



BFG SUPPLY DESCRIPTION FORMATTING STANDARDS

Please use the following when submitting new or updated descriptions.

BFG reserves the right to update all submitted information in order to follow BFG company standards.

Item Header

- Should be in Title Case
- Should include ™ or ® where applicable
- If “and” is included, format with “&”
- Should not contain any sizes or colors
- Should not contain any RTU, RTS, etc

Item SubHeader

- Should be used for item specifics, something that sets it apart from others in a group
- Color, size, style, capacity, etc
- Examples: White, Blue, 25lb, 50lb, 12in L x 12in W x 4in D, RTU, RTS

Item Description

- Use for longer, more detailed paragraph information (first 350 characters will be used for catalog)
- Avoid using the word NEW
- DO NOT USE any bullet points or return characters, it must be one continuous paragraph

HEADER → **Gardener Select® Tall Round Patio Planter**

DESCRIPTION → Elegant carved finish gives an upscale look and feel to this line of planters. The look is close to that of real ceramic pottery but features the durability of plastic. Made of a blend of stone powder, wood fiber and plastic. Frost safe and eco-friendly.

SUBHEADER → **Chocolate - 12.20in Diam x 18.23in H**
GSACVBT30CHOC
UPC 049121231511
Min Buy 4 EA

LINE LISTED EXAMPLE → **Light Grey - 12.20in Diam x 18.23in H**
GSACVBT30GREY
UPC 049121231528
Min Buy 4 EA