



Intelligent Cross Border  
Compliance Platform

Tallinn  
Amsterdam  
London  
Dubai  
Singapore  
Shanghai  
Shenzhen

## Product Description Manual

Good descriptions result  
in better AI, and better service

Bad description:  
One word is too little

Apparel

Too general

Bad description:

Good description consists of 5 words in average,  
but not always

Short sleeve V-neck A line Blouse

Uninformative

Informative

Good description:

In minimum, always mention  
the product and the material

Cotton blouse

Material

Product

## Ideal description:

For a correct HS code, you need to submit detailed information about material and the wearer

Women's blouse 100% cotton not knitted

Gender

Product

Material

Method

Good description:

In minimum, always mention  
the product and the material

Wooden cuff links

Material

Product

## Ideal description:

handmade vintage wooden cuff links with initials

Method

Uninformative

Material

Product

Uninformative

Bad description:  
Product is missing!

Maybelline

Too general



## Good description:

The most important thing to know is  
what is the concrete cosmetic product.  
In minimum, always mention the product

Maybelline mat lipstick red

Brand

Uninformative Product

Uninformative

## Good description:

The title is not important for literature  
like novels, short stories, poetry etc

printed book, novel by J.Grisham, paperback

Product

Not important

Important

## Different types of books:

- Dictionaries
- Encyclopedias
- Children's picture, drawing or coloring books
- Bibles, testaments, prayer books, Quran and other religious books
- Technical, scientific and professional books
- Art and pictorial books
- Educational, school or collegiate books
- Product manuals
- Manuscripts

## Add some Details:

- Paperbound = paperback
- Hardbound
- Number of pages
- Printed in Braille technique
- author

## Bad description:

contemporary modern LED lamp

Uninformative

Informative

## Good description:

In minimum, always mention  
the product and the material

plastic lamp

Material

Product

## Ideal description:

Consists of details about the product, material and usage

1. Product: lamp, light
2. Usage: ceiling, wall, table
3. Material: plastic, ceramic, glass

contemporary plastic LED table lamp

Uninformative

Material

Un-  
informative

Usage

Product

## Footwear is classified according to:

- the **material** of the **upper and the outer sole**  
(this can be any material other than asbestos)
- its **type** and **purpose**
- whether the shoe **covers the ankle**
- shoe **size**  
(specifically whether the insole length is 24cm or more, or less than 24cm)  
— it does not take into account whether they're classed as adult or child footwear
- the **height of the heel**
- who the **target audience** is

## Good description:

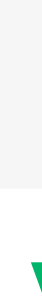
Audience



Product



Outer material



women court shoes, outer material: leather;  
inner material: synthetic; sole: polyurethane

Inner material



Sole material

