

Lowe's Vendor Training FAQs

Overview

Important Info – Please Read!

Lowe's is a partner with Syndigo for New Item Setup and Product Data Management. All **suppliers have the option to use the Syndigo Content Experience Suite (CES) for marketing/commerce data setup and maintenance.**

Frequently Asked Questions

1. Is GDSN data still required for Lowe's?

No, with the new Lowe's-API Connection, GDSN data and GDSN publications are no longer being required or collected by Lowe's.

2. Is Lowe's- Initiate data still required for Lowe's?

No, with the new Lowe's- API Connection, Lowe's- Initiate will no longer be collected or required for Lowe's. Vendors will ONLY complete the **Lowe's -API- Lowe's Core & Enrichment** requirement set.

3. How is the Lowe's Product Description (LPD) updated?

The LPD is created from a series of rules that concatenate attributes based on your product category. If you have an LPD that appears to be incorrect or misrepresenting your product, please submit a ticket via the Ticket Management tab in Lowe's Vendor Gateway. There are many Help Topics and Issue Types available for vendors to select from.

4. What if I need to remove an existing packaging hierarchy on my item(s)?

If a vendor needs to remove an existing packaging hierarchy, please submit a ticket via the Ticket Management tab in Lowe's Vendor Gateway. A vendor can ADD new hierarchies via Syndigo but cannot remove existing ones.

5. How do I get a new Lowe's taxonomy (category) attribute or value added for my items?

If you need assistance with Lowe's taxonomy requirements, please submit a ticket via the Ticket Management tab in Lowe's Vendor Gateway

6. What if my company currently does not do business with Lowe's, but is interested in selling products to Lowe's??

Please visit www.lowes.com/l/about/suppliers and complete the appropriate registration steps!

7. Can I copy multiple data points from another source and paste into the CES Platform?

Yes! Vendors can copy and paste multiple data point from another source into the platform. To do this, you will need to open one or more items in the "Bulk Edit" view and copy into the respective attribute "columns".

8. How do I use the CES platform to upload/add Digital Assets for my items?

All vendors have access to the Assets tab in the CES Platform. Vendors can upload an unlimited number of images/digital assets and attach those assets to the appropriate products. For more information on attaching Digital Assets within the CES platform, please reference the Training and Resource Materials at www.syndigo.com/lowes

9. What are the CES requirements for Digital Assets?

While there is no minimum or maximum file size when uploading images into the CES platform, those images must meet a 1000 x1000 pixel minimum size, 72 minimum DPI Resolution, and 5KB minimum file size requirement before they can be published to Lowe's.

10. Where do I put my videos and 360 Images? Does the CES platform support videos?

Lowe's does utilize Syndigo to collect Video and 360 Spin images! Vendors can upload videos and 360 zip files into the CES platform and attach the assets to products from the Lowe's – API Recipient requirement set. Step by step guides for adding these types of digital assets is provided at www.syndigo.com/lowes

11. Do I need to follow the Lowe's naming convention for my images?

Syndigo recommends following a naming convention that works best for you and your company when adding new images into the CES Platform. Being intentional when naming your digital assets makes it much easier to recall those images when needed for various scenarios. However, Lowe's does not require a specific naming convention.

12. Can I attach a single Digital Asset file to multiple products in the CES platform?

YES! Vendors can now attach the same digital asset (i.e. User Manual, Installation Guide, etc) to multiple products. There is no need to add the same file multiple times within your platform. Simply upload once, and attach to as many items as you would like!

13. Does the CES platform have all Lowe's approved brand names for me to select from?

Lowe's and Syndigo maintain a coordinated brand list for all current Lowe's brands. If you need a new or updated Brand Name added, please submit a ticket via the Ticket Management tab in Lowe's Vendor Gateway