BAM Store Tag Standard - Staff Reference

1. The One Rule

• Tags are lowercase and hyphenated: star-wars, harry-potter, pre-built.

• Tags are set in HEARTLAND, not Shopify. Heartland is the source of truth - the POS sync overwrites Shopify, so edits made in Shopify revert on the next sync.

• Every item gets: one theme tag + one condition tag, plus retired when out of production.

• Write every theme the SAME way every time. 'Star Wars' and 'StarWars' are two different tags - a collection only catches the one it was built for.

• Tags work independently. Each collection looks for its own keyword, so one misspelled tag only breaks that item's own collections.

2. Tag anatomy

A typical item ends up tagged: star-wars, nib, retired, add

Tag	Meaning	Where it comes from
theme tag	What the set is (star-wars, city, ninjago...). An item MAY carry more than one theme tag (SuperHeroes, Batman or SuperHeroes, Marvel) - tag every theme that applies.	From Heartland, chosen per section 5
condition tag	What state it is in (nib, certified, pre-built, bulk, project, minifigs).	From Heartland department/category
retired	Set is out of production. Added automatically for any item with a launch year before 2025 (or no year).	Automatic
add	The manual website switch. NEVER auto-generated. Items WITHOUT add stay out of the website. Add it in Heartland only when the item is ready to go live.	Manual - in Heartland only

3. Condition tags

Tag	Use for	Note
nib	New In Box	New Sets department
certified	Certified set - verified complete, reboxed, original manual in box	Used Sets department, -C suffix. Completeness replacement-parts guarantee only.

Tag	Use for	Note
pre-built	Built/used family set (was assembled, may show play wear)	Replaces: built, used, pre-owned, prebuilt. Certified and pre-built never on the same item.
bulk	Bulk parts, cups, bags, loose bricks	Bulk departments
project	Project set - majority of parts, not certified, needs extra parts. NO guarantees. Optional feature.	-P suffix
minifigs	Loose minifigure items	Minifigures department
(none)	Internal-only items (cups, bags, accessories listings)	Stay unpublished; do not need condition tags

4. Heartland SKU suffix matrix

The suffix on the Heartland item number (after the LEGO set number) drives both the condition tag and website eligibility:

Suffix	Meaning	Condition tag	Website
(none) - New Sets dept	New In Box	nib	Yes, with add
-R	Retired, new in box	nib + retired	Yes, with add
-O	Open box	nib	Yes, with add
-D	Damaged box	nib	Yes, with add (discount)
-C	Certified set (verified complete, reboxed)	certified	Yes, with add
-U	Pre-built set (assembled)	pre-built	No - stays off the website
-I	Incomplete	(none)	No - stays off the website
-B	Build only (parts)	(none)	No - stays off the website
-P	Project set (majority of parts, needs work)	project	No - cataloged in SetFinder only

5. Spelling - automatic fixes applied by the updater

You type it any of these ways in Heartland; the updater converts it to the standard tag:

You may type	Becomes
new, new in box, new-in-box	nib
minifigure, minifig, minifigures	minifigs

You may type	Becomes
built, used, pre-owned, prebuilt, pre built, used/built	pre-built
project set, project sets, project-set	project
accessories, accessorie, accesory, accessorys	accessory

6. Project sets - policy

• Project sets may or may not have all the parts. Not certified. Contain a majority of the parts but require additional work and parts to complete.

• No guarantees are made with Project sets.

• They are cataloged in SetFinder so people know they are available, but kept out of the website.

• -P on the item number always means Project. The updater flags the item automatically.

7. Theme tag vocabulary (BAM standard)

136 standard tags. Left column = the tag to use. Right column = names you may see in Heartland that the updater converts. If a Heartland theme name is missing here, the updater flags it for review rather than guessing.

Theme tags - full list (136 tags)

Standard tag | Accepted names in Heartland

Tag	Accepted names
4-plus	4+
adventurers	Adventurers
agents	Agents
alpha-team	Alpha Team
angry-birds	Angry Birds
animal-crossing	Animal Crossing
aquazone	Aquazone
architecture	Architecture
art	Art
atlantis	Atlantis
avatar	Avatar
baby	Baby
batman-movie	LEGO Batman Movie, Lego Batman Movie, The LEGO Batman Movie, The Lego Batman Movie
belville	Belville
ben-10	Ben 10
best-seller	Best Sellers
bionicle	Bionicle
bluey	Bluey
boost	Boost
botanicals	Botanicals
brick-sketches	Brick Sketches
brickheadz	BrickHeadz
bricklink	BrickLink Designer
built	Built Sets
bulk	Bulk
cars	Cars
castle	Castle
certified	Certified Sets
chima	Chima, Legends of Chima
city	City
classic	Classic

Tag	Accepted names
clikits	Clikits
collectible-minifigs	Collectible Minifigures, Series 1 Minifigures, Series 10 Minifigures, Series 11 Minifigures, Series 12 Minifigures, Series 13 Minifigures, Series 14 Minifigures, Series 15 Minifigures, Series 16 Minifigures, Series 17 Minifigures, Series 18 Minifigures, Series 19 Minifigures, Series 2 Minifigures, Series 20 Minifigures, Series 21 Minifigures, Series 22 Minifigures, Series 23 Minifigures, Series 24 Minifigures, Series 25 Minifigures, Series 26 Minifigures, Series 27 Minifigures, Series 28 Minifigures, Series 29 Minifigures, Series 3 Minifigures, Series 4 Minifigures, Series 5 Minifigures, Series 6 Minifigures, Series 7 Minifigures, Series 8 Minifigures, Series 9 Minifigures
creator	Creator
dc-comics	DC, DC Comics, DC Comics Super Heroes, DC Super Heroes, Super Heroes DC
dc-super-girls	DC Super Hero Girls
design-byme	Design byME
despicable-me	Despicable Me
dimensions	Dimensions
dino-2010	Dino 2010
dino-attack	Dino Attack
disney	Disney
display	Display Models
dots	DOTS
dreamzzz	Dreamzzz
dune	Dune
duplo	Duplo
editions	Editions
education	Education
elves	Elves
exo-force	Exo-Force
fabuland	Fabuland
featured	Featured Collection
forma	FORMA
fortnite	Fortnite
friends	Friends
fusion	Fusion
galidor	Galidor

Tag	Accepted names
games	Games
ghostbusters	Ghostbusters
gift-card	Gift Cards
harry-potter	Harry Potter
hero-factory	Hero Factory
hidden-side	Hidden Side
homemaker	Homemaker
horizon	Horizon
icons	Icons
ideas	Ideas
indiana-jones	Indiana Jones
island-xtreme	Island Xtreme
jack-stone	Jack Stone
juniors	Juniors
jurassic-world	Jurassic World
kpop	KPop Demon Hunters
lego-movie	LEGO Movie, Lego Movie, The LEGO Movie, The Lego Movie
life-of-george	Life of George
lone-ranger	Lone Ranger
looney-tunes	Looney Tunes
lotr	LOTR, Lord of the Rings, The Hobbit, The Hobbit and Lord of the Rings, The Lord of the Rings
marvel	Marvel, Marvel Super Heroes, Spider-Man, Spiderman, Super Heroes
mickey-mouse	Mickey Mouse
mindstorms	Mindstorms
minecraft	Minecraft
minifigs	Minifigures
minions	Minions
mixels	Mixels
monkie-kid	Monkie Kid
monster-fighters	Monster Fighters
new-arrivals	New Arrivals
nexo-knights	Nexo Knights
nib	New In Box

Tag	Accepted names
nike	Nike
ninja	Ninja
ninjago	Ninjago
ninjago-movie	LEGO Ninjago Movie, Lego Ninjago Movie, The LEGO Ninjago Movie, The Lego Ninjago Movie
one-piece	One Piece
overwatch	Overwatch
pirates	Pirates
pirates-caribbean	Pirates Of The Caribbean, Pirates of the Caribbean
pokemon	Pokemon, Pokémon
power-miners	Power Miners
powerpuff-girls	Powerpuff Girls, The Powerpuff Girls
prince-of-persia	Prince of Persia
quatro	Quatro
racers	Racers
retired	Retired Sets
rock-raiders	Rock Raiders
sale	On Sale
scooby-doo	Scooby Doo, Scooby-Doo
shrek	Shrek
simpsons	Simpsons, The Simpsons
sonic	Sonic
space	Space
speed-champions	Speed Champions
speed-racer	Speed Racer
spongebob	Sponge Bob, SpongeBob, SpongeBob SquarePants
sports	Sports
spybotics	Spybotics
star-wars	Star Wars
stranger-things	Stranger Things
studios	Studios
super-mario	Super Mario
technic	Technic
time-cruisers	Time Cruisers

Tag	Accepted names
tmnt	TMNT
trolls	Trolls
ultra-agents	Ultra Agents
unikitty	Unikitty!
vidiyo	Vidiyo
vikings	Vikings
wednesday	Wednesday
wicked	Wicked
wild-west	Wild West
world-racers	World Racers
zelda	Legend of Zelda, Zelda
znap	Znap