

## ONLINE PRODUCT CONTENT GUIDELINE

**SUMMARY:** This document summarizes the content submission guidelines to list your product on our websites.

**CONTACT:** Our teams are dedicated to support you. Please refer to the Key Contacts section in the [Dropship Operational Guide](#) for more information.

<p><b>PRODUCT CATEGORY</b></p> <p><b>MANDATORY</b></p>	<p><b>The selected category is important as it determines what attributes will be attached to the product.</b></p> <ol style="list-style-type: none"> <li>Vendors need to suggest a category within the list of existing categories in Advanced Catalog.</li> <li>Vendors can reach out to <a href="#">Merchandising Team</a> to align and confirm the right category.</li> </ol>
<p><b>PRODUCT NAME</b></p> <p><b>MANDATORY</b></p>	<p><b>Maximum of 128 characters</b></p> <p>This information is important to identify what the product is about. This information is not visible online.</p> <ul style="list-style-type: none"> <li>Brand and collection</li> <li>Specific name of your product</li> <li>Dimensions</li> <li>Colours</li> </ul>
<p><b>MARKETING COPY</b></p> <p><b>MANDATORY</b></p>	<p><b>Minimum 150 characters (maximum of 1000)</b></p> <ul style="list-style-type: none"> <li>Marketing description that will be displayed on our websites</li> <li>Free text only, no bullet point lists</li> <li>Rona reserves the right to modify your data according to the editorial requirements of the company</li> </ul>
<p><b>SUPPLIER BULLET</b></p> <p><b>MANDATORY</b></p>	<p><b>3 supplier bullet fields are mandatory (total of 9 are available)</b></p> <p><b>Maximum 200 characters per bullet</b></p> <p>The information must be different than the one provided in the Marketing copy.</p> <ul style="list-style-type: none"> <li><b>Benefit:</b> Product Bullets inform the customer of the features of the product. Must be Bullet format.</li> <li>It is a <u>one sentence</u> affirmation that starts with a CAPITAL letter and has no mark at the end;.</li> <li>Anything mentioned in the bullets must match the product attributes and image;</li> <li>Each bullet should contain only one feature/benefit and should be easy to read and understand.</li> </ul>

**EXTENDED ATTRIBUTES**

**These attributes are specific to the chosen category**

- List the specific attributes of your products.
- Please note, some measurements must be filled in inches or feet for different attributes.
- It is important to follow the indicated unit of measurement.

**RECOMMENDED**

**IMAGES**

**MANDATORY**

**The Front facing image in English and French are mandatory**

- Up to 22 images can be uploaded in Advanced Catalog, but only the first 5 images will be shown on rona.ca, and 4 on renodepot.com.
- Front-facing image should reflect only the product you sell on a white background with no decor or text.
- Front-facing FR and ENG images must be identical.
- Alternate pictures are for lifestyle, silos and measurements.
- Alternate pictures containing text must be bilingual to be displayed.
- All non-compliant images will be deleted.

All Detailed requirements for graphics are: GRAPHIC CHARTER PHOTOS

**VISUAL RECOMMENDATION:**

**IMAGE STANDARDS**

<b>File Type</b>	Jpeg(.jpg)
<b>Naming convention</b>	Part Number (e.g. 123432-tl.jpg)
<b>Packaging language</b>	English and French visible (multiple images accepted)
<b>Size</b>	1200 pixels x 1200 pixels (minimum)
<b>Quality</b>	High Resolution
<b>Resolution</b>	300 DPI (minimum)
<b>Background</b>	White Background (Silo)



Front Facing - Main Product Image: Silo



Image: Silo Side Angle

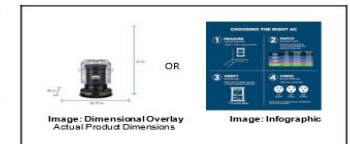


Image: Detail



Image: Room

**VIDEOS**

**Can be uploaded, however current functionality is not supported, and video will not appear online.**

**RECOMMENDED**

<b>RESOLUTION</b>	1920 x 1080 (16:9) or higher
<b>FRAME RATE</b>	30fps (29.97) OR 24fps (23.976)
<b>FILE FORMAT</b>	H.264 (.MP4 FILE EXTENSION)
<b>BIT RATE</b>	6,000 - 8,000 kbps
<b>AUDIO</b>	AAC STEREO (48khz or 96khz)

<p><b>ADDITIONAL DIGITAL ASSETS</b></p> <p><b>RECOMMENDED</b></p>	<p><b>Additional PDF support documents can be added to product listing</b></p> <ul style="list-style-type: none"> <li>• Provide customers with any documentation, User Guides, and/or PDFs associated with the product. Supporting documentation is not only a legal requirement depending on the product but allows for an excellent customer experience when customers are researching products to best suit their needs.</li> <li>• Make sure to upload the files in English and French.</li> <li>• Vendors must supply all legal and compliance-related documents for products when necessary (e.g., FTC Lighting Facts, Energy Guides, WaterSense, etc.).</li> </ul> <p>Examples of documents include: Dimension Guides, Energy Guides, How-To Manual, Installation Manual, Operating Manual, Use-and-Care Manual, Warranty Guide, etc.</p>
<p><b>BILINGUAL PACKAGING AND DOCUMENTATION</b></p> <p><b>MANDATORY</b></p>	<p><b>Vendor MUST pick YES Or NO</b></p> <p><b>YES:</b> To be able to sell in Quebec, here's what you need to consider:</p> <ul style="list-style-type: none"> <li>• Packaging needs to be bilingual (English and French)</li> <li>• Documentation needs to be bilingual (English and French)</li> </ul> <p>We are required to comply with the standards of the "Office Québécois de la langue française"</p> <p><b>NO:</b> Your items will be published on the Rona English Website only! (Not in Quebec) Not on Reno Depot</p>
<p><b>NOTES</b></p>	<ul style="list-style-type: none"> <li>• RONA must be notified as soon as possible when products require a data update (e.g., new product descriptions, design changes of features and attributes, etc.).</li> <li>• If any changes to the description, attributes or images must be made after the onboarding to Rithum, please contact by email: <a href="mailto:PublicationWeb@rona.ca">PublicationWeb@rona.ca</a></li> <li>• The information provided must be as accurate as possible, if it contains errors of description, attributes, measurement or technical specification Rona disclaims all responsibility.</li> </ul>

**Products missing information may see their online publication delayed until the data is completed correctly.**

**Congratulations, you have completed uploading your items!**

**Now, it's time to Optimize your content:**

TOPIC	BENEFIT	CONTACT
<b>RATINGS AND REVIEWS</b>	<ul style="list-style-type: none"> <li>• RONA uses Bazaarvoice to collect, manage and showcase customer feedback.</li> <li>• Ratings and Reviews include content syndication and customer inquiries.</li> <li>• It is <b><u>mandatory</u></b> for vendors to answer questions from customers.</li> <li>• Start syndicating your product reviews to us today!</li> </ul>	<a href="#"><u>Bazaarvoice</u></a>
<b>A+ CONTENT</b>	<ul style="list-style-type: none"> <li>• Rich and customized product content includes product comparisons, visual specifications on Product Pages.</li> <li>• Approx. 10% increase in online conversion rate.</li> <li>• RONA has enabled two vendors (Salsify and Syndigo). Pick one of these vendors to start syndicating or creating custom product content</li> </ul>	<a href="#"><u>Salsify</u></a> <a href="#"><u>Syndigo</u></a>
<b>ENHANCED CONTENT</b>	<ul style="list-style-type: none"> <li>• Product imagery service to create immersive, engaging, and personalized visual content at high scale.</li> <li>• Show multiple angles and lifestyle images, provide 360-View feature on product description pages.</li> </ul>	<a href="#"><u>Nfinite</u></a>
<b>CRITEO</b>	<ul style="list-style-type: none"> <li>• Vendors use RONA's website to position their product in favorable spots (such as product listing pages or carousels) to increase visibility and drive sales</li> </ul>	<a href="#"><u>Criteo</u></a> <a href="mailto:rona@criteois.com"><u>rona@criteois.com</u></a>