



Essendant Content Standards

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As you add product content, be mindful of Essendant's content standards, some of which are highlighted below. As your content is reviewed and feedback is provided, product content will be checked for these and other content standards.

[Click here](#) to learn about product content feedback.

Short Selling Copy

- This is the catalog copy and should be highlights of the most important features that apply to the entire SKU group.
- Product name should not be included in short selling copy.

All Selling Points/Selling Copy

- Compliance standards should only be listed in the *Compliance Standards* field.
- Attribute values or product choices should not be in selling points/copy.
- Recycled comments/percentages should only be listed in *Recycled Percentage* and *Recycled Comments* fields.
- Boastful claims must be backed by a third party certification.
- Warranty statements should only be listed in *Warranty Comments* field.
- Selling points must have ending punctuation.

For other questions about content standards, contact your Product Evangelist.