

PRODUCT CONTENT GUIDELINES

ENGLISH



BUITEN BEGINT BIJ BEVER

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INTRODUCTION

These Product Content Guidelines explain why bever.nl attaches great importance to good online product content and what we expect from our suppliers in this respect. To illustrate this, we have included a number of examples of good product content.

Bever aims to provide customers with complete product pages on bever.nl and, with support from our suppliers, we can achieve this and consequently create optimum online visibility. It has been demonstrated that unique and commercial product descriptions, unmistakable product images and an in-depth overview of product properties will stimulate sales. What's more, exceptional product content will result in more satisfied customers and fewer returns, which will obviously benefit not just Bever, but also its suppliers.

To create these complete product pages and ensure that products appear online as soon as they are in stock, Bever needs assistance from its suppliers.

The following chapters provide further details of what we need for each product that is shown online. Please take time to familiarize yourself with these chapters. If these guidelines cannot be complied with, we will have to create our own product content. Obviously, this would have an adverse impact as we would not be able to guarantee that the products will appear online at the beginning of the season. Moreover, this could result in compensation being levied.

1. PRODUCT DESCRIPTIONS

It is clear that the more extensive the text, the more product information will be available to the customer. High-quality product descriptions will inspire customers to venture out, i.e. go for a walk in the woods or take the trip of a lifetime. We are absolutely convinced that venturing out is good for anyone! Receiving first-rate content is the basis for imparting this message.

PRODUCT DESCRIPTION – BASIS*

Must comply with the following requirements:

- A commercial product text of minimum 50 words.
- Translated or written in correct fluent Dutch.
- The full product name and brand in the text.
- Submitted in the Excel document supplied by us.

**If not submitted, we will charge the supplier for the cost of creation.*

PRODUCT DESCRIPTION – EXTRAS

May consist of, for example,

- A commercial product text extending to maximum 300 words.
- Text to be in colloquial, informal language.
- Special characters such as ® or © must not be used.
- Text should be written as a narrative rather than from the brand perspective.

For example: 'The backpack is made of...' instead of 'Our backpack is made of...'

Example of a product description shown online:

Productbeschrijving

De Atlas III Hooded Donsjas van Ayacucho zorgt ervoor dat je het deze winter écht niet snel koud krijgt. De jas is gevoerd met verantwoord verkregen ganzendons en houdt nattigheid buiten de deur door de Nikwax Hydrophobic Down Treatment.

Het dons wordt goed op zijn plek gehouden door de smalle banen constructie. Verder is dit kledingstuk voorzien van een verstelbare capuchon en twee handzakken met rits, waar je zo nu en dan je handen heerlijk in kunt opwarmen. De jas is licht van gewicht en eenvoudig op te bergen. Kortom, een heerlijke donsjas die niet mag ontbreken in jouw kledingkast.

2. PRODUCT PROPERTIES

Bever.nl provides filter and comparison options to ensure that customers can find the product they are looking for. They are based on product properties such as material, weight, dimensions, impermeability, etc. More complete information will obviously enable customers to use the filters more effectively.

PRODUCT PROPERTIES - BASIS*

Must comply with the following requirements:

- Weight, dimensions, material.
- Applicable basic features (e.g. Gore-Tex).
- Translated or written in correct fluent Dutch.
- Submitted in the Excel document supplied by us.

**If not submitted, we will charge the supplier for the cost of creation.*

PRODUCT PROPERTIES – EXTRAS

May consist of, for example,

- Extra product group-specific product properties.
- Product Certification CSR.
- What does the package contain?

Example of product properties shown online:

Producteigenschappen

- Gewicht (g): 452
- Materiaal: 100% Nylon
- Voering: 90% Ganzendons, 10% Veren
- Vulkraft dons (cuin): 700
- Capuchon verstelbaar: Ja
- Capuchon: Ja
- Pasvorm: Regular Fit
- Responsible Down Standard: Ja

3. PRODUCT IMAGES

It is actually quite simple. The more images, the better the customer's insight and ability to determine whether the product meets his/her requirements.

PRODUCT IMAGES - BASIS*

To be submitted:

We require at least **TWO PACK SHOT IMAGES** without background of each product colour for the following product groups. (Example on pages 9 and 10):

- **CLOTHING | BACKPACKS**
 - Image 1: frontal view
 - Image 2: rear view
- **WALKING AND LIFESTYLE SHOES | SANDALS;**
 - Image 1: side view (right hand side nose)
 - Image 2: bottom view (sole)

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- Image 1: side view
- Image 2: layout.

We require at least **ONE PACK SHOT IMAGE** without background of each product colour for the following product groups. (Example on pages 9 and 10)

HATS | GLOVES

- Image 1: frontal view

SOCKS | SLIP-ONS | SLIPPERS

- Image 1: side view (right hand side nose)

ELECTRONICS | CAMPING ACCESSORIES & FURNITURE

- Image 1: frontal view.

Also:

- Minimum width and/or height of 1,800 pixels.
- Images should not contain shadows.
- The file name should include the product code and product colour code matching the codes in the supplier's order.
- Images must be supplied via a download link.

**If not submitted, we will charge the supplier for the cost of creation.*

PRODUCT IMAGES – EXTRAS

May consist of, for example,

- Additional pack shot images without background.
- Image(s) with model.
- Image(s) of the product in use.

4. PRODUCT VIDEOS

A product video is an excellent addition to a product image and can have a significant impact on the customer's choice of product. Particularly with technical or more complex products, a product video can provide visual explanation.

PRODUCT VIDEO - BASIS

Although a video is a great addition to a product, we do understand that it cannot be created for every product. If available, videos must comply with the following requirements:

PRODUCT VIDEO – EXTRAS

- Available online via, for example, YouTube or Vimeo.
- Quality: min. 720p.
- Duration: min 15 seconds, max 120 seconds.
- Dutch or English narration and/or subtitled.
- Submitted in the Excel document supplied by us.

EXAMPLES PRODUCT IMAGES

We require at least **TWO PACK SHOT IMAGES** without background of each product colour.

**If not submitted, we will charge the supplier for the cost of creation.*



EXAMPLES PRODUCT IMAGES

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5. CHARGES

The supplier shall provide Bever B.V. with content in accordance with the guidelines detailed in the 'basis' for the supply.

STOCKED RANGE

If the content has not been submitted within the first period communicated in advance (in accordance with the guidelines), we will agree to a second abbreviated period. If no 'basic' content is delivered, we will charge the costs associated with the relevant products in the written order.

EXTENDED RANGE

If the content has not been submitted within the first period communicated in advance in accordance with the guidelines, we will agree to a second abbreviated period. If no 'basic' content is delivered, we will not display the products online.

The following is a summary of the costs involved (excluding VAT). Remember to bear in mind that if Bever has to create content for a supplier each season (summer/winter) the cost will increase by 50% per season.

COST TABLE

	COST	PER PRODUCT	PER PRODUCT COLOUR
PRODUCT	-TEXT	€ 15,-	
	-PROPERTIES	€ 15,-	
	-ILLUSTRATIONS		€ 30,-

6. CONTACT DATA

Do you have further questions or are you not sure about some aspects of product content delivery? Please do not hesitate to contact us using the following contact data.

GENERAL

E-mail: content@bever.nl

Telephone: +31(0)79 347 1111

TEAMLEAD PRODUCT CONTENT

Arthur Snijders

E-mail: arthur.snijders@bever.nl

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