REI Product Information Guidelines

As you complete the product information templates, there are some key things that you should keep in mind.

Sustainability Guidelines - Discover the types of sustainability acknowledged by REI and how to get your brand's product recognized on rei.com for doing the right thing! For more information on how to submit your information, please click HERE.

Expectations	Why Is This Important?	Did You Know?
Provide your Product Information (PI) and imagery on time via the REI Vendor Product Portal.	If you do one thing, do this. "On time" means "before the Upload Due Date provided in the email from CAT@rei.com." This ensures your items will get online and visible to customers in a timely manner.	You can provide PI (which is marketing copy and specs, in the templates on the Vendor Portal) and imagery as soon as the Article Create document has been finalized and you have the REI 6-digit item number for your product.
Download a new template (and the correct template!) from the Vendor Portal every single time, and choose the right tab.	If you fill your information in on the wrong tab, you'll miss out on providing us critical specs for that product category. This could lead to customers not finding your products on rei.com.	You have to download a new template because sometimes we add/change specs in product categories. Every tab/product category has different specs. If you're not sure which tab or template to use, contact us at PI@rei.com!
Fill in every single Specification for which you have information—accurately.	Many of these specs are used as search refinements and your accuracy here helps customers find your products. Ex: If your shirt has sun-protective fabric and you neither select "Sun protective: YES" nor fill in a UPF, customers will not find your shirt when searching for sun-protective clothing. Note that REI does not fact-check this information.	If a spec value has a drop-down box, you must choose from among those values and cannot write in your own. Manually entered values will be rejected during processing. Submitting products with Sustainability features? Check out the sustainability spec guidance document .
Do not add, remove, update columns or column headings in the templates.	Any changes to the columns or column headings may result is missed information. Our system is unable to read these columns which results in delayed processing and delayed publishing of the product page.	
Provide clear, comprehensive product copy—give us everything you have.	Our copywriters don't have the bandwidth to research your product when the information you provide is unclear.	If you have more information on your site (such as in pop-ups or tooltips) than we have on REI.com, that confuses customers. You must give us every piece of copy you have that describes a product and its features/technology.
If you have any extra information about the features of the product, provide that text in the Marketing Copy feature bullets.	These blurbs are often found on landing pages, in marketing one-sheets, or in graphics on product pages on your own site. This information helps REI copywriters create the best, most compelling product page for you.	We always try to pair features with benefits, so if we can't figure out a clear benefit for a feature you've named, it may not end up on the product page. Your company has spent time defining these features; help us speak intelligently about them!
The Marketing Title should be the full name of the product.	Please don't rely on the product name in the request list; our merchants are restricted to limited character counts during the Article Create process and sometimes use shorthand in this field. The title you enter here will be what our customers see. **Give us the exact name that'll appear on your product page**.	Providing the correct, customer-facing name to REI is an SEO effort and helps customers find your goods via external search engines.

We are here to help. If you have questions on product information, please use the Contact Us page on the Vendor Portal or email us at PI@rei.com.