

# The Felt Store

## Editorial Voice and Tone

In general, The Felt Store communications should be friendly, knowledgeable, and authentic. The voice, or persona, for the brand should be confident, but also friendly and personal. The Felt Store should not sound trite, institutional, or salesy. We want to speak clearly and simply, without gimmicks.

In product descriptions, the heading and first line of the descriptive paragraph should grab the reader's attention. They should emphasize how the product benefits the customer and solves their problem. More technical features of the product are reserved for the Specs table at the end.

Example 1:

### **You've Just Found the Ultimate Placemat**

Our felt placemats are more than just soft, brightly colored table accents. Made from 100 percent merino wool, these mats uniquely repel liquids and resist moisture. In other words, they're easy to spot clean and really hard to stain. Savor delectable meals around the table or patio knowing your placemats are made with no health-harming substances.

This product is also available in packs of 2 or 4.

#### Specs

**Content:** 100% merino wool felt.

**Dimensions:** 13.75 inches x 17.75 inches.

**Thickness:** 3mm.

**Color:** Brown.

**Features:** Eco-friendly vegetable-based, colorfast dyes; biodegradable material.

**Benefits:** Stain-resistant, wicks away moisture and liquids, color will not fade over time.

**Human-friendly:** This product is certified free of harmful substances according to the Oeko-Tex 100 Standard. We use vegetable-based dyes for all our 100% wool felt products.

Example 2:

### **Protection While You Work**

When it comes to home repairs, nothing's worse than those accidental nicks and scratches that ruin your prized hardwood or furniture. Dents happen, but most don't realize there's an easy solution. The Felt Store's Wool Felt Hammer Head allows you to

protect your door frame molding, drawers, dowel, and hardwood flooring installations while you work. Simply place the high-density industrial wool hammerhead over your hammer and enjoy a flawless finish every time.

#### Specs

**Content:** 100% wool felt.

**Head Size:** 1  $\frac{3}{4}$  inches (44.45 mm).

**Hole Size:** 1  $\frac{1}{4}$  inches (31.75 mm).

**Hammer Size:** Fits any 16 oz. hammer.

**Benefits:** Sound deadening, protection from unwanted dents and marks.