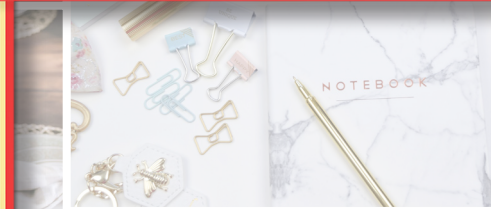# DESIGN SELLERS GUIDE

Christmas

CHRISTMAS.COM

PRODUCT DETAIL PAGE TOUR

Product Title ▶ 9' Slim Flocked Noble Fir Artificial Christmas Tree - Unlit - 32276616

Northlight

$299.99

or 4 interest-free installments of $75.00 by afterpay ⓘ

☆☆☆☆☆ (0)   Write a review

SKU: NORTHLIGHT J00092

◀ **Product Feature Direction**

- Slim flocked noble fir artificial Christmas tree
- Hinged branch construction with 1648 tips; slim profile tree
- Recommended for indoor use only; 5 pieces easy assembly
- Comes with a free green metal tree stand
- Tree measures 9 feet high and 48 inches base diameter

Image Direction

Quantity

⌄ 1 ⌃

Current Stock: 28

[Add to Cart]   [Add to Wish List ⌄]

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Description   Product Specifications   Manual

PRODUCT DETAIL PAGE TOUR

PRODUCT TITLE:

• Color name should be basic
• Never more than 2 colors listed. Use a "/" between colors
• Never use "Assorted Colors"
• Using "Multicolor" is only acceptable when referring to Christmas lights
• Unit of measurements must be refered in inches ("), feet (') and ounces (oz)
• No Brackets, or Parenthesis
• No TM or ® symbols on National Brands
• Abbreviation Guide:
     - Pack = pk
     - Count = ct
     - Pieces = pc
     - NOTE: pc count should be used when the items are not the same (i.e. 3pc dinning set = 2 chairs and 1 table)
     - Set of = set of
     - NOTE: Set of should be used when the items are the same (i.e. Set of 2 folding chairs = two chairs of the same item.
     - Ounce= oz

PRODUCT FEATURE DIRECTION:

• Feature Bullets are required for All Items
• Highlight key product features and benefits
• 3 to 5 concise bullet points
• Focus should be on providing our Guest with selling features that will build confidence in their purchase decision.
• Use Guest Friendly language and terminology
• Each bullet point should be between 3 and 8 words.
     - NOTE: Each bullet has a character limit of 80
• Each bullet should have its own line in the copy form
• Do NOT add extra paragraph spacing between bullets

IMAGE DIRECTION:

• Secure full usage rights for all your images.
• Maximize product to background ratio in your images (fill the space).
• Primary images must be shot on a white background.
• Lightly prop items to show scale when necessary.
• Remove hang tags, if applicable.
• Provide a separate image for each product.
• Do NOT Provide illustrations
• Do NOT Feature items that do not come with or are not part of the sellable item
• Do NOT Provide images with any text on them (packaging images with text are acceptable)

LONG COPY DIRECTION

Description | Product Specifications | Manual

This convenient Christmas tree is easy set up, and features no lights so that you can decorate it to your specifications. Impress your family and friends with this gorgeous flocked pine that is easily put up and taken down with its hinged branch construction. This tree is durable and beautiful enough to use year after year even with the ever-changing trends.

Product Features:
Unlit
1648 tips
Slim profile tree
Recommended for indoor use only
5-piece easy assembly (including stand)
Comes with a FREE green metal tree stand

Dimensions: 9' high (from the base of the stand to the top of the tree)
48" base diameter (at the widest point)

Material(s): PE/PVC/metal

- Submit unique long copy for All Items at time of set-up
- Include key words to enhance SEO
- Keep copy around 150 words or less
- Paragraph format – NO BULLET POINTS!