

# Lowes/Syndigo Item Setup Outline

## 1) Login to the Syndigo Content Experience Hub (CXH) and create a new product.

- a) Add Lowe's as a recipient and link to the following Requirement Sets
  - i. **Initiate Requirement Set** – Should be linked to any newly created product in the CXH platform and includes the same information that was previously collected via the VQT (no longer required).
    - *Resource: Any questions regarding the VQT/Initiate attributes should be directed to the vendor's Lowe's Merchandising Specialist*
  - ii. **Lowes Core Marketing** – Required and optional marketing attributes from Lowe's are combined into this Requirement Set
- b) **(Optional but preferred)** Classify your product using the Lowe's Taxonomy  
*Note: You must link your product to Lowe's as a Recipient before the platform will allow you to classify the product in the Lowe's Taxonomy.*
- c) Populate all required attributes within the **Initiate Requirement Set** (referenced above) and simply **"Save"** your newly created product.  
*Resource: Any questions regarding the Initiate process should be directed to the vendor's Lowe's Merchandising Specialist*

**Note – Lowe's will notify the vendor regarding the items that they wish to move forward with. For those items, you will need to complete the following steps.**

## 2) Publish your GDSN Data

### If Syndigo/Edgenet is your GDSN solutions provider

- a) Add **Lowes GDSN** as a recipient to your product(s) and link to the following Requirement Set
  - i. **Lowes Required GDSN Attributes** – All required and optional Lowe's GDSN attributes can be populated here.  
*Note: If your products are packaged/shipped in Case/Pallet quantities, you will need to add the additional packaging levels as separate products in the CXH platform and link them to **Lowes GDSN > Lowes Required GDSN Attributes***

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- b) Add a Catalog Item to all levels of your product(s)
  - i. Adding a Catalog item will start the “Registration” of your newly created products with the Global Registry.
    - Can be performed from the All Products “Actions” drop down, or from the Single Item Edit view.
- c) Populate all required attributes within the **Lowe's Required GDSN Attributes** Requirement Set (for all levels of your product).
- d) Create a Packaging Hierarchy
  - i. Packaging Hierarchies will link your Each > Case > Pallet level products.
- e) Publish the Highest Level GTIN to **Lowe's GDSN**
- f) Correct errors on your GDSN item(s) and re-publish your highest level GTIN to Lowe's until you receive a CIC synchronized message

## If Syndigo/Edgenet IS NOT your GDSN solutions provider

- a) Create and configure your GDSN items in your GDSN solution provider's application
- b) Register your GDSN items with the Global Registry
- c) Publish your highest level GTIN to Lowe's
- d) Correct errors on your GDSN item(s) and re-publish your highest level GTIN to Lowe's until you receive a CIC synchronized message

*Note: If you receive an error because your brand name is not on the Lowe's controlled brand list contact [ProductInfoTaxonomy@lowes.com](mailto:ProductInfoTaxonomy@lowes.com) to request your brand name be added to the list; once Lowes' confirms it has been added then re-publish your highest level GTIN to Lowe's*

Resource: GDSN solution provider's customer support team; if Edgenet is your GDSN solution provider contact your Edgenet Customer Success Manager or Edgenet Customer Support at [pccsupport@edgenet.com](mailto:pccsupport@edgenet.com) or 877-EDGENET for questions/assistance

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## 3) Populate Lowe's Core Marketing Requirement Set

Note: Prior to completing the following step, your item should be classified using the Lowe's taxonomy. (See Step 1b)

- a) Required Attributes are clearly marked with a red "This field is required" notice.
  - b) Publish your product to Lowe's
- Note: The Average Completeness Score should read 100% for the Lowe's Core Marketing requirement set before you publish your data.*

Resource: Contact your Edgenet Customer Success Manager or Edgenet Customer Support at [pccsupport@edgenet.com](mailto:pccsupport@edgenet.com) or 877-EDGENET for questions/assistance

## 4) Input/correct any missing or incorrect attribute values.

This information is found in the Product Feedback/Product Errors section of your product.

- a) Supplier Input - You will need to enter any missing Lowe's marketing attribute requirement and click "Publish" and resend any NEW products to Lowe's.
- b) Supplier Correction - You will need fix and update the value(s) rejected for failing Lowe's marketing validations. The reason for the rejection will be listed in the Product Feedback tab/section. Once corrected click "Publish" and resent to Lowe's.
- c) Supplier Reference - If you have not completed step 2 in the process, the item(s) will not continue forward until they are GDSN synchronized
- d) Supplier Correction - {Lowes Rejected Marketing Data} – You will need to fix and updated the value(s) rejected by Lowe's item setup team. The reason for the rejection will be listed Once corrected click "Publish".
- e) Supplier Maintenance: Populate Taxonomy Changes – You will need to enter the newly required missing Lowe's marketing attributes because Lowe's has made updates to the Lowe's category. Enter the missing value(s) and click "Publish".

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*Note: Items in this state have been previously completed and sent to Lowe's PCM but a Lowe's initiated Lowe's taxonomy change is requiring recollection of the newly required marketing attributes*

f)Supplier Maintenance: {Maintenance Update requested by Lowes} – You will need to fix and update the value(s) rejected by Lowe's item setup team. The reason for the rejection will be listed in the "Notes – Lowe's" field. Once corrected click "Certify & Send".

*Note: Items in this state have been previously completed and sent to Lowe's PCM but a Lowe's initiated Lowe's taxonomy change is requiring recollection of the newly required marketing attributes*

Resource: Contact your Edgenet Customer Success Manager or Edgenet Customer Support at [pccsupport@edgenet.com](mailto:pccsupport@edgenet.com) or 877-EDGENET for questions/assistance