

# Syndigo and Lowe's- API

## Quick-Start Guide for Existing Syndigo Customers

### Overview:

The purpose of this guide is to walk through the specific steps required to prepare and send your product content to Lowe's specifically.

Additionally, with the updated API connection and data model, there is an "**Important Information**" section below that is critical to review.

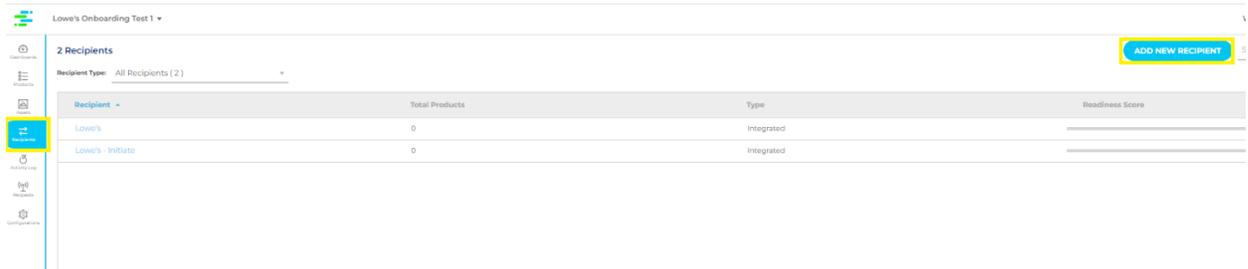
We also offer a program landing page for Lowe's Vendors. This page features a completion of resources and documents that are constantly evolving. Please visit [www.syndigo.com/lowes](http://www.syndigo.com/lowes) for more details.

### Important Information:

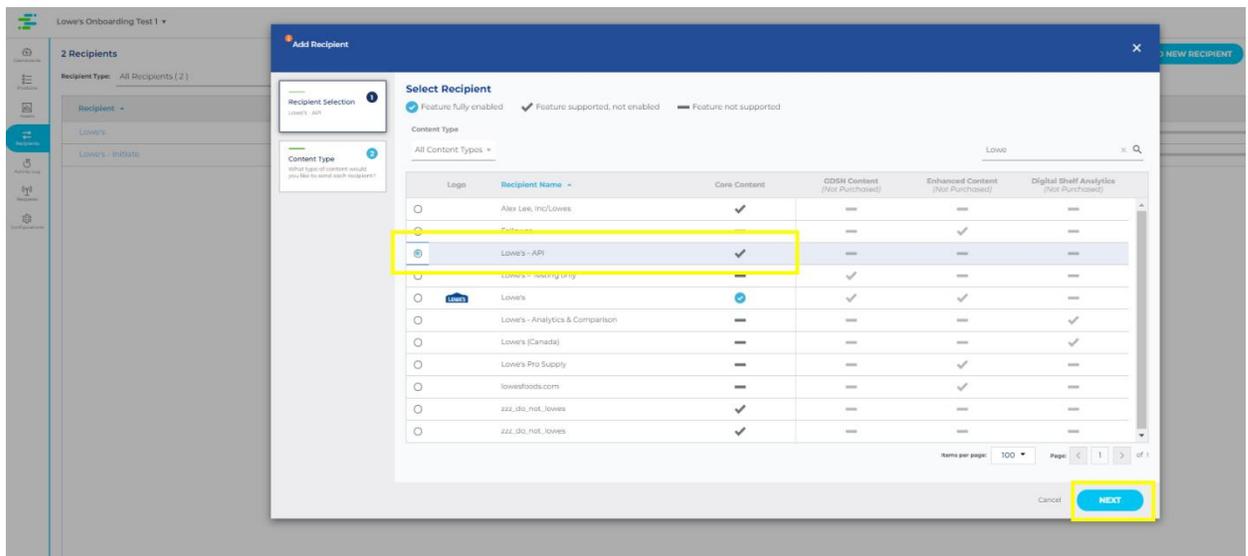
- The new Lowe's – API connection has been condensed down to **ONE** Requirement Set for Lowe's, as opposed to the Lowe's- Initiate, Lowe's- GDSN, and Lowe's Core Marketing requirements utilized in the previous connection
- Existing items that were set up in Syndigo will be linked to the Lowe's- API Recipient and Requirement Set (**Steps 1 and 2, as outlined below**)
- Existing data that is **present and utilized** in the new Requirements, will be mapped by Syndigo
- Existing items will likely have new attributes required, as driven by the new Lowe's data model
- Existing items **do not** need to be updated immediately, but the new requirements will need to be addressed if updates are needed in the future
- **Previous GDSN Suppliers:** Syndigo made an effort to update your latest Packaging Hierarchy, but it is important to review before publishing
- Moving forward, net new items will need to be 100% complete based on the Lowe's – API Recipient and Requirement Set. **Suppliers will no longer use the old Lowe's Recipients and Requirement Sets**
- **Model Identifier** attribute in the new Lowe's – API Requirement set is equivalent to the Model Number that was previously collected in GDSN/Lowe's- Initiate and **must be consistent** with Lowe's records
- When utilizing spreadsheet imports, please ensure your chosen **Primary identifier** for import = **UPC. Please note, this is due to the fact that Lowes no longer collects or requires GTIN.**
- *With the new Lowe's- API connection, changes in data quality validations and rules will not be static and will be dynamic in nature, meaning Lowes business will be introducing new rules as deemed necessary.*

## Step 1 – Add the Lowe’s - API Recipient to your Syndigo Account

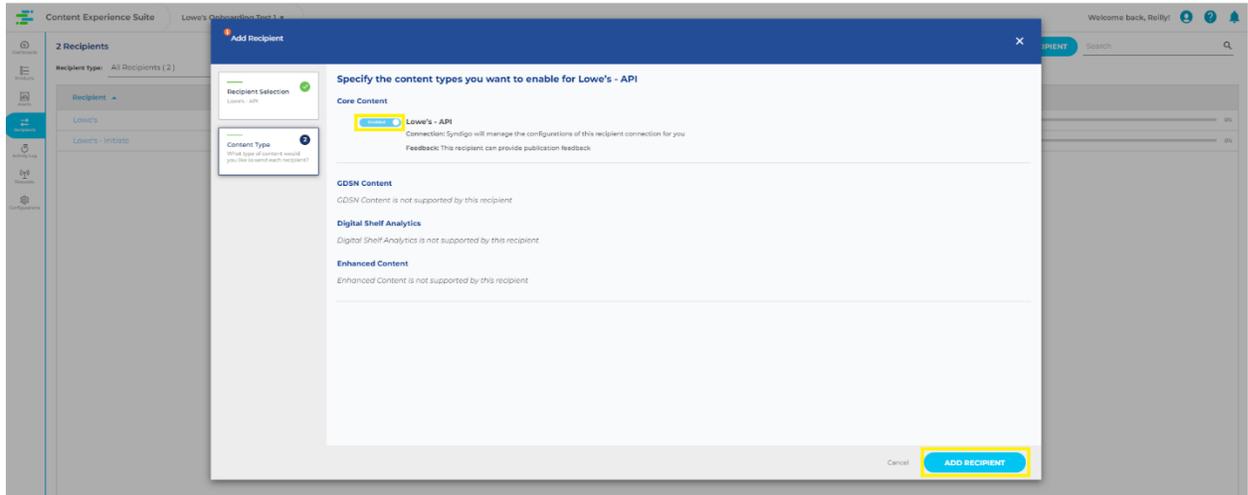
- A. Log in to Syndigo CES Account
- B. Click the **Recipients** button on the far left of the screen
- C. Click **Add New Recipient** near the top right of the screen



- D. Search & Select **Lowe’s – API**
- E. Click **Next**



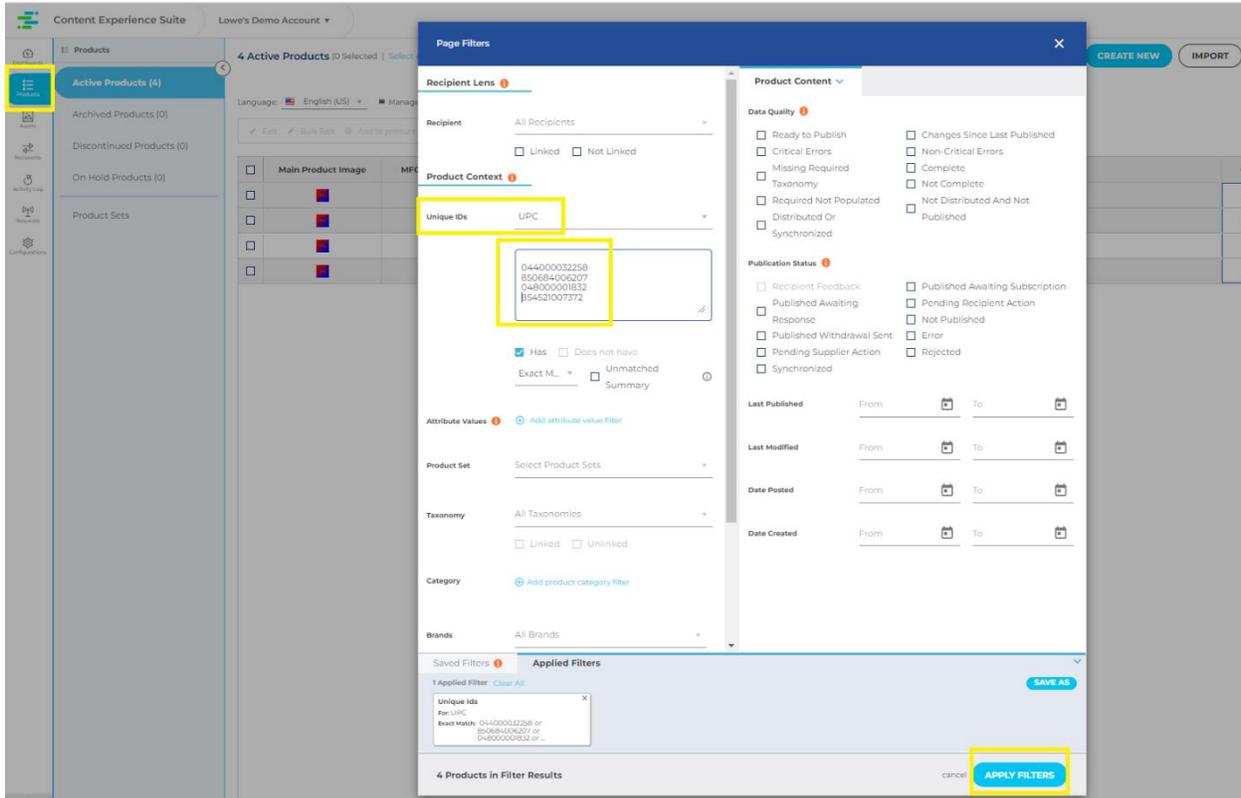
- F. Toggle Core Content to **“Enabled”** and click **“Add Recipient”**



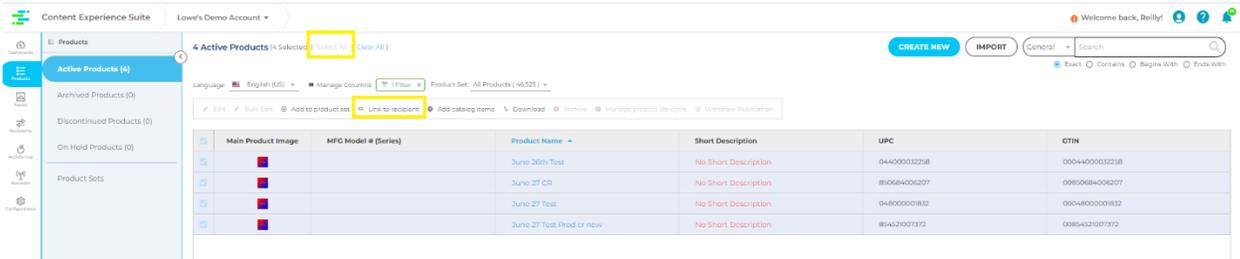
## Step 2 – Link Your Products to Lowe’s – API Recipient + Requirement Set

### Option 1 – Multiple Products

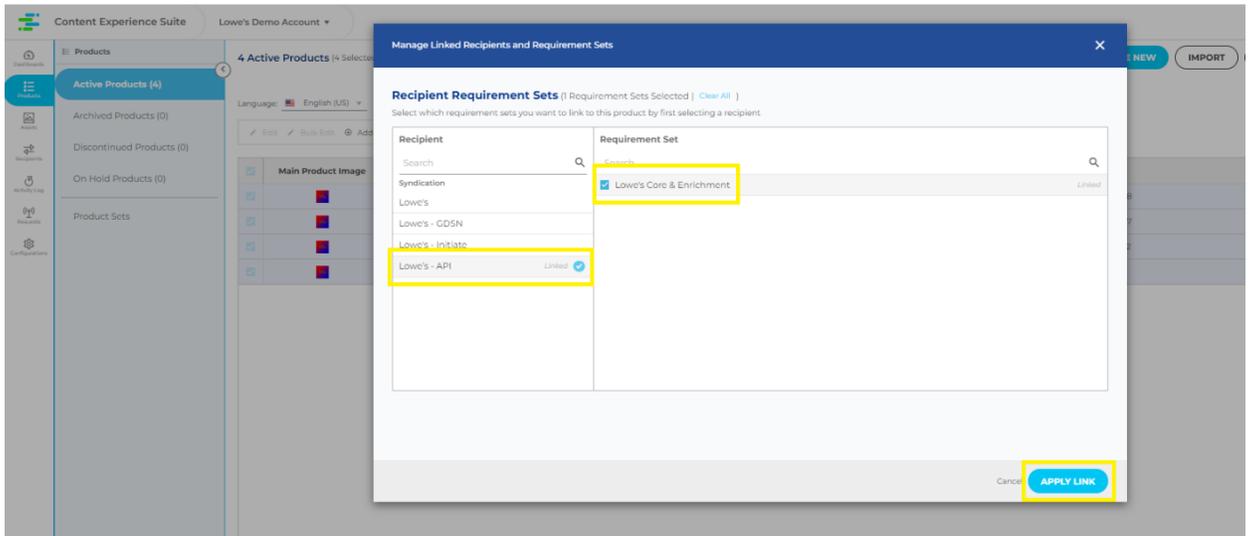
- A. Click the **Products** button on the far left of the screen
- B. Click **Add Filter** in the top-middle of the screen
- C. Select the **Unique Identifier** that you wish to use to find the products (\***IMPORTANT**\* UPC will now be required, instead of GTIN)
- D. Paste your list of identifiers
- E. Click **Apply Filters**



- F. Click **Select All** near the top of the screen
- G. Click **Link to Recipient**

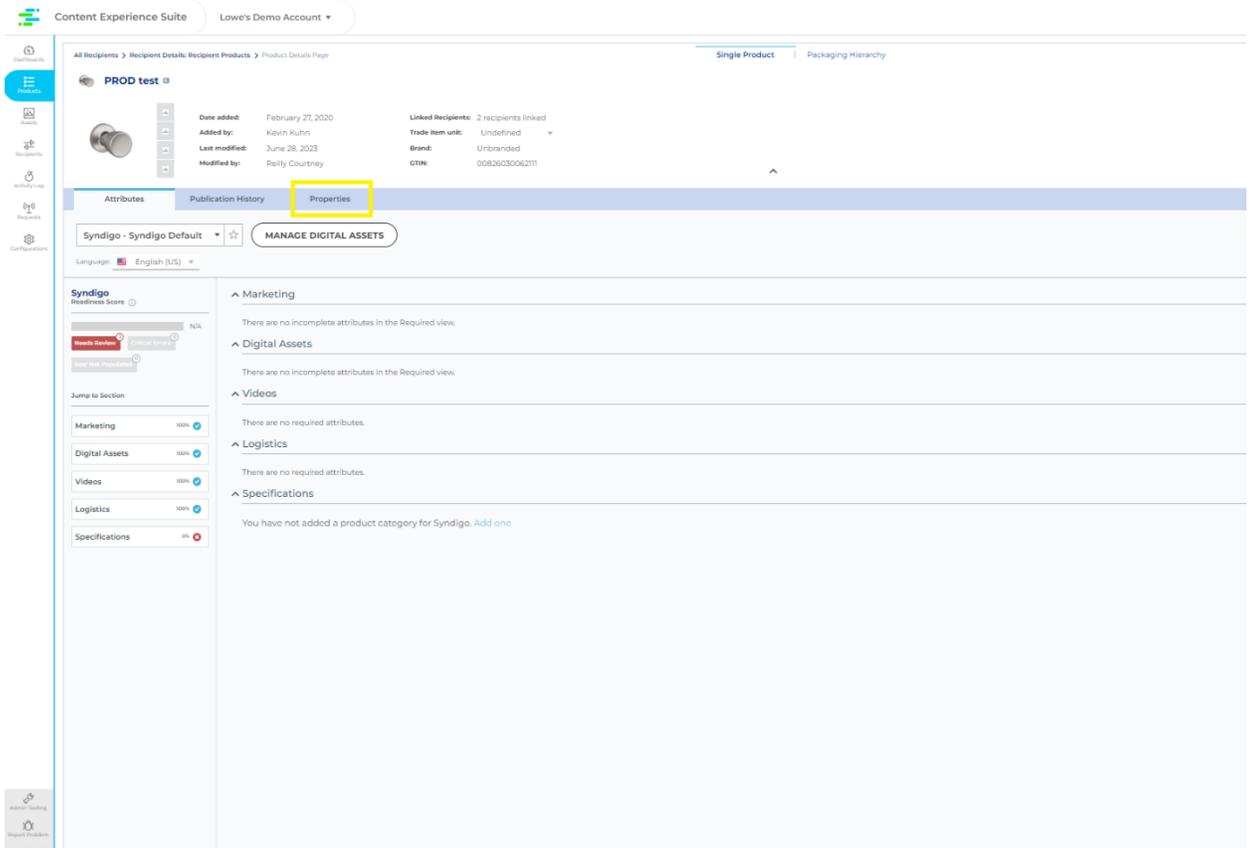


- H. Select the **Lowé's - API** recipient and **Lowé's Core & Enrichment** requirement set
- I. Click **Apply Link**



## Option 2 – Single Product

- A. Within the Single Item Edit (PDP) page, select **Properties** near the middle of the screen



## B. Click Add Recipient

The screenshot shows the 'Content Experience Suite' interface for a 'Lowes Demo Account'. The main content area is titled 'PROD test' and includes metadata such as 'Date added: February 27, 2020', 'Added by: Kevin Kuhn', 'Last modified: June 28, 2023', and 'Modified by: Reilly Courtney'. Below this, there are sections for 'Product Category', 'Catalog Items', and 'Linked Recipients'. The 'Linked Recipients' section has an 'Add recipient' button highlighted with a yellow box. Below this, there is a table with columns for 'Recipient', 'Readiness', and 'Requirement Sets'. The table contains two rows: 'Lowes' with 'Not Available' readiness and 'Lowes - Initiate CAN' requirement set, and 'Lowes - Initiate' with '42%' readiness and 'Lowes Initiate USA' requirement set.

## C. Select the **Lowes - API** recipient and **Lowes Core & Enrichment** requirement set

## D. Click **Apply Link**

The screenshot shows the 'Manage Linked Recipients and Requirement Sets' dialog box. The dialog has a title bar and a close button. Below the title, it says 'Recipient Requirement Sets (4 Requirement Sets Selected)'. The main content area is divided into two columns: 'Recipient' and 'Requirement Set'. The 'Recipient' column lists 'Syndication', 'Lowes - GDSN', 'Lowes - Initiate', and 'Lowes - API'. The 'Requirement Set' column lists 'Lowes Initiate CAN' and 'Lowes Initiate USA'. The 'Lowes - API' recipient and 'Lowes Core & Enrichment' requirement set are both highlighted with yellow boxes. At the bottom right of the dialog, there is a 'Cancel' button and an 'APPLY LINK' button highlighted with a yellow box.

E. Click **Save Changes**

## Step 3 - Complete the Data and Publish

- A. Within the Single Item Edit (PDP) page, select **Attributes** near the left side of the screen
- B. Ensure that **Lowe's - API** is selected in the requirement set selector

The screenshot displays the 'Content Experience Suite' interface for a product named 'PROD test'. The 'Attributes' tab is selected, and the 'Lowes - API - Lowe's Core & Enrichment' requirement set is chosen. The 'Attributes' list on the left includes 'Vender Information', 'Item Information', 'Marketing Information', 'Pricing Information', 'Restrictions and Warnings', 'Shipping and Ordering Information', 'Additional Information', 'Packaging Information', 'Base (Packaging) Information', 'Inner (Packaging) Information', 'Case (Packaging) Information', and 'Pallet (Packaging) Information'. The 'Vender Information' section is expanded, showing fields for 'Item Number', 'Vendor Item Setup Contact Name (USA)', 'Vendor Item Setup Contact Email (USA)', 'Vendor Item Setup Contact Phone Number (USA)', and 'Lowe's Merchant Email (USA)'. The 'Item Information' section is also expanded, showing fields for 'Product Name', 'Product Description', 'Merchandise Sub-Dispersion Number', 'MFG Brand Name', 'Subbrand', 'Model Identifier', and 'Will the product ship to Lowe's Domestic or Import?'. The 'Product Name' field is highlighted in red, indicating it is a required attribute. The 'Product Description' field is also highlighted in red. The 'Merchandise Sub-Dispersion Number' field is set to '142'. The 'MFG Brand Name' field is set to 'Unbranded'. The 'Subbrand' field is set to 'Max 70 characters'. The 'Model Identifier' field is set to 'Max 100 characters'. The 'Will the product ship to Lowe's Domestic or Import?' field is set to 'Domestic'.

- C. Complete the required attributes shown in red
- D. When you reach the Specifications section, click **Add One** to classify the product in the **LowesOutbound** taxonomy

Content Experience Suite | Lowe's Demo Account

All Recipients > Recipient Details: Recipient Products > Product Details Page

Single Product | Packaging Hierarchy

**PROD test**

Date added: June 28, 2023  
 Added by: Reilly Courtney  
 Last modified: June 28, 2023  
 Modified by: Reilly Courtney

Linked Recipients: 1 recipient linked  
 Trade item unit: Please select an item  
 Brand: Unbranded  
 GTIN: —

Attributes | Publication History | Properties

Lowe's - API - Lowe's Core & Enrichment | MANAGE DIGITAL ASSETS

Language: English (US)

Vender Information 200%  
 Item Information 80%  
 Marketing Information 100%  
 Pricing Information 40%  
 Restrictions and Warnings 100%  
 Shipping and Ordering Information 40%  
 Additional Information 100%  
 Packaging Information 100%  
 Base (Packaging) Information 50%  
 Inner (Packaging) Information 100%  
 Case (Packaging) Information 100%  
 Pallet (Packaging) Information 100%  
 Additional Packaging Hierarchies 100%  
 Digital Assets 100%  
 Digital Assets (360-Spin) 100%  
 Videos 100%  
 Documents and PDFs 100%  
 Specification 40%

**MANAGE DIGITAL ASSETS**

^ Videos

Assembly Instruction Video | Product Demo Video | Product Installation Video | Product Marketing Video | Product Review Video

sample-mpi-file-small.mp4 | NextStone - Faux Stone Sidin...

^ Documents and PDFs

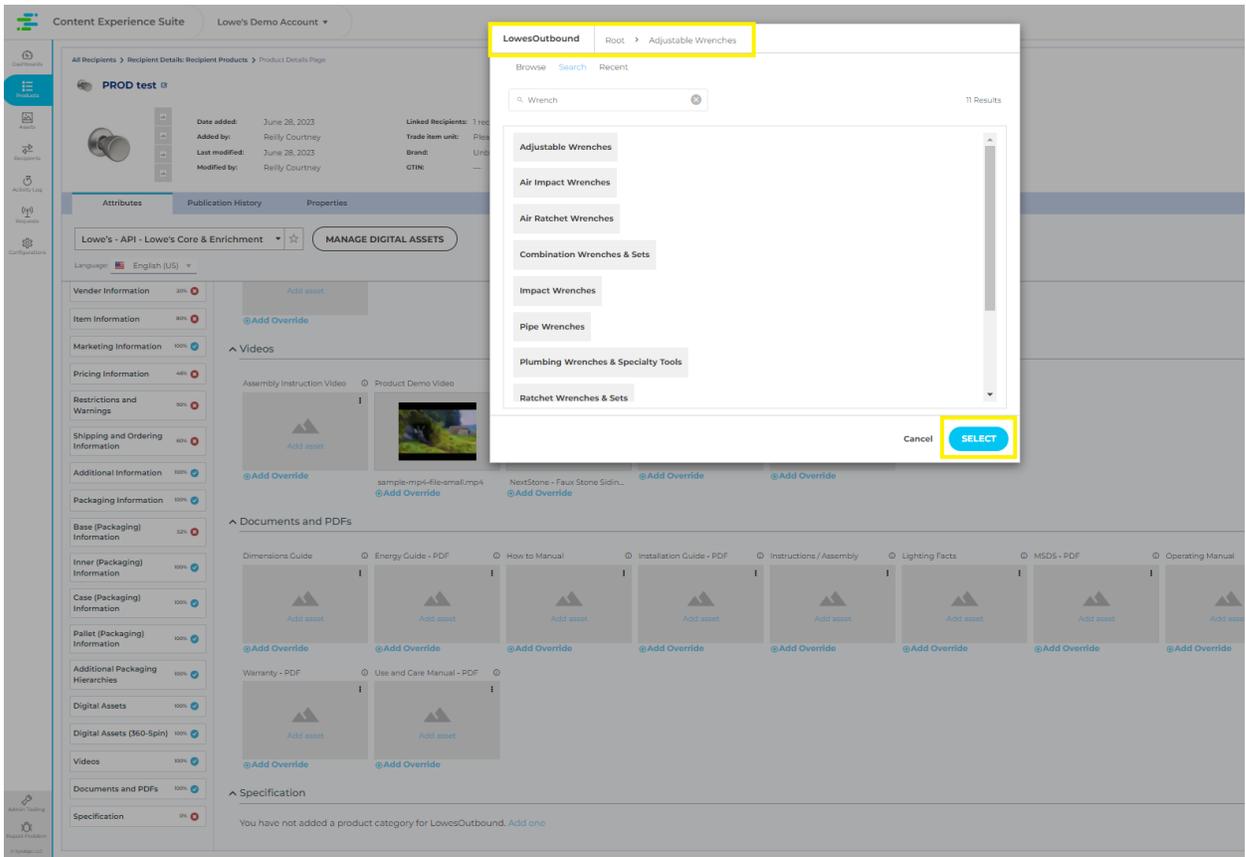
Dimensions Guide | Energy Guide - PDF | How to Manual | Installation Guide - PDF | Instructions / Assembly | Lighting Facts | MSDS - PDF | Operating Manual

Warranty - PDF | Use and Care Manual - PDF

^ Specification

You have not added a product category for LowesOutbound [add one](#)

- E. Navigate the **LowesOutbound** taxonomy or use the search function to find the appropriate category
- F. Click **Select**



G. Continue completing the required attributes until the **Readiness Score** reaches 100%

The screenshot displays the 'Content Experience Suite' interface for 'Lowe's Demo Account'. The main content area is titled 'Lowe's - API - Lowe's Core & Enrichment' and includes a 'MANAGE DIGITAL ASSETS' button. The left sidebar shows a 'Lowe's - API' section with a 'Not Published' status and a 'Readiness Score' of 73%. The main content area displays product information for 'LowesOutbound Adjustable Wrenches', including attributes like 'Warranty', 'Width', 'Color/Finish Family', 'Total Number of Pieces', 'Detailed Product View 2', 'Detailed Product View 1T', 'Detailed Product View 1S', 'Finish', and 'Length'. Each attribute has an '@Add Override' link. The interface also includes a 'SAVE CHANGES' button in the top right corner and a 'Duplicate' button in the top right corner.

- H. Click **Save Changes**
- I. Click **Publish**
- J. Select **Product Content** and **Continue**
- K. Select **Lowe's - API** and **Publish**
- L. Monitor for **"Needs Review"** Feedback sent from Lowe's

Content Experience Suite | Lowe's Demo Account

PROD test

Date added: June 28, 2023  
Added by: Rilly Courtney  
Last modified: June 28, 2023  
Modified by: Rilly Courtney

Linked Recipients: 1 recipient  
Trade item unit: Please  
Brand: Unbranded  
GTIN: —

Attributes | Publication History | Properties

Lowe's - API - Lowe's Core & Enrichment | MANAGE DIGITAL ASSETS

Language: English (US)

**Lowe's - API**  
Publication Status: Not Published

Readiness Score: 100%

Jump to Section

- Vender Information 100%
- Item Information 100%
- Marketing Information 100%
- Pricing Information 100%
- Restrictions and Warnings 100%
- Shipping and Ordering Information 100%
- Additional Information 100%
- Packaging Information 100%
- Base (Packaging) Information 100%
- Inner (Packaging) Information 100%
- Case (Packaging) Information 100%
- Pallet (Packaging) Information 100%

There are no incomplete attributes in the Required view.

Base (Packaging) Information  
There are no incomplete attributes in the Required view.

Inner (Packaging) Information  
There are no required attributes.

Case (Packaging) Information  
There are no required attributes.

Pallet (Packaging) Information  
There are no required attributes.

Additional Packaging Hierarchies  
There are no required attributes.

Digital Assets  
There are no incomplete attributes in the Required view.

Digital Assets (360-Spin)  
There are no required attributes.

Videos  
There are no required attributes.

Documents and PDFs  
There are no required attributes.

Specification  
Product Category: **LowesOutbound** Adjustable Wrenches  
There are no incomplete attributes in the Required view.

**Publishing Product Content**

Core/Marketing Recipients | GDSN Recipients | Other Recipients

Select the recipient to send these products to:  
**1 Recipients Available To Publish (1 Selected | Unselect All)**  
Recipients that are available and eligible to publish, have no critical errors, and are either at 100% or do not require 100% to publish

Search

<input checked="" type="checkbox"/> Lowe's - API	Available: 100%
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Publish to 1 Recipient **PUBLISH**