

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. Do vendors have the option to utilize Syndigo for New Item Set Up & Item Maintenance?

Yes. Lowe's provides the option for vendors to utilize Syndigo or Lowe's Item Application (IMA) to syndicate new item content and item updates to Lowe's. If you are interested in utilizing Syndigo for Lowe's content delivery, please contact your Syndigo Account Executive, or fill out the form on <https://syndigo.com/lowes/>.

2. 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.

3. How do I find my Lowe's Item-Set Up/Merchant contact information?

Please submit a ticket via the Ticket Management tab in Lowe's Vendor Gateway to request this information. There are many Help Topics and Issue Types available for vendors to select from.

4. 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.

5. 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.

6. 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.

7. How do I add Brand Names to the Approved Lowes Brand Name List?

Lowes and Syndigo maintain a coordinated brand list with all Lowes approved brands. If you need to add or make an update to your Brand Name(s), please submit a ticket via the Ticket Management tab in Lowe's Vendor Gateway.

8. How do I make a Model Number change/update?

If a vendor needs to process a model number update, please submit a ticket via the Ticket Management Center through the Lowes Vendor Gateway Ticket Management System.

9. What if my company currently does not do business with Lowes, but is interested in selling products to Lowes?

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

10. 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

11. 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 Lowes.

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

Lowes 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 Lowes – API Recipient requirement set. Step by step guides for adding these types of digital assets is provided at www.syndigo.com/lowes.

13. 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.

14. 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!