

## Title Standards at Office Supplies

By following a certain flow and a few simple rules in naming your items, you'll be assuring that your line of products is presented in a clean, consistent and organized way. More than that, the customer will find it much easier to search, understand and compare your products.

### General Title Format:

**(Brand) + (Model Name) + (What it is) + (,) + (Color) + (,) + (Size pack)**

Example:

Old title (Incorrect)	Correct title
BIC Round Stic Ball Pen 10pk - Blu (GSMP101-Blu)	<b>BIC Round Stic Ball Pen, Blue, 10-Count</b>

Of course, this format is not set in stone; it will vary depending on your product, so please add or remove information as relevant. But be consistent; if stating weight is relevant for your product is, choose a place in the title where that fits well, and stick to it on all items.

See also (at the bottom of the document):

- [Title format for Writing Instruments](#)
- [Title Format for Paper Products](#)

### General Guidelines:

- Fully describe the product, but don't include anything unnecessary.
- Avoid marketing content (free, exclusive, bonus, stylish, lightweight, heavy duty, etc).
- DO NOT USE ALL CAPS. It makes it look like you're screaming. Capitalize the first letter of each word (except "and" and "with").
- No abbreviations. It's "with", not "w/".
- Do not use trademark symbols (such as ®, ®, ™, ©), unless you have sent a special written request to our legal department.
- Ampersands (&) must be spelled out as "and" (brand names like Black & Decker do not apply).
- Style sizes as the following in product titles: 2 x 5 Feet, or 4-1/4 x 5-1/2 Inches. There should be a space between the size and the "x" and a hyphen connecting the whole number to the fraction. The "x" should be lowercased. When expressing a range, use 900 to 950 MHz (not 900 - 950 MHz).

- Include the model number in the title only if it is necessary to recognize the product. Otherwise, the model number will be available in other sections of the detail page. (Ask yourself: does the customer need the model number to make a purchasing decision? Is it relevant for him to know that a pencil's model number is BF31023? Use good judgment.)
- For assorted items, don't just write "Assorted". Be more specific, as in "Assorted Colors" or "Assorted Sizes".
- Units of measure:
  - o Choose between spelling them out (8 Feet, 5 Inches, 3 Pounds) or using the symbols (8 ft, 5", 3 lb),
  - o If you use symbols, use their proper, official format; i.e.: leave a space between number and symbol (as in 8 ft); inches have no space (5"); it's 4 lb and not 4 lbs.
  - o When spelling it out, you can use 5 Inches or 5-Inch; 3 Pounds or 3-Pound.
- If the product does not come in multiple colors, don't include color in the title. The same way, do not include other attributes in the title unless they differentiate the product or make the product unique.
- Size pack:
  - o To refer to the number of units within a single pack, use 2-Count or 2 per Pack.. i.e.: a package of 5 pens is a 5-Count.
  - o To refer to the number of packs sold under one ASIN (or, the number of minimum scannable units), use (Pack of 2). i.e.: 4 boxes of paper clips is a (Pack of 4).

More examples on numbers:

- If the product is one box containing 12 crayons, write: Crayola Crayons, 12-Count
- If the product is 5 boxes of crayons, with 12 crayons per box, write: Crayola Crayons, 12-Count (Pack of 5)
- Do not use hyphens as a way to organize your title; use commas instead.
  - o Incorrect: Franklin Covey - Universal Yearly Calendar Foldout Refill - 7-Ring - 8-1/2 x 11 Inches
  - o Correct: Franklin Covey Universal Yearly Calendar Foldout Refill, 7-Ring, 8-1/2 x 11 Inches

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### Title format for Writing Instruments:

**(Brand) + (Model Name) + (What it is) + (,) + (Point description) + (,) + (Color) + (,) + (Size pack)**

Ex: **BIC Grip Stick Roller Ball Pen, Fine Point (0.70 mm), Black, 12-Count**

- Instrument Point: say whether it's a medium, bold, needle point, etc, and add the point size in parentheses (since, in a way, you are stating the same thing twice).
- Barrel color: in most cases, stating the barrel color is irrelevant, so don't.

i.e.: BIC Grip Stick Roller Ball Pen, Fine Point (0.70 mm), Gray Barrel, Black, 12-Count

Nobody is going to buy this pen because of its gray barrel, the only color that matters is the black ink – so don't mention it. Of course, for some pens (especially more expensive ones) esthetics is very important; in that case, by all means describe the barrel. Also mention the barrel if that is the only differentiator between several otherwise identical pens.

### Title Format for Paper Products:

**(Brand) + (Model Name) + (What it is) + (,) + (Paper Size) + (,) + (Brightness) + (Weight) + (Size pack)**

Ex: **HP Multipurpose Paper, Letter Size (8.5 x 11"), 96 Brightness, 20 lb, 500 Sheets**

Of course, use this as applicable to your product; if you're selling notebooks, you might not want to specify weight or brightness, but the cover color is important to add.

Paper Size: it's a good idea to mention the format (letter, legal, A4...) instead of just numbers, but feel free to include the measurement in parentheses – as above: Letter Size (8.5 x 11")

Size pack: if it's a standard pack, say "500 Sheets". If it's a carton, say "5,000 Sheets/Carton".

Color: if the paper is white, that's what's expected, so there is no point in saying "White".

### For questions, contact:

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