About this document

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

In addition to using this document, we encourage you to 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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Clothing & Accessories (approval is required to sell in this category)

Whether you're selling Men's, Women's, Kid's & Baby, Accessories or Luggage, 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.com. Providing a clear and concise listing while following a consistent format will better inform customers and enhance 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:

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title Style</td>
<td>Get customer attention with great titles. Clear and concise titles will improve search results and catch the customer’s attention.</td>
</tr>
<tr>
<td>Brand &amp; Manufacturer</td>
<td>Improve discoverability and duplicate detection by entering accurate brand and manufacturer information.</td>
</tr>
<tr>
<td>Images</td>
<td>Show customers what they’re buying. Professional images on white backgrounds will bring life and added attractiveness to your product.</td>
</tr>
<tr>
<td>Key Product Features</td>
<td>Highlight the key features and benefits of your products.</td>
</tr>
<tr>
<td>Product Descriptions</td>
<td>Elaborate on the features and uses of your product.</td>
</tr>
<tr>
<td>Item Package Quantity</td>
<td>Indicates 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.</td>
</tr>
<tr>
<td>Variation Relationships</td>
<td>Make choices easy: Display multiple size and color options on a single detail page.</td>
</tr>
<tr>
<td>Browse &amp; Search</td>
<td>Improve discoverability and traffic through search terms and style keywords.</td>
</tr>
</tbody>
</table>
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. Follow the guidelines below to create product titles that make a good first impression.

Tips on how to create a great title

<table>
<thead>
<tr>
<th>Do</th>
<th>Do Not</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Capitalize the first letter of each word (but see exceptions under Do Not)</td>
<td>• Do not include price and quantity</td>
</tr>
<tr>
<td>• Use numerals (2 instead of two)</td>
<td>• Do not use ALL CAPS</td>
</tr>
<tr>
<td>• If a bundled product, state value in parenthesis as (pack of X)</td>
<td>• Do not capitalize:</td>
</tr>
<tr>
<td>• Keep it short, but include critical information</td>
<td>• Conjunctions (and, or, for)</td>
</tr>
<tr>
<td>• 50 characters maximum</td>
<td>• Articles (the, a, an)</td>
</tr>
</tbody>
</table>

Note: Please include only standard text. Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.

Elements to Include

For the Parent of Variation Products:
[Brand] + [product name/style]:

For Stand Alone or Child Products:
[Brand] + [product name/style] + [size/style] + [color]

<table>
<thead>
<tr>
<th>Parentage</th>
<th>Brand</th>
<th>Product Name / Style</th>
<th>Size / Style</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parent</td>
<td>Calvin Klein</td>
<td>Sleeveless Mixed-Print Prairie Dress</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Child</td>
<td>Calvin Klein</td>
<td>Sleeveless Mixed-Print Prairie Dress</td>
<td>3</td>
<td>Red</td>
</tr>
<tr>
<td>Parent</td>
<td>Harley-Davidson</td>
<td>Men's Authority 3 in 1 Jacket</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Child</td>
<td>Harley-Davidson</td>
<td>Men's Authority 3 in 1 Jacket</td>
<td>XL</td>
<td>Black</td>
</tr>
</tbody>
</table>

Note:
1. Include the size and color in the "child" item only. Do not include size or color in the parent. See the Variation Relationships Help page for more information.
2. Including your company information or sale messaging in your product titles may negatively impact your seller account.

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**Examples:**

**Good:**

Cubavera Men's Short Sleeve Linen Shirt With Embroidery

Other products by Cubavera

No customer reviews yet. Be the first. | More about this product

List Price: $65.00

Price: $32.50 & eligible for free shipping with Amazon Prime

You Save: $32.50 (50%)

Select Size

Size: Small | Medium | Large

Color: Natural Linen

See merchant's sizing chart.

Select Size to view availability (or, see the complete pricing and availability chart.)

**Bad:**

UA University of Alabama Crimson Tide Boxers XL Cotton Boxer Shorts- Father's Day Gift Fathers Gifts for Dad - Men or Ladies Unisex Apparel Fit for Women - HIM or HER Man or Woman Pajamas Sleep Shorts

Other products by Broad Bay

No customer reviews yet. Be the first. | More about this product

List Price: $49.99

Price: $14.99

You Save: $4.00 (21%)

In Stock.

Ships from and sold by

-Needs to be more concise (appears to be more like a short description)
**Brand & Manufacturer**

Brand information allows the Amazon.com customer to determine the model and brand of the product offered. These fields improve the accuracy of your data listings and help customers discover your products. Typically, Brand is the best identifier for a product, but occasionally Manufacturer is used (more common with furniture). We request that you fill out both fields.

<table>
<thead>
<tr>
<th>Brand</th>
<th>Manufacturer</th>
</tr>
</thead>
</table>
| • A unique and identifiable symbol, association, name or trademark which serves to differentiate competing products or services  
• A name used to distinguish one product from its competitors; it can apply to a single product, an entire product line, or even a company  
• A name or symbol used to identify a seller's goods or services, and to differentiate them from those of competitors | • A business engaged in manufacturing a product  
• Someone who manufactures something |

**Example: Levi’s**

**Note:** Do not use your seller name for manufacturer or brand unless your product is Private Label.
**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
- The description helps customers evaluate a product, so any non-product-specific information can distract from a customer's purchase decision

<table>
<thead>
<tr>
<th>Content</th>
<th>Example: Feature Bullets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Materials</td>
<td>100% organic cotton</td>
</tr>
<tr>
<td>Place of Origin</td>
<td>Made in USA; Imported; Made in China</td>
</tr>
<tr>
<td>Care Instructions</td>
<td>Machine wash warm, tumble dry; Dry clean only; Hand wash,</td>
</tr>
<tr>
<td></td>
<td>hang to dry</td>
</tr>
<tr>
<td>Fit</td>
<td>Slim fit; Authentic fit - not too fitted, not too loose</td>
</tr>
<tr>
<td>Quantity in Package</td>
<td>6 pack</td>
</tr>
<tr>
<td>Dimensions</td>
<td>Tapered leg with 16 1/2&quot; leg opening</td>
</tr>
<tr>
<td>Specific product benefit</td>
<td>Interior security pocket; Smoothes and slims entire waistline;</td>
</tr>
<tr>
<td></td>
<td>Radial sleeves for easier arm movement</td>
</tr>
</tbody>
</table>

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.

**Note:** Tips to improve readability
- 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 – Pants:

**Product Features**
- 60% Cotton, 40% Polyester
- Sits low on hip, loose seat and thigh
• 19 1/2" leg opening
• Machine washable

Good – Shirts:

Product Features
• 97% Cotton, 3% Spandex
• Back yoke and princess seams
• Three-quarter sleeve with fold-up cuff detail
• Machine wash cold, gentle cycle, only non-chlorine bleach when needed, Dry flat, cool iron as needed

Good – Outerwear:

Product Features
• Shell: 100% Polyester/100% Polyurethane Coated
• Lining: 100% Nylon
• Attached Hood
• Designed to Fit Over a Light Layer
• Jacket Security Pocket

Bad:

Product Features
• Wear it today
• for your bed**
• Comes in multiple colors
• FREE SHIPPING!
• More items available at morestyles.com
• *** NEW! ***
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, ask, and want? 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.

<table>
<thead>
<tr>
<th>Do</th>
<th>Do Not</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Describe the major product features and list product information including size, used-for and style</td>
<td>- Do not include your seller name, e-mail address, website URL, or any company-specific information</td>
</tr>
<tr>
<td>- Keep it short, but include critical information.</td>
<td>- Do not write about anything but the product for sale; this is your opportunity to tell the customer what they are buying</td>
</tr>
<tr>
<td>- Include accurate dimensions, care instructions and warranty information</td>
<td>- Do not include promotional language such as &quot;sale&quot; or &quot;free ship&quot; (use the Manage Promotions tool)</td>
</tr>
<tr>
<td>- Use correct grammar and complete sentences</td>
<td></td>
</tr>
</tbody>
</table>

Good:

**Product Description**

**Product Description**

Our Cashmere V-neck is the perfect combination of luxury and versatility. Starting with the fleece — the world's finest from Inner Mongolia. It's tightly spun into a fine yarn and knit into a fabric that's incomparably smooth and durable. The higher V-neck accommodates a necktie easily and layers comfortably over a dress shirt. Looks great under a blazer, too. Subtle refinements include perfectly balanced rib knitting at the cuffs and bottom. Each sweater is knit to size, one panel at a time, and then grafted together by hand for a naturally comfortable fit. 100% cashmere. Dry clean or hand wash. Imported.

**Product Description**

**Product Description**

To create our Microfiber Raincoat, we took densely-woven polyester twill fabric and put it through a process called "sanding" to give it a nice, soft texture. On top of that, the fabric itself is naturally wrinkle-resistant, so this coat maintains a smooth look even after packing. Along with the fabric's waterproof properties, we also made sure to seal the seams, so you don't have to worry about water sneaking in. 100% polyester. Machine wash. Imported.

Bad:

**Product Description**

**Product Description**

TOP OF THE LINE SUIT COAT MADE WITH FINEST MATERIALS!! Check out this awesome suit - multiple colors! FREE SHIPPING!! YOU CANNOT FIND A BETTER PRICE. More styles available at www.suits4cheap.com. Call us to ask about how we can customize your suit for you! Keywords: Suit, Blazer, Men's We are the top online seller of suits. Check out our feedback!!!
**Item Package Quantity**

The Item Package Quantity (IPQ) provides customers with information on the number of 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.

<table>
<thead>
<tr>
<th>Your Product</th>
<th>Your Product IPQ</th>
<th>Why?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hanes Men's 6 pack cushion crew socks</td>
<td>6</td>
<td>The customer will receive 1 package with 6 pairs of socks.</td>
</tr>
<tr>
<td>Calvin Klein Men's Basic Brief, 3-Pack</td>
<td>3</td>
<td>The customer will receive 1 package with 3 briefs.</td>
</tr>
<tr>
<td>Isotoner Women's Knit Lined Spandex Glove</td>
<td>1</td>
<td>The customer will receive 1 pair of gloves.</td>
</tr>
</tbody>
</table>

**How to Set Up IPQ for a Product:**

**Add a Product in Seller Central**

<table>
<thead>
<tr>
<th>Your Product Details: Optional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quantity:</td>
</tr>
<tr>
<td>(Quantity of the item for sale in one package)</td>
</tr>
</tbody>
</table>

**Text-file Feed Template**

```
<itemPackageQuantity>

<BrandY>
  <dinnerPlates>
    <UnitOfMeasure>DisplayUnit</UnitOfMeasure>
    <DisplayWeight>Weight</DisplayWeight>
    <DisplayWeightUnitOfMeasure>UnitOfMeasure</DisplayWeightUnitOfMeasure>
    <Volume>Volume</Volume>
    <VolumeUnitOfMeasure>UnitOfMeasure</VolumeUnitOfMeasure>
    <ItemPackageQuantity>IPQ</ItemPackageQuantity>
  </dinnerPlates>

<4-pack>
  <Title>Brand Y Men's Boxers, (4-Pack)</Title>
  <UPC>000123456789</UPC>
  <IPQ>4</IPQ>
  <Price>$20</Price>
</4-pack>

<Single>
  <Title>Brand Y Dress Socks</Title>
  <UPC>000123456788</UPC>
  <IPQ>1</IPQ>
  <Price>$6</Price>
</Single>
```

**XML**

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

- **4-pack:** (Title) = "Brand Y Men's Boxers, (4-Pack)" >> (UPC) = "000123456789" >> (IPQ) = "4" >> (Price) = $20
- **Single:** (Title) = "Brand Y Dress Socks" >> (UPC) = "000123456788" >> (IPQ) = "1" >> (Price) = $6
Images

Good Images are Important to Your Products’ Success

In an online store, the product image is one of your most valuable marketing tools. When customers browse Amazon.com pages, often the image draws them to consider your product. In addition, with so many choices available for online purchases, a well-formed image can set your product apart from the others. Poor quality images turn away customers.

Use your product images to communicate the selling points and features of your products, to inform and interest customers, and reinforce your brand. Every parent SKU must have a main image.

Understand the Types of Images

Amazon.com can display several images for each product in the catalog. As a seller, it is in your interest to provide several high-resolution product images for your products so customers can make informed buying decisions. You can use four types of images to illustrate your products:

• The parent SKU main image, used for the product detail page (the page customers see when they search or browse the catalog). Only one main image is used per parent product. The main image appears as a smaller representation of the full-sized image on the product detail page; when customers click the smaller picture, the full-size picture appears in a pop-up window. You must supply a parent main image.

• The child SKU main image, used to show a view of the product in the specific color for the given child SKU. The main image for the child SKU shows in the image pop-up window. Each child SKU has just one main image, representing the child product in the specified color. You should supply a child main image for every color that you sell.

• Alternate images, used to show different views of the product to help clarify use, detail, fabric, cut, or other ways to view the product, or to show related products. You can supply up to eight alternate images for each parent or child SKU. The alternate image for a parent product appears in the image pop-up window. If a customer clicks a specific color in the image pop-up window (for example, a blue sample), then the pop-up window shows the alternate image for the "blue" SKU.

• Swatches, used to show different available colors, fabrics, or other choices for products. You can supply one swatch per child SKU. Swatches display on the product detail page next to the name of the color.

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 products and may reduce returns and negative feedback.

How Images are Displayed on the Detail Page
Clicking on the main image opens a pop-out window that enlarges the view:

If the image is at least 1,000 dpi, customers can zoom in on specific details:
Clicking on alternate images displays the alternate views:

Raviya Inc Women's Embroidery Cover Up Tunic

Price: $25.65 & eligible for free shipping with Amazon Prime

Select Size and Color

Size:
- Small
- Medium
- Large

Color:
- Black
- White
- Aqua

See larger image and other views (with zoom)

Share your own customer images
Selecting a color swatch image displays a child main image with the selected item color:

High Quality Images are required

By submitting quality images, you can improve your chance of selling your products. Your product images must meet certain technical and style requirements. Failure to meet those requirements could result in the suspension of your seller account.

Main Parent and Main Child Image Requirements

Technical Image Requirements

For your product images to appear properly on the Amazon.com web site, the images must meet the following requirements:

- JPEG (.jpg), TIFF (.tif), or GIF (.gif) format; JPEG preferred.
- The product fills at least 80% of the total image size.
- 72 dots per inch resolution.
- 500 pixels on the longest side preferred; 2100 pixels permitted
- sRGB color mode.
- 8 bits per channel.
- PC or Mac format.
- Gift images (used to show gift wrap) must be 71x71 pixels.
- No spaces in the file names.
- Some non-alphanumeric characters are not supported in file names. These include: "[", "]", "*", "<", ">", ",", ":", ": |
- No animated images.

Style Requirements for Main Parent and Main Child Images
• Image must be a photograph. No drawings permitted.
• Plain, pure white (hex #ffffff) background.
• No borders, text (other than the text on the product itself), watermarks, or information that leads away from Amazon.com (such as a website URL).
• The product must be recognizable and photographed at an angle that helps customers evaluate the product.
• The product must be in focus and well-lit.
• The product must be outside any packaging.
• The product image must not include shrink-wrap.
• The product must occupy at least 80% of the image area.
• The entire product must appear in the image
• For the main image, only the product and accessories shipping with the product can appear.
• For each image submitted, only show a single variation/view of the product. Each color variation of the product should be represented by a different main child image. Back and side views should be represented by different alternate images.

Swatch Image Requirements

Using Swatches for Product Variations

Product detail pages show the "main" image for the parent products. Swatches for child products, if available, appear below the main image as 30 x 30 pixel thumbnails. When a customer clicks the swatch image, one of two things happens:

• If the main image for the child product is available, then the swatch image and / or color name text on the detail page links to the image pop-up windows, and the main image for the child SKU appears in a pop-up window.
• If the main image for the child product is not available, then the swatch and / or color name text on the detail page does not link to anything.

Swatches help customers see other aspects of your product, such as color or detail. In addition, even though you might not think of using swatches, there are two ways you can leverage swatches for your products.

Single image, many color variations: You might have several main images for all color variations for a product that does not have swatches. You can use these images as swatches and as main images for your variations. As with any swatch, the images appear as thumbnails that, when clicked, appear full-sized as the main image in a popup window.

Single image showing all product variations: You might have a single image featuring all color variations. For example, you might have a main image of a "pile of sweaters" to represent all the colors you sell, and you do not use swatches. In this case, you can submit the "pile of sweaters" image as an alternate image. This alternative image is linked from the detail page, under the "See larger image or other views" link. All the alternate images appear in the same popup window. The customer can move from image to image in this popup window by clicking the thumbnail in the popup window.

Acceptable and Unacceptable Images

Examples of both good and bad images are below.
BAD IMAGES:

1) Do not use images that are drawings or otherwise not photographs of actual products.

2) Do not use images with backgrounds that are not white.

3) Do not use images that are not of professional quality.

4) Do not use images that show multiple products. Each image should only show a single product.
5) Do not use images that show color arrays. Instead, use color swatches and child main images to show the color choices available.

6) Do not use images with text.

7) Do not use images with watermarks.

8) Do not use images that do not show the entire product.
9) Do not use single images that show multiple views of the same product. You must use separate alternate images to show other views.

10) Do not use images that show product packaging.

11) Do not use images where the product is shown with props, such as on a hanger, stand, or mannequin.
12) Do not use unauthorized images. These include images of celebrities or images for which you do not have all the necessary rights to display the image on Amazon.com.

14) Do not use images with borders.
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, please do not use Variation Relationships because your products will automatically match to an identical product offer.

The parent products are the initial display on the detail page. The child products are the products that are related to each parent and display when the variation is selected by the buyer. 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 displayed in search results are parent products, such as shirts.
- **Child products:** Buyable products related to parent product by size and/or color, such as Large, Blue shirt.
- **Variation theme:** Defines how the product differs from each other, such as size-color.

When to use Variation Relationships

All Clothing & Accessories categories support variation relationships. Variations should be used in Baby to minimize the number of similar items listed separately. Learn more about When to use Variation Relationships in Seller Central Help.

| Use Single Variations (Size or Color) | • The product is one-size-fits-all, but with a variety of colors  
• The product is available in different sizes. |
|--------------------------------------|------------------------------------------------------------------|
| Use Double Variations (Size-Color)   | • An identical product comes in a variety of sizes and colors  
• You are selling the same products another merchant varies by size and color. |
| No Variations (Create separate listings.) | • The product varies by pattern, material, design or style  
• The product has no different sizes or colors |

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, Color)
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 display on the Amazon.com web site. If you have questions, please contact Technical Support.

| Required | • 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 field for SKU and ParentSKU  
| | • List the Child offers under the Parent SKU in the flat-file or XML  
| Prohibited | • 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 |

How to set up Variations for a product

To properly set up your variation theme and product relationships, please see “Creating Variations with a Flat File” in Seller Central: [https://sellercentral.amazon.com/gp/help/200215860](https://sellercentral.amazon.com/gp/help/200215860)

Example text-file for a shirt in 4 sizes and 2 colors:

![Example text-file](example-text-file.png)

XML Help:

XML Sample Feed:
Seller Central Help: Download Templates and Guides: Sample XML Feeds
Example detail page for Baby Clothing & Accessories, Size & Color Variation:

Levi's Baby Girls Sweetie Jean with Glitter Hardware
Other products by LEVI'S
No customer reviews set. Be the first.

Price: $26.00 & eligible for free shipping with Amazon Prime

Size Name: 24 Months
12 Months 18 Months 24 Months

Color Name: Medium Glitter

In Stock.
Ships from and sold by Amazon.com. Gift-wrap available.

Example detail page for a Size-only Variation:

Roxy Juniors' Go See Tank Dress
Other products by ROXY
Customer review) More about this product

List Price: $29.50
Price: $29.63 & eligible for free shipping with Amazon Prime
You Saved: $0.87 (24%)

Select Size

Size:
X-Small Small Medium Large X-Large

Select Size to view availability (or, see the complete pricing and availability chart.)