

The sample pack, in full.

Sample only. "Northfield Sample Goods" is a store that does not exist. Every product, fact, colour and image below is invented for this sample; nothing here describes a real merchant. A paid pack covers up to 10 products; this shows 3 of them in full, written 15 October 2026. [Download it as a PDF.](#)

The brief, as the store sent it

- Store: Northfield Sample Goods (made up). Country: United States. Products: 10 (3 shown here).
- Who buys: people furnishing a first proper kitchen or living room; mostly 28 to 45; they read the details before they buy.
- Brand voice: plain, warm, short sentences, no exclamation marks, no "elevate".
- Never claim: "organic", "sustainable", "eco", "best", anything about health or sleep.
- Words shoppers search for: "linen apron", "pour over dripper", "lambswool throw".
- Sent as: the Shopify products CSV export plus the facts above in the notes box.

What the pack returns

For each product: a title that reads like a product, a description of about 60 to 120 words as HTML and plain text (one paragraph plus a Details list), an SEO title under 70 characters, a meta description under 160, and alt text for each image listed. Then a change sheet per product and the questions we could not answer from the brief. CSV buyers get their file back with the Body (HTML), SEO Title, SEO Description and Image Alt Text columns filled, ready for Products > Import in the Shopify admin (keep a copy of the original export first).

Product 1: Cross-Back Linen Apron

Facts supplied (the whole brief for this product)

100% European flax linen, stonewashed. Cross-back straps, no neck tie. Two front pockets. One size, fits up to a 48 in (122 cm) chest. 34 in (86 cm) long. Colours: oatmeal, charcoal, sage. Machine wash cold, tumble low. Made in Portugal. In the box: the apron and a care card. Images: front on a hanger (oatmeal); worn, back view showing the straps; pocket close-up.

Before: the page as the store had it

"Premium quality linen apron. Perfect for any kitchen! Comfortable, stylish and made from the highest quality materials, this apron is a must-have for every home chef. Elevate your cooking experience today. Order now!"

After: title

Cross-Back Linen Apron

After: description

An apron you can wear for the whole evening. The straps cross at the back instead of tying at the neck, so the weight sits on your shoulders. Two front pockets hold a thermometer, a phone or a cloth. It is cut from 100% European flax linen, stonewashed, 34 inches long, in one size that fits up to a 48-inch chest. Machine wash cold, tumble low; it arrives with a care card. Made in Portugal.

Details

- 100% European flax linen, stonewashed
- Cross-back straps, no neck tie; two front pockets
- One size, fits up to a 48 in / 122 cm chest; 34 in / 86 cm long
- Oatmeal, charcoal or sage
- Machine wash cold, tumble low
- Made in Portugal. In the box: apron and care card

SEO title (60 characters, under 70)

Cross-Back Linen Apron, 100% European Flax, Made in Portugal

Meta description (160 characters, under 160)

A stonewashed European flax linen apron with cross-back straps (no neck tie), two front pockets, 34 in long. One size to a 48 in chest. Oatmeal, charcoal, sage.

Image alt text

1. Oatmeal cross-back linen apron on a wooden hanger, front view
2. Back view of a person wearing the linen apron, showing the crossed straps
3. Close-up of the two front pockets on the stonewashed linen apron

Change sheet

Part	What changed and why
Opener	"Premium quality linen apron" became the one thing a cook feels after an hour: no neck tie. From the fact "cross-back straps, no neck tie".
Claims cut	"highest quality materials", "must-have", "elevate" removed: no fact on the form backs them.
Facts added	Fibre, length, chest size, pockets, colours, care and country of origin were on the form but not on the page.
Wording	No "organic" or "sustainable" anywhere, as the never-claim list asks.

Questions back, not guesses

- Is 48 in the maximum chest, or the size you measured? We wrote "fits up to".
- Do all three colours come with the care card? We assumed yes.

Product 2: Stoneware Pour-Over Dripper

Facts supplied (the whole brief for this product)

Stoneware, hand-glazed, speckled white. Takes size 02 cone paper filters. Brews 1 to 2 cups, up to 500 ml. Sits on mugs and carafes with an opening up to 3.5 in (9 cm). Dishwasher safe. Made in Thailand. In the box: the dripper only; filters not included. Images: dripper on a mug; top view of the ribs; dripper in the box.

Before: the page as the store had it

"The best pour over coffee dripper for coffee lovers. Beautiful ceramic design that makes the perfect cup every time. Great gift idea. Premium craftsmanship you can taste."

After: title

Stoneware Pour-Over Dripper, size 02

After: description

A pour-over cone for one or two cups. It takes standard size 02 paper filters and brews up to 500 ml in one go, sitting on any mug or carafe with an opening up to

3.5 inches. The body is stoneware, hand-glazed in a speckled white, and it goes in the dishwasher. The box holds the dripper only; filters are sold separately. Made in Thailand.

Details

- Stoneware, hand-glazed, speckled white
- Fits size 02 cone paper filters (not included)
- 1 to 2 cups; brews up to 500 ml
- Fits mug or carafe openings up to 3.5 in / 9 cm
- Dishwasher safe
- Made in Thailand

SEO title (60 characters, under 70)

Stoneware Pour-Over Coffee Dripper, Size 02, Dishwasher Safe

Meta description (160 characters, under 160)

A hand-glazed stoneware pour-over dripper for size 02 filters. Brews 1 to 2 cups (up to 500 ml), fits openings to 3.5 in, dishwasher safe. Filters not included.

Image alt text

1. Speckled white stoneware pour-over dripper sitting on a mug
2. Top view of the stoneware dripper showing the inside ribs
3. Stoneware pour-over dripper in its box

Change sheet

Part	What changed and why
Claims cut	"the best pour over", "perfect cup every time", "craftsmanship you can taste" removed: taste and "best" are not facts on the form.
Facts added	Filter size, capacity, the 3.5 in opening and "filters not included" were missing; the last one stops a support email.
Opener	Starts with what it does (one or two cups) rather than who it is for in the abstract.
Gift line	"Great gift idea" dropped; nothing on the form says it is boxed as a gift. Add it back if you want it, as a question below.

Questions back, not guesses

- Does the box work as a gift box (printed, no price label)? If yes we can say so.

Product 3: Lambswool Throw

Facts supplied (the whole brief for this product)

100% lambswool. 130 × 180 cm (51 × 71 in). 1.1 kg. Woven in Scotland. Fringed on the short edges. Colours: moss, oat, slate, rust. Dry clean, or hand wash cold and dry flat. Ships in a cotton drawstring bag. Images: throw folded on a sofa arm (moss); fringe close-up; all four colours stacked.

Before: the page as the store had it

"Luxurious wool throw blanket for cozy nights. Super soft and warm, this premium throw adds a touch of elegance to any room. Made with love. The perfect gift for any occasion."

After: title

Lambswool Throw, 130 × 180 cm

After: description

A throw sized for a sofa or the end of a bed: 130 by 180 centimetres, 1.1 kilograms of 100% lambswool, fringed on the short edges. It is woven in Scotland and comes in moss, oat, slate or rust. Care is dry clean, or a cold hand wash dried flat. It ships folded in a cotton drawstring bag.

Details

- 100% lambswool, woven in Scotland
- 130 × 180 cm / 51 × 71 in; 1.1 kg
- Fringed short edges
- Moss, oat, slate or rust
- Dry clean, or hand wash cold and dry flat
- Ships in a cotton drawstring bag

SEO title (48 characters, under 70)

Lambswool Throw, 130 × 180 cm, Woven in Scotland

Meta description (147 characters, under 160)

A 100% lambswool throw, 130 × 180 cm and 1.1 kg, woven in Scotland with fringed short edges. Moss, oat, slate or rust. Dry clean or hand wash cold.

Image alt text

1. Moss green lambswool throw folded over the arm of a sofa
2. Close-up of the fringe on the lambswool throw
3. Four lambswool throws stacked: moss, oat, slate and rust

Change sheet

Part	What changed and why
Claims cut	"luxurious", "super soft", "premium", "elegance", "made with love" removed: none is a fact on the form. Softness is the reader's to judge; we gave the fibre and weight so they can.
Facts added	Size, weight, fibre, origin, colours, care and the bag were on the form and not on the page.
Opener	Opens with the one question a buyer has about a throw: will it fit the sofa. The size answers it.

Questions back, not guesses

- Is "woven in Scotland" the whole make, or woven there and finished elsewhere? We used your words exactly.

Rules this sample keeps, and every paid pack keeps

- Every fact in the copy is on the brief. Nothing about softness, taste, quality, awards, certifications or numbers was added.
- No health, medical or earnings claims. The never-claim list was honoured: "organic", "sustainable" and "best" appear nowhere.
- The store publishes it, by paste or CSV import. We never log in to a merchant's store.
- Shopify's own help page on generated descriptions says the merchant is responsible for the accuracy of everything published and that generated text "can include things such as product benefits even when you didn't list any explicitly"; that is why this pack writes only from the facts you send.

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