

# REI Co-op Product Information Guidelines

Keep these things in mind as you complete the [Product Information Templates](#). Remember that these templates are used only for *initial setup*. If you need to update an existing product page, follow that process [here](#).



## Deliver PI and imagery on time (or early!) via the Vendor Product Portal

Complying with the Upload Due Date ensures timely publishing before pre-order or item receipt. Earlier is better! You can provide content as soon as you have the REI 6-digit item number for your product—you don't have to wait for the request email.



## Download the correct template every time—and use the correct tab

We update templates often, and each tab is unique. If you use an outdated (or incorrect) template or the wrong tab, you won't give us the right info and your product will lose search opportunity. Email [PI@rei.com](mailto:PI@rei.com) if you need help choosing the appropriate template or tab!



## Do not modify columns or headings in templates

Any changes to column order or headings will render our system unable to read the template. Making modifications can result in delayed publishing and missed information.



## Be sure to update the Customer-Facing Name field

Content requests show a shorthand name from the Article Create process. You must modify this value in the template to be the exact name that'll appear on your own product page. Failure to do so delays publishing and harms search.



## Fill in every relevant specification—accurately

Specs power search and navigation; if a relevant spec is blank, customers may not find your product. Specs with drop-down boxes are intentionally limited—manually entered values in these fields will be thrown out. See also: [sustainability spec guidance document](#)



## Give us everything you say to your customers about this product

All the descriptive content you show on your own site should be entered in the Marketing Copy Feature cells. Provide all the text that describes your product and its features/technology—including info that may be housed in pop-ups, tool tips, infographics, etc. on your site.



## If a product has been updated from a past version, say exactly what changed

The number 1 thing customers care about when we sell a new version of an older product is what (precisely) is new in this edition. If you don't tell us, we can't tell them. Clearly identify what has been updated from the older version, ideally in the first Marketing Copy Feature cell.

**We are here to help!** If you have Product Information questions, use the Contact page on the Vendor Product Portal or email us at [PI@rei.com](mailto:PI@rei.com).

Vendors are responsible for ensuring that all materials now and previously provided to REI related to products, including product information, product description, images, packaging, sound recordings, art, photographs or pictures, videos, and/or text, are current, accurately reflect the product for sale, and comply with any and all applicable federal, state and local laws, regulations, orders, and ordinances. REI is not responsible for the accuracy, completeness, safety, and legal compliance of all, or any portion, of the products and materials related to the products. Unless instructed by Vendors, REI is not responsible for updating Vendor-provided materials to ensure compliance with any current federal, state, and local laws and regulations.

