly – Pack of 2, Pack of 5; Mention the color (if the color can vary mention the same)	Do not include promotional messages such as 'sale', 'price', 'offer', 'free'; Do not use email Id's, URL's, external links, symbols or seller information
Title length should be less than 200 characters	

2. Bullet Point Guidelines: Bullet points highlight additional details of your product in short and easy to read format. They can influence customer purchase decision.

• **Bullet point 1: Print Size: Length [Maximum Build Dimensions Length Value] [Maximum Build dimensions length unit], Width [maximum build dimensions width value] [maximum build dimensions width unit], Height [Maximum build dimensions height value] [maximum build dimensions height unit]; Printing Technology: [Printing Technology]**

• **Bullet point 2: Power Consumption: [Wattage] [Wattage Unit of Measure]**

• **Bullet point 3: Special Features**

• **Bullet point 4: Included Components: [Included Components Value]**

• **Bullet point 5: Care Instructions**

- Print Size: Length 300mm, Width 300mm, Height 400mm; Printing Technology: Fused Deposition Modeling
- Power Consumption: 264 Watts
- Special Features: ET5 Pro is Built to Last with High Strength Aluminum Frame. Enclosed Metal Unibody Design Enables a More Stable and Rigid Structure with Compact Size.
- Included Components: 3IDEA - Anet ET5 Pro FDM 3D Printer and User Manual
- Care Instructions: Lubricate Your Printer and Update the 3D Printer Firmware, Replace the Filters.

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter.	Do not include promotional messages such as 'sale', 'price', 'offer' or 'free'
Use numerals instead of text "Pack of 2" instead of "Pack of Two"	Do not include irrelevant keywords like 'original', 'guaranteed', 'latest'
Add product relevant and value adding information as bullet point	Do not use email Id's, URL's, external links, symbols or seller information
	Do not use end punctuations like full stop (.) or exclamation mark (!)

3. Product Description Guidelines

This section is an opportunity to sell or promote your product & brand by providing additional information not already captured in title and bullet points. An accurate and consistent description of an item helps customers to gain insight into a product and improves the overall shopping experience.

Recommended Format

Shop variety of [Name of the Product] from [Brand Name] available on Amazon. [Name of the Product] has [Special Features]. Also follow instructions: [Care Instructions]/ [Disposable Instructions].

Shop variety of 3D Printer from 3Idea available on Amazon. 3D Printer has high strength aluminum frame. Enclosed metal unibody design enables a more stable and rigid structure with compact size. Also follow Instructions: Lubricate your 3D printer, the build plate should be kept clean, replace filters.

WHAT TO DO	WHAT NOT TO DO
Include brand name and 'Amazon' name to enable search engine optimization	Do not include promotional messages such as 'sale', 'price', 'offer' or 'free'
Include product specific information like material name, included components etc	Do not include irrelevant keywords like 'original', 'guaranteed', 'latest'
Provide detailed item dimensions, material type etc will enable customers to make purchase decision	Do not use email Id's, URL's, external links, symbols or seller information
	Do not exceed 2000 characters in length

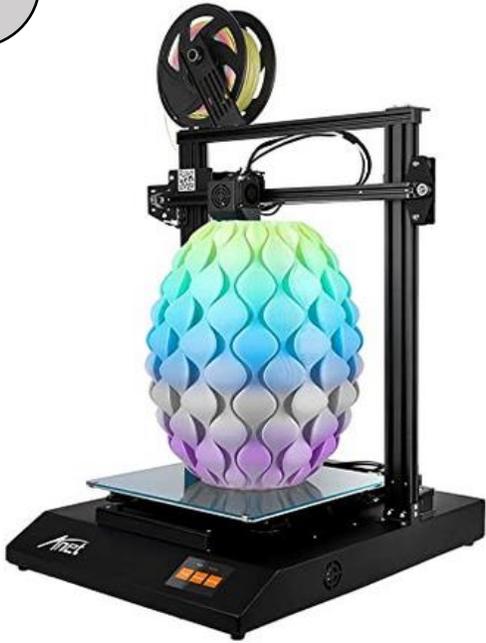
4. Image Guidelines

Product images are displayed on search page and product detail page. A professional image helps customers discover your product and can drive traffic to your product listing. 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.

General Image Guidelines

- Main image should have 100% White Background, no lifestyle images are allowed
- Second image can show the usage over model face except for kids; No dramatic poses allowed
- The product must fill 85% or more of the image.
- MAIN images should be supplemented with additional images showing different sides of a product, or details that are not visible in the MAIN image. Secondary images should complement to the main image
- Main and additional images should not include logos or watermarks/texts.
- Images should be 1000 pixels or more in either height or width as this will enable the zoom function on the website (zoom has been proven to enhance sales). Files measuring less than 500 pixels on the longest side will be rejected by our system.
- Secondary images should have white background (RGB value: 255,255,255)
- Detail shots where applicable need to be added
- Include only what the customer will receive; no accessories unless they are accompanied with the product.

1



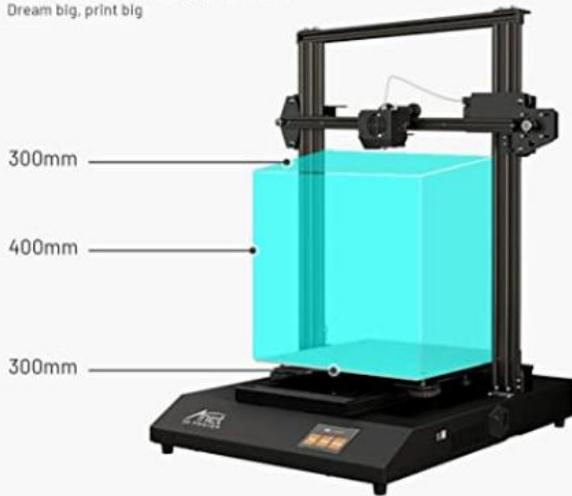
2



3

Ultra Large Print

300x300x400mm ultra large print volume
Dream big, print big



4

Upgraded Control Board

Self-developed industrial-grade 32bit control board with MCU

Nozzle Over Tem Protection

Motor Overload Protection

Bed Overload Protection

Overcurrent Protection

