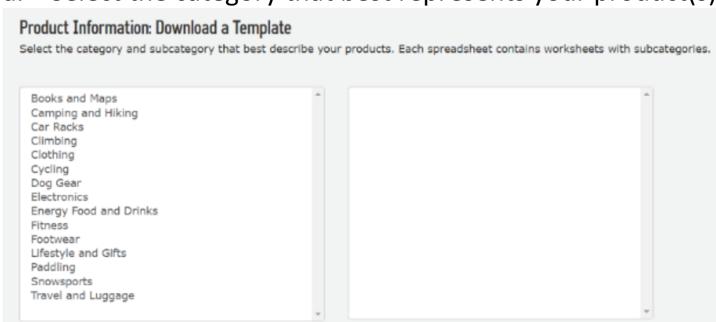
REI Product Information Quick Start Guide

This page lists the steps you need to take to complete the product information templates (spreadsheet). For tips on when to send us Product Information or what to input on the templates, check out the REI Product Information Guidelines.

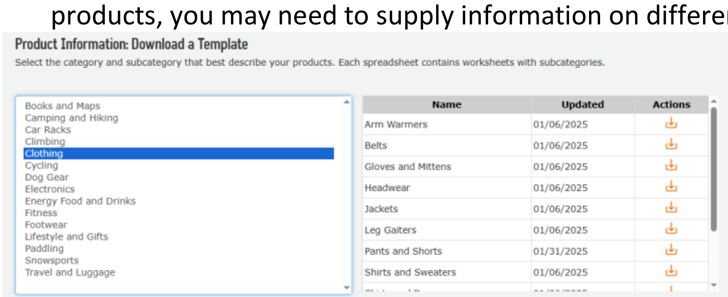
Vendors are responsible for ensuring that all materials now and previously provided to REI related to products, including product information, product description, images, packaging, sound recordings, art, photographs or pictures, videos, and/or text, are current, accurately reflect the product for sale, 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.

If you are new to this process, please check out the Detailed Instructions.

1. Navigate to the Vendor Portal. For login credentials, please email PI@rei.com.
2. Under *Specs & Copy*, click "**Download Product Spreadsheets**"
   a. Select the category that best represents your product(s). (Left box.)



   b. Once you select the category, you'll be presented with template (spreadsheet) options. (Right box.) Select a sub-category that best represents your product(s). Note that if you have multiple products, you may need to supply information on different templates (spreadsheets).



3. Click the corresponding **Download** icon under the Actions column to download the template.
4. Open the downloaded file and read the "Instructions" worksheet/tab.
5. Select the worksheet/tab that best fits your product and fill out the information.
   a. Open the attachment named "Product-Info" that came in the Marketing Content Request email. Copy and paste the first four columns into the product information template (spreadsheet).
      1. **WARNING:** The fourth column (Description) is shorthand from the buying process. When you paste it into the Marketing Title column, **CHANGE IT TO BE THE FULL, APPROVED MARKETING NAME FOR THE PRODUCT**. What you enter is what our customers will see, so give us the exact name that appears on your own product page.
      2. Please refer to the REI Product Information Guidelines and Product Sustainability Specs Guidance.
   b. Fill in all the specs that apply to your product.
6. Once you've completed the specs, add the features/bullets.
   a. Provide us with complete marketing copy, including details that might be housed on landing pages, one-sheets or graphics on product pages on your site.
   b. Please refer to the REI Product Information Guidelines.
7. **Save** your completed template (spreadsheet).
8. Navigate back to the Vendor Portal, and under *Specs & Copy*, click "**Upload Product Spreadsheets.**"
9. Fill out the required information at the top and select the template (spreadsheet) you just saved.
10. Once you receive an "**Upload Successful**" message, your template (spreadsheet) submission has been uploaded.