

INDICATING MATERIAL COMPOSITION

Introduction

This guide will show you how to list out a comprehensive list of your product material composition. It is important to inform your customer of product details such as material composition to allow them to better visualize the fit and feel of your product before making a purchase. Also, it is important to highlight any materials that your customers might be allergic to or any culturally-sensitive materials.

Content Overview

PART 1: MATERIAL DESCRIPTION

PART 2: ORDER & FORMAT

PART I: MATERIAL DESCRIPTION

i. Indicate the composition of the main apparel only

- Avoid including composition of lining or minor features, if any
- Prevents confusion to customer

The wrong way : Main – Cotton, Polyester, Spandex / Lining – Polyester

The correct way : 60% Cotton, 30% Polyester, 10% Spandex

ii. For shoes, indicate the material composition of all areas as per the given fields

- Upper material
- Inner material
- Sole material
- Inner sole material
- Type of leather (if applicable)

iii. Do not add colors

- The color can be indicated in the product's short description field

The wrong way : Blue Cotton

The correct way : Cotton

iv. Do not add descriptive words

- The description can be indicated in the product's short description field

The wrong way : High Quality Soft Cotton

The correct way : Cotton

v. Highlight if product contains allergen or culturally-sensitive materials

- Latex elastic
- Wool
- Chemically treated materials for wrinkle-free / dirt-resistant / breathable properties
- Pig leather
- Any leather that is not genuine leather should be indicated as Synthetic Leather

vi. Percentage of material(s)

- Ensure the calculation equals to 100%
- The wrong way : 60% Cotton, 30% Polyester, 15% Spandex
- The correct way : 60% Cotton, 30% Polyester, 10% Spandex

PART 2: ORDER & FORMAT

i. Organize the composition in descending order

- Helps customers understand the composition at a glance
- The wrong way : 10% Spandex, 30% Polyester, 60% Cotton
- The correct way : 60% Cotton, 30% Polyester, 10% Spandex

ii. Use proper caps i.e. no full upper or full lower caps

- Helps in consistency of overall look and feel of the results and product pages onsite
- The wrong way : POLYESTER / polyester
- The correct way : Polyester

iii. Do not use punctuation marks or special characters except for comma (,) and percentage (%)

- Helps in consistency of overall look and feel of the results and product pages onsite
- The wrong way : 60% Cot. / 30% Pol. & Spandex
- The correct way : 60% Cotton, 30% Polyester, 10% Spandex