

CATEGORY STYLE GUIDELINE: PAINT

Style Guidelines

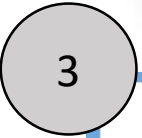
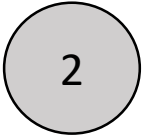


On a marketplace, the product image is one of your most valuable marketing tools. When customers browse Amazon.in pages, often the image draws them to consider your product. In addition, with so many choices available for online purchases, a well-formed image can set your product apart from the others. Poor quality images turn customers away. Use your product images to communicate the selling points and features of your products, to inform and interest customers, and reinforce your brand. Listings with missing or non-compliant images are suppressed from the site, thereby getting low customer traffic and conversion rates, resulting in missed sales opportunities.

Image Guidelines

- Main image should have 100% White Background.
- The product must fill 85% or more of the image. Minimum 3 images required.
- 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.
- You can include Images/Banners with Infographics and Callouts highlighting product features.
- Detail shots where applicable need to be added
- Include only what the customer will receive; no accessories unless they are accompanied with the product.

Accepted Images



DIY has never been this simple.

STEP 1

Mark the area of application and prepare the surface by cleaning with water using a wire brush.

STEP 2

Fill cracks if any & apply the first coat with a brush/roller and let it dry for 4-6 hours.

STEP 3

Apply the second coat in a perpendicular direction of the first coat coat.

PRO-TIP

Coverage: 10 sq. ft. to be covered in 2 coats.



Title Guidelines

Your title is the first thing customers see when visiting your detail page and is vital in helping customers to find your products when they visit Amazon.in or search online. The title should be constructed in the following manner and contain only the below attributes:

For the Parent Products

[Brand] + [Model] + [Indoor Outdoor Usage] + [Paint Type]

Example:

- 1. ABC Silk Interior Metallic Paint
- 2. 12 Glamour Interior Emulsion
- 3. ARCU DK Interior Solvent Paint

For the child of Variation

[Brand] + [Model] + [Indoor Outdoor Usage] + [Paint Type] + [Color code] + [Finish Type] “Finish” + Unit count

Example:

- 1. ABC Silk Interior Metallic Paint, Sky Fall 2565, Metallic Finish, 1 Lt
- 2. 12 Glamour Interior Emulsion, Green Blushed 0365, Matte Finish, 1 Lt
- 3. ARCU DK Interior Solvent Paint, White, Smooth Finish, 4 Lt

WHAT TO DO	WHAT NOT TO DO
Capitalize the first letter of each word. ABC Silk Interior Metallic Paint, Sky Fall 2565, Metallic Finish, 1 Lt	Do not use all capital letters: ABC SILK INTERIOR METALLIC PAINT, SKY FALL 2565, METALLIC FINISH, 1 LT
Title length should be less than 200 characters	Do not include promotional messages such as 'sale', 'price', 'offer', 'free'
Use numerals instead of text ("Pack of 2" instead of "Pack of Two")	Do not use email Id's, URL's, external links, symbols or seller information

Bullet Point Guidelines

Bullet points Specify details of your product and can influence the customer purchase decision. The bullet point should be constructed in the following manner and contain the below attributes:

Recommended bullet point format for Paint

- Bullet Point 1 – Coverage| Finish Type| Color Code | Is Waterproof
- Bullet Point 2 – Full Cure Time| Included Components
- Bullet Point 3 – Surface Recommendation
- Bullet Point 4 – Specific Uses for Product
- Bullet Point 5 – Special Feature

Example:

- Coverage: 56 square feet | Finish Type : Metallic | Color Code: Green Blushed 0365 | Is Waterproof: No
- Full Cure Time: 4 Hours| Included Components: 1 Can Interior Paint
- Surface Recommendation: Apply on Clean and clear wall. Apply Base Paint before using this product.
- Specific Uses for Product: Perfect for your interior walls of Living Room/ Bedroom
- Special Feature: Unique Crystal Reflective Technology to drape your walls which reflects opulence, grace and enchanting beauty of your space.

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex : Coverage: 56 square feet	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 points 5	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 (!)

Product Description Guidelines

This section is an opportunity to sell or promote your product & brand. An accurate and consistent description of an item enable a customer to gain insight into a product and improves the overall shopping experience. Please ensure the following flow of information is used for a product Description

Recommended product description format

This [Item Type Name] from [Brand Name] available on Amazon. It has [Special Feature].

Example: This Exterior Paint from 123 available on Amazon. It has Unique Crystal Reflective Technology to drape your walls which reflects opulence, grace and enchanting beauty of your space.

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, special features etc	Do not include irrelevant keywords like 'original', 'guaranteed ', 'latest'
Provide detailed included components, style name, capacity etc will enable customers to make purchase decision	Do not use email Id's, URL's, external links, symbols or seller information