

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 supporting you. Please refer to the Key Contacts section in the [Dropship Operational Guide](#) for more information.

PRODUCT CATEGORY	<p>Choosing the category for your product is the first and most important step in integrating your products, as it is the category that will determine how your product will be sold online.</p> <ol style="list-style-type: none"> 1. Vendor need to select a category from the list available in Advanced Catalog. 2. To ensure you make the right choice, you can reach out to the Merchandising Team to define and confirm the category that best suits them.
PRODUCT NAME (Max. 128 characters) MANDATORY	<p>This information is important to identify what the product is unambiguously.</p> <ul style="list-style-type: none"> • Brand and collection • Specific name of your product • Dimensions • Colours
MARKETING COPY (150-1000 characters) MANDATORY	<ul style="list-style-type: none"> • Marketing description that will be displayed on our websites • Free text only, no bullet point lists • RONA reserves the right to modify your data according to the editorial requirements of the company
VENDOR BULLET POINTS (Max. 200 characters) MANDATORY	<p>3 vendor bullet points are mandatory (total of 9 are available)</p> <p>The information must be different than the one provided in the Marketing copy.</p> <ul style="list-style-type: none"> • Benefit: Product bullet points inform the customer of the features of the product. Must be in bullet point format. • It is a <u>one sentence</u> affirmation that starts with a CAPITAL letter and has no mark at the end. • Anything mentioned in the bullet points must match the product attributes and image. • Each bullet point should contain only one feature/benefit and should be easy to read and understand.

EXTENDED ATTRIBUTES / SPECIFICATIONS

These attributes are specific to the chosen category

It is essential to complete them carefully to ensure that the information submitted is accurate and compliant.

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

IMAGES

MANDATORY

Minimum Requirements

- **5 images are mandatory** for all products.
- Up to 22 images can be uploaded in the Advanced Catalog.
- Only the first 5 images will be displayed on rona.ca.

The **first 5 images** must therefore be carefully prioritized.

The **primary image** is the most important image and directly impacts sales. This image is the main visual used across navigation, search, and listings.

Image #1 – Front-facing image of the product only

- White background only (no décor, no props, no text).
- Image must represent exactly what is sold.
- The product takes **up to 80%** of the surface of the picture
- French and English versions **must be identical**.

Images #2 to #5 – Supporting Images

- Dimensions or measurement visuals.
- Close-up details (materials, finishes).
- Lifestyle or in-use context.
- Alternate angles or silo views.
- Any image containing text must be bilingual (French and English).

Images with text in only one language will not be published.

Non-compliant images will be removed and excluded from Rona.ca.

IMAGES

MANDATORY

All Detailed requirements for graphics are: GRAPHIC CHARTER PHOTOS

Here are some examples photos:

Front facing images



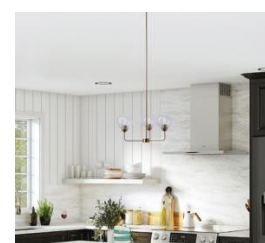
Dimensions



Close-up details



Lifestyle



In use context



Alternate angles



Silo view



IMAGE STANDARDS

File Type	JPEG (.jpg)
Naming convention	Part Number (e.g. 123432-TL.jpg)
Package Language	English and French visible (multiples images accepted)
Size	1200 pixels x 1200 pixels (minimum)
Quality	High resolution
Resolution	300 DPI (minimum)
Background	White Background (Silo)

BASIC REQUIREMENTS

Front-facing image should reflect only the product you sell on a white background with no logo, decor or text.	The products must be shown against a 100 % white background
The product takes up to 80% of the picture (1200 pixels wide or high)	The majority of products must photographed from the front
Images containing labels with product information must be visible in French and English.	Give a variety of views when the products is complex, but not when it's simple
High-quality visuals, nothing blurry or pixelated	Good lighting on all side of the product, no reflectios or flares
No shadows	Nice white margins around the product

VIDEOS RECOMMENDED	<p>Can be uploaded, however current functionality is not supported, and video will not appear online.</p> <div style="border: 1px solid black; padding: 10px; margin: 10px auto; width: fit-content;"> <p>RESOLUTION 1920 x 1080 (16:9) or higher</p> <p>FRAME RATE 30fps (29.97) OR 24fps (23.976)</p> <p>FILE FORMAT H.264 (.MP4 FILE EXTENSION)</p> <p>BIT RATE 6,000 - 8,000 kbps</p> <p>AUDIO AAC STEREO (48khz or 96khz)</p> </div>
ADDITIONAL DIGITAL ASSETS RECOMMENDED	<p>Additional PDF support documents can be added to the product listing</p> <ul style="list-style-type: none"> • 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. • Make sure to upload the files <u>in English</u> and <u>French</u>. • Vendors must supply all legal and compliance-related documents for products when necessary (e.g., FTC Lighting Facts, Energy Guides, WaterSense, etc.). <p>Examples of documents include:</p> <p>Dimension Guides, Energy Guides, How-To Manual, Installation Manual, Operating Manual, Use-and-Care Manual, Warranty Guide, etc.</p>
BILINGUAL PACKAGING AND DOCUMENTATION MANDATORY	<p>Vendor MUST pick YES Or NO</p> <p><u>YES</u></p> <p>To be able to sell in Québec, here's what you need to consider:</p> <ul style="list-style-type: none"> • Packaging needs to be bilingual (English and French) • Documentation needs to be bilingual (English and French) <p>We are required to comply with the standards of the "Office Québécois de la langue française"</p> <p><u>NO</u></p> <p>Your items will be published on the RONA English Website only! (Not in Québec)</p>
NOTES	<ul style="list-style-type: none"> • 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.). • If any changes to the description are required, attributes or images must be made after the onboarding to Rithum, please contact by email: PublicationWeb@rona.ca • The information provided must be as accurate as possible. If it contains errors in description, attributes, measurements or technical specifications, RONA disclaims all responsibility.

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

Optimize the quality of your content:

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