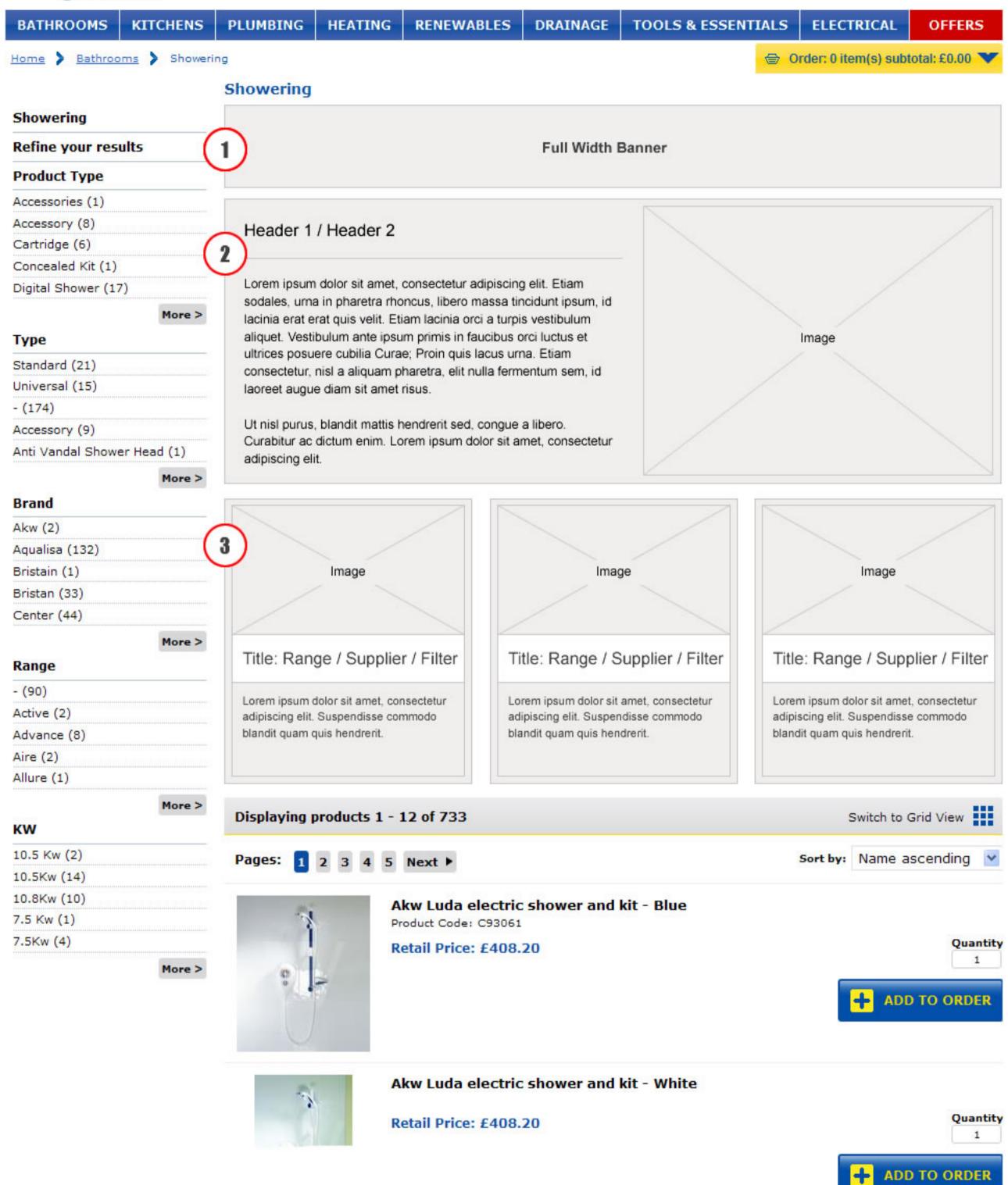


2 0845 030 4007





NOTES

Please note: Not all of these will be deployed simultaneously. These are examples of proposed content, which could be deployed as/when required. .



Full Width Banner / 2 Column Banner.

Used to display marketing / promotional branding. Service Message / Call to action (Log In?). Category / Product specific.



Category / Range Text and 'Hero' image.

Category / Range Text for SEO purposes and to provide customer with firendly descriptio of level presented to them.



Category / Sub-Category / Refined Products

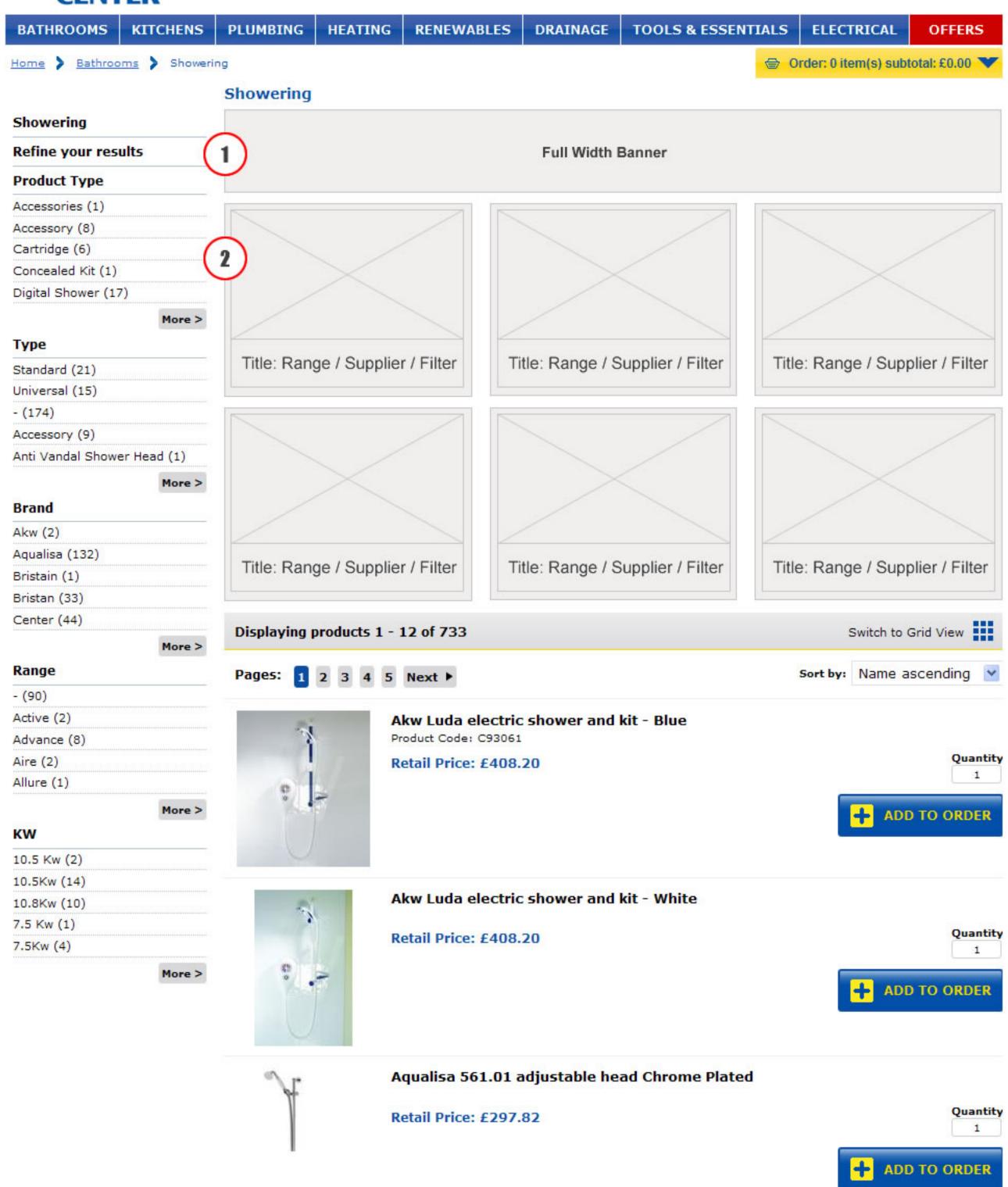
Visual navigation to aid customer journey through product structure. Capability to deploy content for access to Lower level sub-categories / refined products lists / associated offers / X-sell to relevant product categories, Etc.

Dept: Ecommerce	Document Type: Wireframes	Project: Plumb Center Website	Author: D. Lloyd
A 1	Version: 1.0	Brand: Plumb	Page / Screen: PLP - Espot content



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NOTES

Please note: Not all of these will be deployed simultaneously. These are examples of proposed content, which could be deployed as/when required. .



Full Width Banner / 2 Column Banner.

Used to display marketing / promotional branding. Service Message / Call to action (Log In?). Category / Product specific.



Category / Sub-Category / Refined Products

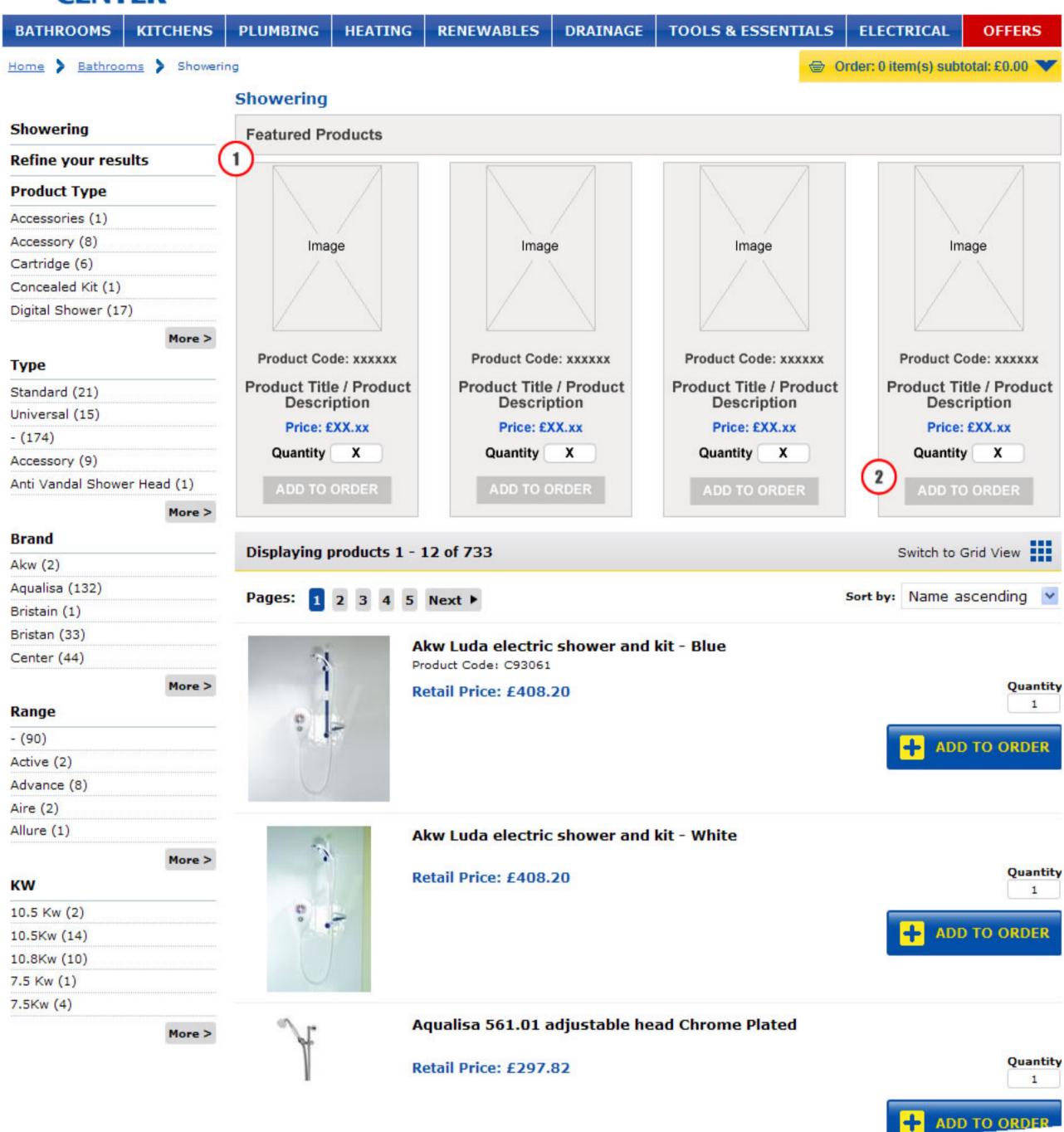
Visual navigation to aid customer journey through product structure. Capability to deploy content for access to Lower level sub-categories / refined products lists / associated offers / X-sell to relevant product categories, Etc.

Dept: Ecommerce	Document Type: Wireframes	Project: Plumb Center Website	Author: D. Lloyd
201	Version: 1.0	Brand: Plumb	Page / Screen: PLP - Espot content - Option 2



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NOTES

Please note: This example will be deployed as/when/where required. If there is no deployment Product List / Grid with close space.



Featured Products

Provide a means of elevanting relevant products associated with current category/range and visually presnet these in a seperate section above the Product List/Grid.



Assigned Products

Capability to deploy no-more than five chosen products within the area. Less products might render slightly different, therefore guide is four to five.

Dept: Ecommerce	Document Type: Wireframes	Project: Plumb Center Website	Author: D. Lloyd
	Version: 1.0	Brand: Plumb	Page / Screen: PLP - Espot content - Option 3