AI product description without made-up features · What if the process gets stuck?

For: Paušalni obrt · Obrtnici · j.d.o.o. · d.o.o.

Practical business guidance · Reviewed: 2026-11-22

Applicability: According to the profile and circumstances of the described case.

Remove any unverified medical or security claim from the draft and do not publish it without evidence.

When a plan meets an obstacle

Prepare the approved specification, materials, warnings and permitted claims.

Save the table of claims and the link to the document that justifies each one.

Working example · AI product description without made-up features

Compare the proposed title, description and product information with the actual item.

Specific next steps

1. Prepare the approved specification, materials, warnings and permitted claims.
2. Save the table of claims and the link to the document that justifies each one.
3. Introduce mandatory property checks into the catalogue before publication.

Limits of application

Apply the guideline to your documents and working methods.

Original page

https://adriatrends.hr/poslovni-vodic/en/pitanja/praksa-ai-opis-proizvoda-problem