

Selling on Amazon

CATEGORY STYLE GUIDE: LIGHTING

amazon services™


About this document

This Style Guide is intended to give you the guidance you need to create effective, accurate product detail pages in the Lighting category.

In addition to using this document, we encourage you take advantage of the wealth of information available in our Help pages. Click "Help" on the upper-right side of the Seller Central home page.

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Lighting

Whether you're selling lamps, chandeliers, sconces, light bulbs, ceiling fans, or all of the above, accurate data is crucial to discoverability and sales. How you present your products will greatly influence the customer's purchasing decision when shopping on Amazon.ca.

Providing a clear and concise listing while following a consistent format will better inform customers and enhance the discoverability of your products. This can result in increased traffic to your product listings.

Please review the following information in detail and make the appropriate adjustments to your product listings. This section covers the following guidelines for setting up product detail pages:

Title Style	Get customer attention with great titles. Clear and concise titles will improve your search results and catch the customer's attention.
Key Product Features	Highlight the key features and benefits of your products.
Product Descriptions	Elaborate on the features and uses of your product.
Images	Show customers what they're buying. Professional images on white backgrounds will bring life and added attractiveness to your products.
Browse & Search	Improve discoverability and traffic through search terms and item-type-keywords.
Item Package Quantity	Indicate how many items are in the package. Please use if there is more than one identical unit in the package of the product you are selling.
Variation Relationships	Make choices easy: display multiple color and size options on a single detail page.
Product Attributes	Provide attributes about your products to help Amazon surface your products and display detailed product specifications to the customer.

NOTE: For additional category style guidelines, see: [Amazon.ca Tools & Building Supplies Style Guide](#)

Title Style

Your product title is the first thing customers see when visiting your detail page. Does your title provide the customer with the right information? Will they continue looking at your product offering?

Amazon uses the words in product titles to display your products in search results. A concise and relevant title will drive traffic to your product. Always check titles for consistent format and accuracy.

When you list your child products, fully describe each one so that they are all included in browse and search results. Each individual word in the Product Name is searchable by itself. For example, suppose your product name is "Globe 5210801 Energy Saving Desk Lamp, Black". Because the product name is very detailed, this product already has a good selection of search terms even before you add the additional terms.

Follow the guidelines below to create product titles that make a good first impression.

Tips on how to create a great title

Do	Do Not
<ul style="list-style-type: none"> • Capitalize the first letter of each word (but see exceptions under Do Not) • Use numerals (2 instead of two) • Avoid dashes, use commas • For bundled products, state the value in parenthesis as (pack of X) • Keep it short, but include critical information • 50 characters maximum <p>Note: Please include only standard text. Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.</p>	<ul style="list-style-type: none"> • Do not include price and quantity • Do not use ALL CAPS • Do not capitalize: <ul style="list-style-type: none"> • Conjunctions (and, or, for) • Articles (the, a, an) • Prepositions with fewer than five letters (in, on, over, with, etc.) • Do not include seller information • Do not include promotional messages such as "sale" or "free ship" (use the Promotion Manager tool to include messaging) • Do not use your seller name for Brand or Manufacturer information, unless your product is Private Label • Do not include symbols in your listings (such as ! * \$?) • Do not include subjective commentary such as "Hot Item" or "Best Seller"

Title Structure (Elements to include and how to order them)

[Brand] + [Model #] + [Model Name] + [Size/Style] + [Product Type] + [Color] (+ [#]"-Pack")

Examples:

- Globe 5203801 Energy Saving Desk Lamp, Metallic Silver
- Murray Feiss F1879/1BRB Maison de Ville One-Light Mini DuoMount Chandelier, British Bronze with Prismatic Glass Crystals
- Good Earth Lighting GL6543-BK-GLI Lincoln Park Tochiere with Opal Glass Diffuser, Black

Note: Including your company information or sale messaging in your product titles may negatively impact your seller account.

Examples:

Good:



Casablanca C28G11M Star II Ceiling Fan, Snow White
 Other products by [Casablanca](#)
 No customer reviews yet. [Be the first.](#)

Color Name:
 Snow White: \$379.00

List Price: ~~\$630.40~~
 Price: **\$379.00** & this item ships for **FREE with Super Saver Shipping.** [Details](#)
 You Save: **\$251.40 (40%)**

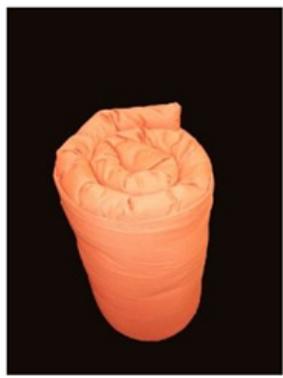
In Stock.
 Sold by [Casablanca](#) and **Fulfilled by Amazon.**

Only 2 left in stock--order soon.

Want it delivered Thursday, June 10? Order it in the next 2 hours and 0 minutes, and choose **One-Day Shipping** at checkout. [Details](#)

(unknown, ft)
[See larger image](#)
[Share your own customer images](#)

Bad:



Sale!!!! NEW BED IN A BAG SET FROM MY COMPANY EXCELLENT QUALITY, MODEL #56923BB43F, PERFECT FOR HOLIDAY GIFTS -- BUY NOW WITH CONFIDENCE!

Other products by [ME M](#)
 No customer reviews yet

Price: **\$4,000.00**
In Stock.
 Ships from and sold by [ME M](#)

Only 1 left in stock--order soon.

Do not include sale information.

Remove All Capital Letter format.

Don't mention your company.

This is not relevant product information.

Remove from Title, Put in "Key Product Features" unless it is a Small Appliance product.

Including any information that isn't directly related to the product, including your company information, is against Amazon policy.

[See larger image](#)
[Share your own customer images](#)

Key Product Features

The Key Product Features bullets on the detail page tell the customer about the details of your product and can influence the customer purchase decision.

- Highlight the five key features you want customers to consider, such as dimensions, age appropriateness, ideal conditions for the product, skill level, contents, country of origin, and so on
- Maintain a consistent order. If your first bullet point is country of origin, keep that same order for all your products
- Reiterate important information from the title and description
- Begin each bullet point with a capital letter
- Write with sentence fragments and do not include ending punctuation
- Do not include promotional and pricing information
- Do not include shipping or company information. Amazon policy prohibits including seller, company, or shipping information
- Feature bullets help customers evaluate a product, so any non-product-specific information can distract from a customer's purchase decision

Content	Example: Feature Bullets
Materials/Finish	Satin nickel and chrome finish Black Painted Finish
Ratings	UL Wet Listed Energy Star compliant
Bulb Specifications	Uses 2 x 40W Candelabra-Base Bulbs Uses 60W incandescent bulbs (Not Included) 26-watt lamp included lasts 10,000 hours
Mounting	Semi-flush mounted
Place of origin	Made in China; Made in USA
Measurements	Actual Size: L: 13- Inch ;W: 13-Inch H: 3-1/8 Inch
Warranty information	1-year manufacturer warranty with proof of purchase
Other	Assembly required; note any warnings

Customers use this section to get a snapshot of the product. They may use this section to finalize a purchase decision or it may interest them enough so they will then read the full product description.

Tips to improve readability

Do:

- Write all numbers as numerals
- Separate phrases in one bullet with semicolons
- Spell out measurements such as quart, inch, feet, and so on

Do Not:

- Use hyphens, symbols, periods, or exclamation points
- Write vague statements; be as specific as possible with product features and attributes
- Enter company-specific information; this section is for product features only

Examples:

Good:

Technical Details

- Two mounting options: hook & loop tape and screw mount bracket
- Made of natural salt crystal from the himalayan mountains

Bad:

Technical Details

- MUST BUY
- Shipped via USPS Priority Mail (2-3 day) or USPS Express Mail (1-2 day with signature required)
- Only \$12.99

Product Descriptions

As you describe your product, you might want to include some key features listed in your bullet points. However, go beyond a simple to-the-point description. Well-written product descriptions help the customer imagine the experience of owning or handling your product.

Put yourself in your customers' shoes: what would they want to feel, touch, and ask? Incorporating information about the feel, usage and benefits of your product can fire the customer's imagination. This is as close as you can come to creating an in-store experience.

Product Descriptions are limited to 2000 characters.

Do	Do Not
<ul style="list-style-type: none"> Describe the major product features and list product information including size, used-for and style Keep it short, but include critical information Include accurate dimensions, care instructions and warranty information Use correct grammar and complete sentences 	<ul style="list-style-type: none"> Do not include your seller name, e-mail address, website URL, or any company-specific information Do not write about anything but the product for sale; this is your opportunity to tell the customer what they are buying Do not mention competitor names outright Do not include promotional language such as "sale" or "free ship" (use the Manage Promotions tool instead) Do not abbreviate

Examples:

Good:

Product Description

Product Description

The Good Earth Lighting GL6543-BK-GLI Lincoln Park Torchiere is an affordable floor lamp with a strong, sturdy base and a 55-watt energy-efficient fluorescent bulb that emits a warm, bright light. This classic torchiere also features a full-range dimmer, so you can create the perfect atmosphere for your home or office. You can control the brightness of the Lincoln Park Torchiere by turning the knob that is conveniently located on the light post. The knob works as both the on/off switch and dimmer control, and it is at a height that is easily reachable from a desk, bed, or couch. The Lincoln Park Torchiere is 72 inches tall and is backed by a two-year limited warranty.

Bad:

Product Description
Product Description
 THIS IS A GREAT BED IN A BAG! GOOD FOR KIDS, YOU, ME, PETS, BABIES, IT'S JUST A GREAT BAG! BUY WITH CONFIDENCE! [HTTP://AWESOMEPRODSFORYOUCOME.COM](http://AWESOMEPRODSFORYOUCOME.COM) OR CAL AT 800-333-35686 PLEASE EAMIL WITH QUSETIONS, YOU CAN REACH US AT THESEAWESOMEPRODUCTS@HOTMAIL.COM!!!! YOU WILL LOVE THIS PURCHASE!

Remove All Capital Letter format.

This is not critical product information.

Do not include contact information. This violates Amazon policy.

Check spelling and grammar.

Avoid exclamation points and non-product-specific information.

Images

Images display on the product search page and the product detail page. A professional image helps customers discover your product and can drive traffic to your product listings.

Show customers what they will receive in their shipment (and only what they will receive). Make it easy for them to identify your product with a clear, high-quality image displaying exactly what you're offering.

<p>Required</p>	<ul style="list-style-type: none"> • Use simple and clean backgrounds that do not distract from the product; ideally, the background is pure white. • Product images should be at least 1,000-dpi; however, 3,000-dpi images are preferred. • Product images should be in color, not black and white. • Show the entire product. The product should occupy at least 80 percent of the image area. • Include only what the customer will receive; accessories that are not part of the product should not be shown. • If it is a bundled product, it is not necessary to show the entire LOT of items; a single image of the product will suffice. • Multiple angles of each product are preferred. • If the product is white, use a drop shadow to offset it.
<p>Prohibited</p>	<ul style="list-style-type: none"> • Brand tags or packaging in any of the images • Images of second hand or slightly used products • Borders, watermarks, text, or other decorations • Sketches / drawings of the product – real images only • Colored backgrounds or lifestyle pictures, except in cases of prepared food products. • Other products, items or accessories that are not part of the product listing; only include exactly what the customer is buying • Image place holders (i.e., temporary images or "no image available") • Image containing graphs of product ratings • Promotional text such as "sale" or "free ship" (use the Manage Promotions tool instead)

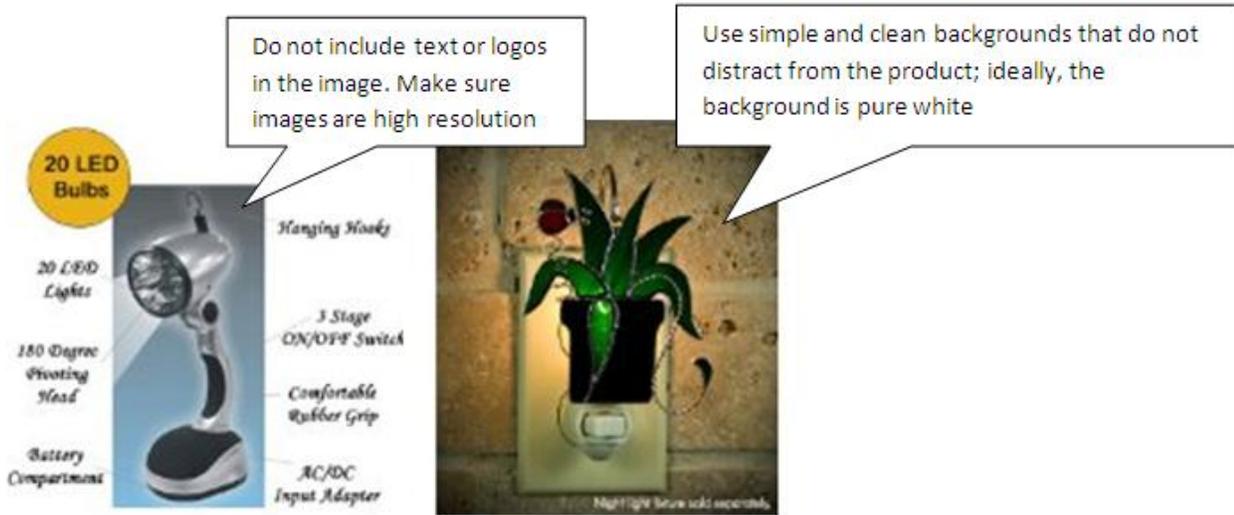
Note: Zoom Functionality

When you submit an image of at least 1,000 dpi, customers can zoom in on your product image on the detail page. This provides a detailed look at your product and may reduce returns and negative feedback.

Examples of good images



Examples of bad images



Additional Images

Alternate images should feature the product in use and close-ups of important features.

Examples of good images:



Browse & Search

Customers come to Amazon.ca to shop for products. They can find your products in two ways: either using the Browse option, or using Search Terms. Most often customers use a combination of browse and search. Make sure customers can find your products either way. Drive traffic by providing Search Terms and Item Type Keywords (for Browse).

Classification- Browse

Thousands of sellers list millions of products on Amazon.ca. To help customers find products easily, Amazon developed a detailed product hierarchy, or browse-tree structure. Customers refine by category and subcategory links until they reach the most specific product type.

Amazon uses your ItemType keywords to classify your products under the correct browse nodes. In order for your products to continue to appear when customers refine their category options, they must be classified correctly to the deepest level.

[See the latest Item Classification Guide](#) in the Help section of Seller Central. Item Classification Guides (ICGs) are category-specific documents that provide valid values for setting up your products. These values take advantage of the browse structure for categories on Amazon.ca.

Example of the browse-tree category structure on Amazon.ca:



The attributes below are used for browse classification.

Attribute	Definition	Examples
ItemType**	Enables customers to find your products as they browse to the most specific item types. This is the most important value and determines browse category structure.	Select an item type value from the ICG, such as power-core-drills, electrical-tape, or earth-augers.
UsedFor	Further clarifies how and for what the item can be used, such as for holidays, seasons, or events.	Select a UsedFor value from the ICG, such as welding or wood-working.
TargetAudience	Specifies the target audience the item is aimed for. Refer to the ICG for allowed values.	Select the target audience value from the ICG, such as professional-audience.

OtherItemAttributes	Specifies other item attributes of your product. Recommended for further classification of your products in the Browse structure. Refer to the ICG for allowed values.	Select other-item-attribute values from the ICG, such as fine-grit, 12-voltage, or biscuit-color.
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**ItemType is the most important attribute for getting customers to your product and to the most granular browse node.

Example of ItemType:

Terms that can go in the **ItemType** field:

- ceiling-fan-accessories
 - ceiling-fan-canopy-kits
 - ceiling-fan-chain-pulls
 - ceiling-fan-down-rods
 - ceiling-fan-light-kits
 - NOTE: Use this term to describe a light fixture that can be fastened to a ceiling fan.
 - ceiling-fan-remote-controls
- ceiling-fans
 - indoor-ceiling-fans
 - outdoor-ceiling-fans
- dimmer-switches
- electrical-timers
- job-site-and-security-lighting
 - emergency-lights
 - headlamps
 - outdoor-lighting
 - flood-lighting
 - perimeter-lighting
 - photo-cells
 - porch-lights
 - security-lighting
 - motion-sensor-lighting
 - security-strobe-lighting
 - temporary-job-site-lighting
 - utility-lanterns
 - woodworking-lights
 - work-lights
- landscape-lighting
 - landscape-lanterns
 - landscape-lantern-kits
 - landscape-path-lights
 - landscape-path-light-kits

Search

Amazon automatically indexes the search terms that are derived from the standard-product-id (e.g. UPC/EAN), product-title, brand, manufacturer, and manufacturer-part-number. This allows you to add even more keywords to your products. There are five separate entries for the keyword field and each can contain up to 50 characters—comma separated.

Search terms help customers find your products. Your product titles and company name are already searchable, so think about other words that describe your product. Think like Amazon customers when choosing your terms; use words they might enter into the search bar, including synonyms. Make sure they can find your products!



Guidelines for listing your Search Terms

- Each product can have up to five search lines of 50 characters per field; that's 250 characters available for your search terms
- The words you choose are the terms our search engine pulls from when customers search the site
- The individual words of the title, seller, and brand are also automatically included as search terms and do not need to be repeated in your search terms
- Any combination of title words and search terms are fully searchable

Examples

Text-file feed

AK	AL	AM	AN	AO
SearchTerms1	SearchTerms2	SearchTerms3	SearchTerms4	SearchTerms5

If you are using an Inventory File, the text-file template fields for search terms appear as search-terms1, search-terms2, and so on. For more details about how to create effective search terms, see [Using Search & Browse](#).

Add a Product in Seller Central

<p>Search Terms: (Provide specific search terms to help customers find your product.)</p>	fill this space with your search terms
	you should fill up all 5 lines with words
	you don't need to repeat your title words
	customers search these words to find your products
	word space word space word space
Example: Dark Chocolate, Apples, Cookies	

Item Package Quantity

The Item Package Quantity (IPQ) provides customers with information on the number of identical units within an offer. Make sure you enter the correct IPQ in your listing data so your product will attach to the correct detail page.

Note: Most manufacturers create UPCs for products that are sold as a set (for example, 4 plates sold as 1 unit). However, some sellers break up these sets and sell the products as single units. To minimize detail page errors and customer confusion, it is important to always include the IPQ for products that could be sold either in a set or as single units.

Your Product	Your Product IPQ	Why?
Ritelite LPL792XLB 5-LED Computer and Book Light, Metal	1	The customer will receive only 1 light.
Moonrays 93004 Dover Pewter Solar Fixtures, 4-Pack	4	There are 4 fixtures. Other merchants may be selling single fixtures.
Kenroy Home Park Avenue 3-Piece Lamp Set with Oil-Rubbed Bronze Finish	1	This pack is made up of 3 unique products. There are no duplicates in this pack.
Sylvania 22181 32-Watt T8 Octron Fluorescent Ecologic Lamp 4100K 75 CRI with Instant Start or Rapid Start, Cool White, 12 Pack	12	You are selling 12 identical tubes; the customer will receive 12 tubes. If your IPQ is 1, you will match with other sellers offering 1 tube for sale, and you will have the highest price. This means you will not win the Buy Box.

How to Set Up IPQ for a Product:

Add a Product in Seller Central

Your Product Details: Optional

Quantity:

(Quantity of the item for sale in one package)

Text-file Feed Template

ItemPackageQuantity					
BM	BN	BO	BP	BQ	BR
srUnitOfMeasure	DisplayWeight	DisplayWeightUnitOfMeasure	Volume	VolumeUnitOfMeasure	ItemPackageQuantity

XML

"Brand Y" light bulbs available as either a 4-pack or a single would be entered as:

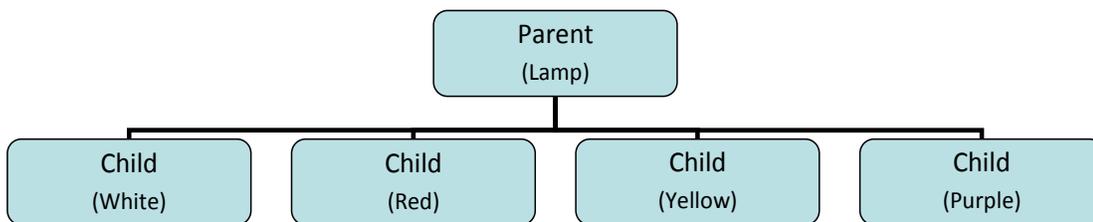
- 4-pack:** (Title) = "Brand Y Light Bulbs, 4-Pack" >> (UPC) = "000123456789" >> **(IPQ) = "4"** >> (Price) = \$20
- Single:** (Title) = "Brand Y Light Bulbs" >> (UPC) = "000123456788" >> **(IPQ) = "1"** >> (Price) = \$6

Variation Relationships

Variations allow customers to choose the desired color and size of your product from a single detail page, which you create using parent-child product relationships. Variations provide a cleaner customer buying experience.

Note: If your products currently match with Amazon offers on the detail page, you can skip this section (and please do not use Variation Relationships) because your products will automatically match to an identical product offer.

The best selling child products are the initial display on the detail page and the other variations are displayed when selected by the customer. The child products are related to each parent and the relationship of parent to child is the variation theme: Size, Color, or Size-Color.



There are three Components to a Parent/Child relationship:

- **Parent product:** Non-buyable products used to relate child products, for example flashlights
- **Child products:** Buyable products related to parent product by size and/or color, such as Blue, Gray, Orange, and Yellow
- **Variation theme:** Defines how the products differ from each other, such as size-color

When creating variations, you must provide information in these required fields:

- SKU
- Parentage (identify for that SKU, either "parent" or "child")
- Parent SKU (for child SKUs only, enter the parent SKU for that child)
- Relationship Type (enter "variation" if the product is part of a variation set)
- Color – if appropriate
- Size – if appropriate
- Variation Theme (size or color or size-color; for size-color the size and color fields must both have values)

Required	<ul style="list-style-type: none"> • Fully describe each child product, so they will be included in browse and search results • Add the size and color to the child product title • Use SKUs to build relationships using the fields for SKU and ParentSKU • List the Child offers under the Parent SKU in the flat-file or XML
Prohibited	<ul style="list-style-type: none"> • Do not include price and quantity values for parent products • The parent title should not include size or color • Do not choose a variation theme ID other than size, color, size-color • Do not link any products that are not a variation of size or color to the parent product

Note: If you enter the Relationship Type and fail to enter the color or size, you might receive an error when uploading your data, or your product might not display properly on the website. Make sure you have entered all required variation fields for your products. If you fail to enter any of the required fields, your products could be suppressed from the website. If you have questions, please contact technical support.

How to set up Variations for a product

- Watch a [video tutorial](#) on creating Variations with a text-file feed.
- Learn more at [XML & Data Exchange](#) section of Seller Central Help.

Example detail page for Color Variation:



Lava Lite 10" Accent Lava Lamp - Pink/Purple/Silver

by [Lava Lite](#)

★★★★☆ (8 customer reviews)

Color Name:

Pink/Purple/Silver: \$11.58	▼
White/Blue/Silver: \$13.99	
Red/Clear/Silver: \$13.99	
Yellow/Purple/Silver: \$14.70	
Yellow/Blue/Silver: \$15.39	
Pink/Purple/Silver: \$11.58	

FREE Super Saver Shipping on orders over \$25. [Details](#)

In Stock.

Sold by [Lava Lite](#) and [Fulfilled by Amazon](#). Gift-wrap available.

Only 2 left in stock--order soon.

Want it delivered Tuesday, June 15? Order it in the next **1 hour and 34 minutes**, and choose **One-Day Shipping** at checkout. [Details](#)
5 new from **\$11.58**

Product Attributes

Providing rich data about the items you sell helps Amazon surface your products in search and browse and provides detailed product specifications to the customer. There are several additional attributes you can provide about your products. These attributes will be displayed in the product specification feature and allow Amazon to create browse refinements for search.

Product Specification Widget

The product specification widget is displayed on the detail page and allows the customer to see at a glance the most relevant attributes for making a buying decision. This feature also allows Amazon to provide useful definitions of attributes so customers can make an informed buying decision.

Product Specifications

Jewelry Information

Brand Name:	DivaDiamonds
Metal stamp:	14k
Metal:	white-gold
Material Type:	diamond, 18-karat-gold, white-gold, gold
Gem Type:	Diamond
Setting:	Prongs
Ring size:	6.5
Sizing lower range:	4
Sizing upper range:	13
Resizable:	N
Number of stones:	1
Stone Weight:	0.5 carats

Diamond Information

Stone shape:	round-shape
Minimum color:	HI
Minimum Clarity:	I1-I2
Cut:	very-good-cut
Minimum Total Carat Weight:	0.50 carats

Search Result Refinements Using Attributes

Attribute-based refinements allow customers to narrow their search results to only the product relevant to what they are looking for. Once the majority of products in a certain browse location have attribute data, Amazon will turn on these refinements. An example of attribute-based refinements can be found in chandeliers where a customer can refine their search by fixture material, shade type, number of lights, and shade direction.

These refinements show up in the left column of the search results under the department, shipping option, and brand. Because of the vast selection on Amazon, providing product attributes can be essential for customers to discover your products.

Example of Attribute-based refinements in Search Results:

Fixture Material

Any Material

- Brass (3,951)
- Bronze (10,062)
- Chrome (2,705)
- Copper (423)
- Iron (1,142)
- Nickel (3,364)
- Pewter (1,361)

Shade Type

Any Shade Type

- Clear Glass (273)
- Crystal (6,131)
- Fabric (1,230)
- Frosted Glass (4,039)
- Shadeless (843)
- Stained Glass (802)

Number of Lights

Any Number of Lights

- 1 to 3 (4,190)
- 4 to 6 (10,695)
- 7 to 9 (5,349)
- 10 & Up (4,661)

Shade Direction

Any Shade Direction

- Up (3,052)
- Down (1,795)
- Up & Down (368)

Fixture Style

Any Fixture Style

- Art Deco (263)
- Colonial (622)
- Cottage (851)
- Lodge (1,202)

Buy new: **\$59.99**

3 new from **\$59.99**

Get it by **Tuesday, June 15** if you order in the next **1 hour** and choose one-day shipping.

Eligible for **FREE** Super Saver Shipping.

★★★★★ (4)

See entire collection

Mark as miscategorized

Browse Classification Report

7.



(unknown, ft)

Minka Lavery Lights 3122-301 Mini 3LT Chandelier Castlewood Walnut Chandeliers Indoor Lighting

Buy new: ~~\$150.00~~ **\$100.00**

5 new from **\$100.00**

Get it by **Tuesday, June 15** if you order in the next **31 minutes** and choose one-day shipping.

Eligible for **FREE** Super Saver Shipping.

★★★★★ (1)

Mark as miscategorized

Browse Classification Report

10.



Important Attributes for Lighting Products

The most important attributes available for lighting products are listed in the table below.

Website Display Label	Definition	Example
Attributes for Lamps and Fixtures		
Color	The color of the product.	Sage, Navy, Emerald, Cherry,
Item Package Quantity	Indicates how many items are in the package. Please use if there are more than	3
Specific Uses	Specifies appropriate uses for this product.	Indoor use only, outdoor
Voltage	Specifies the voltage capacity.	240
Certifications	List all relevant certifications met for this product. Non-standard values may be	Energy Star Qualified
Style	Specifies the style of the fixture.	Modern, Traditional,
Collection	Indicates the name of the merchandised collection that this product is a part of.	Chateau Deville
Finish	Describe the finished surface of the lamp.	Painted
Material	Describes the main material a fixture.	Plastic
Included Components	Lists out what components are included with this product.	Bulb included
International Protection Rating	International Protection Rating, a value that denotes where this product can safely	IP 21
Number Of Lights	The number of bulbs that can be installed into this fixture.	8
Lighting Method	Describes the direction that the illumination points.	Uplight
Maximum Current	The amount of power a wire can safely carry before beginning to melt. It is the	10
Switch Style	Describes the functional style of the switch.	Toggle switch or push button
Fixture Features		
Power Source	Specifies what type of power source the product utilizes.	battery-powered
Maximum Supported Wattage	Specifies the maximum wattage bulb that can safely be used with an fixture.	100

Ceiling fans		
Air Flow Capacity	Specifies the amount of air a fan or heater can circulate.	1200
Number Of Blades	The number of blades on a ceiling fan.	5
Fan Blade Color	Describes the color of the fan blades for a ceiling fan.	Brown
Assembled Diameter	Specifies the assembled diameter of the product. For a fan this would be the end	5
Lamps shades		
Shade Material	Specifies the material of lamp shade.	Glass
Shade Diameter	Specifies the diameter of the lamp shade.	10
Shade Color		
Lamp/Fixture Assembled Dimensions		
Assembled Height	Specifies the assembled Height of the product	5
Assembled Length	Specifies the assembled length of the product	10
Assembled Width	Specifies the assembled Width of the product	5
Assembled Weight	Indicates the weight of the product, in pounds.	5
Base Diameter	Indicates the diameter of the base of lamp.	24
Battery powered lamp Information		
Are Batteries Included	Indicates if batteries are included with item.	true
Batteries Required	Indicates if batteries are required for product to function.	false
Battery Description	Indicates the types of batteries used by the product.	battery_type_9v
Lamps sold with bulbs included		
Base Type	Industry identifier for the cap type or part of the lamp which provides connection	E27
Bulb Lifespan	Indicates the estimated lifespan or average life of bulb, specified in hours.	50,000
Bulb Special Features	Lists the notable features of the bulb.	Not dimmable, auto on/off,
Bulb Type	Indicates the type of bulb.	LED
Mercury Content	Indicates the mercury content of bulbs. This value is required if the item contains	5.2
Incandescent Equivalent Watt	Indicates the incandescent wattage equivalent of energy output for a bulb.	60
Light Bulb specific attributes		
Bulb Type	Indicates the type of bulb.	LED
Base Type	Industry identifier for the cap type or part of the lamp which provides connection	E27
Wattage	Specifies the wattage.	6.2
Incandescent Equivalent Watt	Indicates the incandescent wattage equivalent of energy output for a bulb.	60
Voltage	Specifies the voltage capacity.	240
Brightness	Indicates the Luminous Flux or brightness value of the bulb, measured in Lumens.	140
Shape	Specifies the shape of the bulb.	Reflector, Globe
Bulb Lifespan	Indicates the estimated lifespan or average life of bulb, specified in hours.	50,000
Mercury Content	Indicates the mercury content of bulbs. This value is required if the item contains	5.2
Color Rendering Index	A value on the Color Rendering Index scale to describe the quality of light emitted	80
Color Temperature	A value measured in Kelvin to express the color of the visible light emitted.	2700
Item Package Quantity	Indicates how many items are in the package. Please use if there are more than	3
Bulb Special Features	Lists the notable features of the bulb.	Not dimmable, auto on/off,
Specific Uses	Specifies appropriate uses for this product.	Indoor use only, outdoor
Certifications	List all relevant certifications met for this product. Non-standard values may be	Energy Star Qualified
Light Bulb Dimensions		
Bulb Length	Indicates the length of the bulb. Especially for tube bulbs.	530
Bulb Diameter	Indicates the diameter of bulbs.	10.25