



PACKAGING GUIDELINES

2007 U.S. VISUAL STANDARDS GUIDE

Packaging | Packaging Policy

All packaging materials must be best-of-class in order to fulfill our Corporate mission statement.

A warehouse environment makes packaging more, not less, important. The following provides guidance on packaging standards. Vendors are encouraged to discuss packaging plans during the line review process.

Packaging Considerations

OVERALL DESIGN	Should be appropriate to Good/Better/Best level (e.g.: good level should not look more premium than better or best). Should be consistent across the brand and product lines (e.g.: logo, color coding, visual architecture, etc.). Brand logo and product description should be on all panels. Product must be identifiable regardless of the orientation (side) of the box.
COMMUNICATION HIERARCHY	Logo, product descriptor, series/collection name, feature/benefit copy, photography should be appropriately sized in relation to other communication according to consumer decision process. Components should not visually compete, but work in concert.
FEATURE/BENEFIT COPY	Short and to the point. Any feature mentioned should also communicate benefit (e.g.: powder-coated finish for durability). Copy points should be kept to the most important (target three to five points). Should include points of differentiation.
LANGUAGE	As much as possible, use artwork, icons, or photography to call out features and benefits. To the extent that text is used, Spanish translations are required for all text on all packaging to be shipped and distributed as of 9/1/05 within Lowe's stores in the US. French Canadian translations and compliance with all Canadian Packaging Laws are required for all packaging to be shipped in 2007 within Lowe's stores in Canada. Achieving these two objectives can be achieved by either preferably producing trilingual packaging, or alternatively producing two bilingual packages. (See page 128 for more details.) Vendors who wish to be considered for distribution in Canada should begin the process now to secure translations and to layout packaging. Please check Lowe'slink.com regularly for more information on our expectations of vendors to support our launch into Canada.
PHOTOGRAPHY	Should have appropriate style/content (e.g.: lifestyle, product use, etc.). Product shot should be the hero. See Content Management Guidelines for more details and requirements.
FONT	Must be legible (remember the population is aging). Style should support brand position. When possible: Lowe's item number should appear in the upper right-hand corner of each side of the master carton package in a sans serif font, black ink, 1 inch high font size. Master carton quantity should appear with the item number before the actual quantity.
WARNINGS/PRODUCT CERTIFICATIONS/ INSTALLATION	Must follow legal requirements.
WARRANTY/ ASSEMBLY	Warranty information is a purchase consideration in many categories and should be called out with appropriate hierarchy. List tools needed for assembly or the fact they are included.

Variables Affecting Packaging Considerations

- Specific product category and specific product
- Box/Package Size/Configuration
- Importance of brand vs. other elements (e.g.: Is it an alliance partner and the brand logo needs to be dominant?)
- Legal issues

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Lowe's Packaging Mandatories

LOGO	On all panels.
PRODUCT DESCRIPTOR	On all panels.
COUNTRY OF ORIGIN	Must appear on side, top or back panel (not just bottom). Should be bold and the same point size if not larger than distributor copy.
DISTRIBUTOR INFORMATION	Must include name, address, country of origin.
MODEL NUMBER	Located with distributor information.
MEASUREMENT INDICATORS	Do not use symbols vs. words for product description measurements, weights, etc. (ex.: use "in." or "inches" versus using "). Convert measurements to metrics to meet the requirements of the Fair Packaging and Labeling Act (FPLA).
UPC CODE	The preferred method for representing the UPC code for your product is to incorporate the UPC code into the graphic design for the package or printing the UPC code directly on the package itself. This eliminates the need for manual application of any type (i.e. stick on labels). The use of printed and manually applied UPC code labels is discouraged as it is more labor intensive, creates more opportunity for label tampering/fraud, and requires much consideration as to how the labels will be applied (adhesive, staple, location, etc.). Special consideration will be given to products that, by their nature, cannot have the UPC code incorporated into the graphic design for the package.

Packaging | Proprietary and Non-Proprietary Brands

Lowe's Proprietary and Non-Proprietary Brand Packaging Review and Approval Process

LOWE'S PROPRIETARY BRAND PACKAGING

Lowe's has developed proprietary brands to fill gaps in our product assortment in areas where no strong national brands exist. These brands are an important part of the overall Lowe's branding strategy. Lowe's provides vendors with these proprietary brands to use on their products carried in Lowe's stores. These brands are exclusive to Lowe's.

Brand standards are developed to guide and direct the appropriate use and application of the logo and name to help build and maintain a meaningful brand identity in consumers' minds. Use of brand standards ensures consistent name and logo treatment of our proprietary brands in all consumer communications, from tabs to advertising.

All Lowe's proprietary packaging development should follow the Packaging Approval Process. Any updated proprietary brand standards should be executed on existing brand SKUs at the time of reprinting and reordering.

No variations can be made to the information and directions contained in the brand standards without approval of the Packaging Project Manager, and Lowe's Packaging Department must approve packaging mechanicals before final production.

NON-PROPRIETARY BRAND PACKAGING

Lowe's Packaging Department does not review packaging for non-proprietary brand products sold in-store. However, in order to comply with the Lowe's Packaging Language policy, non-proprietary brand vendors are required to use a Lowe's approved translation vendor. All brand vendors should keep their approval codes on file for auditing purposes.

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As of 9/1/05, all Lowe's vendors are required to include English and Spanish translations on packaging distributed in Lowe's US stores.

In addition, any vendor wishing to be considered for distribution in Lowe's Canadian stores in 2007 and beyond will be required to provide packaging in 2007 that is compliant with Canadian Packaging Laws.

As a result, Lowe's will require that all vendors either provide fully trilingual packaging OR that they maintain two different bilingual packages. **It is the vendor's decision as to how they can best meet Lowe's objectives of providing the optimal packaging for distribution in all stores. Furthermore, it is the vendor's responsibility to develop packaging that:**

- is consumer friendly;
- is compliant with United States federal, state, and local laws;
- is compliant with Canadian federal and provincial packaging laws;
- and is compliant with Lowe's Packaging Policies and Lowe's language requirements as outlined in this "Visual Standards Guide: Packaging Guidelines" and the Master Standard Buying Agreement.

These objectives can be achieved by either of the scenarios outlined below:

Option 1: Trilingual Packaging

- If trilingual packaging is produced, then the order of the languages must be English, French Canadian, and then Spanish.
- All languages should have equal prominence.
- Trilingual packaging must be compliant with all US local, state, and federal laws; Canadian federal and provincial packaging laws; Mexican NOM Standards; NAFTA; and Lowe's packaging requirements.
- Metric conversions must be included.

OR

Option 2: Two Fully Bilingual Packages

- If two bilingual packages are produced, then one must include English and Spanish and one must be English and French Canadian.
 - The current packaging:
 - Will be distributed in the US;
 - Is required to be compliant with all US local, state, and federal laws and Lowe's bilingual packaging requirements;
 - Should have the Spanish equally prominent as the English; however, under no circumstances can the Spanish be less than 50% of the size of the English and no less than 1/16th of an inch;
 - Requires metric conversions;
 - Is recommended to be compliant with all NAFTA standards and Mexican NOM standards (NOM standards requires Spanish equal in prominence to the English; see the section "Understanding Canadian, Mexican, and NAFTA Packaging Requirements" for more details.).
 - The **English/French** packaging:
 - Will be distributed in Canada;
 - Is required to have English and French Canadian;
 - Is required to be compliant with Canadian federal and provincial packaging Laws;
 - Must have the French at least equally prominent to the English;
 - Requires metric conversions;
 - Is recommended, but is not required, to follow Canadian English spelling and grammar rules.

While trilingual packaging will definitely be preferred by Lowe's, it is the vendor's decision as to how they can best meet Lowe's objectives of providing the optimal packaging for distribution in all stores. Furthermore, it is the vendor's responsibility to develop packaging that is consumer friendly; compliant

Packaging | Packaging Language Policy

with Lowe's Packaging Policies; compliant with US federal, state, and local laws; and compliant with Canadian federal and provincial laws.

What happens if packaging is not compliant?

Packaging will be audited periodically and inspected on a regular basis for adherence to all of Lowe's requirements. Non-compliance by vendors with the packaging guidelines as outlined above, on pages 125-128 of this VSG manual, or the Master Standard Buying Agreement may result in the following:

- product may be deemed defective
- product may be subject to fines and/or removal from Lowe's stores
- product may be returned to the vendor at the vendor's expense
- shipments may be rejected
- vendors may be delisted

Vendors with product found to be non-compliant to US packaging requirements will be notified and will have 90 days to bring their product into compliance. These vendors will face fines, and their ongoing failure to comply with US requirements will make their product subject to removal from Lowe's US stores.

Vendors who attempt to ship their non-compliant product into Canada will have their shipments rejected and these vendors will face fines and delisting.

Packaging | Packaging Language Policy

Packaging Layouts with Additional Languages

It is the vendor's decision as to how to design their packaging so that they can best meet Lowe's objectives of providing the optimal packaging for distribution in all stores. Furthermore, it is the vendor's responsibility to develop packaging that is compliant with all applicable packaging laws.

Vendors should work with their own packaging design companies to work through the details of how to accomplish bilingual or trilingual packaging design. Vendors are encouraged to work with companies that have experience in bilingual or trilingual design.

For packaging inserts, any of the following layout options are recommended for bilingual (B) layouts or trilingual (T) layouts. (See the layout option illustrations and explanations in the "Visual Standards Guide: Translation Guidelines"):

- Back-to-back - **B**
- Back-to-back brochure - **B**
- Consecutive - **B** or **T**
- Flip over - **B**
- Block-by-block - **B** or **T**
- Horizontal block - **B** (or possibly **T**)
- Fold out - **B**
- Vertical columns- **B** (or possibly **T**)
- Side-by-side panels (pages) - **B**

Be certain to see the following sections in the Lowe's "Translation Guidelines":

General Advice for Incorporating Additional Languages into Designs

General Advice for Incorporating Additional Languages on Packaging

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Understanding Multilingual Packaging Requirements

Canadian Packaging Laws

Lowe's has announced plans to expand operations into Canada in 2007. As a result, vendors who wish to be considered for distribution in Canada should begin planning now to secure translations and to layout packaging so they can potentially ship Canadian appropriate product to meet in-store dates for 2007 Canada stores. More detailed information will be provided at a later date through merchandising contacts regarding which vendors will be selected to distribute in Canada. Please check Lowe'slink.com regularly for more information on Lowe's expectations of vendors to support our launch into Canada.

In the meantime, please note that Canadian requirements respecting the packaging and labeling of pre-packaged products are set out in a number of federal and provincial statutes. The principal federal requirements are contained in the "Canadian Packaging and Labelling Act" and "Consumer Packaging and Labelling Regulations" and are summarized in the "Guide to the Consumer Packaging and Labelling Act and Regulations". Copies of each of these documents are available online from the Canadian Competition Bureau's website:

<http://www.competitionbureau.gc.ca/internet/index.cfm?itemID=148&lg=e#packaging>

Depending on the specific product and the province where it is sold, other federal and/or provincial legal requirements may apply in respect of the packaging and labeling of products in Canada. It is each vendor's responsibility to be aware of and to ensure that its products comply with all applicable packaging and labeling requirements in those jurisdictions where Lowe's carries on business.

While the Canadian federal Consumer Packaging and Labelling Act and Regulations require only certain specific items to appear in both English and French, as a matter of Lowe's company policy, Lowe's will require that all of its products to be sold in Canada include translations into French for all product information as is required by the provincial laws of Quebec. For more information on the provincial requirements, please see the "Quebec Charter of the French Language: Title I : Status of the French Language; Chapter VII : The Language of Commerce and Business":

<http://www.olf.gouv.qc.ca/english/charter/title1chapter7.html>

In particular, please see the "Requirements at a Glance: Products Offered in Quebec":

<http://www.olf.gouv.qc.ca/english/infoguides/requirements/glance.html>

Mexican Packaging Laws

The Trade Information Center of the US International Trade Administration (ITA) publishes several sources of information to help with understanding the requirements for product distributed in Mexico. In particular, Lowe's recommends that vendors review and make every effort to comply with all applicable Normas Official Mexicana (NOMs) and the information as outlined in "Labeling Requirements Summary" which can be accessed as follows:

<http://web.ita.doc.gov/ticwebsite/naftaweb.nsf504ca249c786e20f85256284006da7ab06f14f6b7e28c2b08525670400578312!OpenDocument>

Additionally, the ITA provides "Labeling Requirements: Overview and List of Documents" at the following website:

<http://web.ita.doc.gov/ticwebsite/naftaweb.nsf504ca249c786e20f85256284006da7ab27da1d64abb16813852566bb0060c2c2!OpenDocument>

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Understanding Multilingual Packaging Requirements

For any additional questions, please contact: Trade Information Center 1-800-USA-TRADE

For Unofficial English translations of Normas Official Mexicana (NOMs), please contact: National Law Center for Inter-American Free Trade at 800-529-3463, the Net Connection Corp. at 800-527-8779, or the National Institute of Standards and Technology (NIST), National Center for Standards and Certification Issues, at (301) 975-4040.

NAFTA Standards

Implemented on January 1, 1994, the North American Free Trade Agreement (NAFTA), is a comprehensive trade agreement that improves virtually all aspects of doing business within North America. NAFTA eliminates nearly all tariffs by 2008 between the U.S. and Mexico by 1998 between the U.S. and Canada, and removes many of the non-tariff barriers, such as import licenses, that have helped to exclude U.S. goods from the other two markets, especially Mexico.

For more information on NAFTA Requirements in general, please access the following site:

<http://web.ita.doc.gov/ticwebsite/naftaweb.nsf>

For information on "Standards and Labeling" please see:

<http://www.mac.doc.gov/nafta/standards.html>

For any additional questions, please contact: Trade Information Center 1-800-USA-TRADE

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RECOMMENDED RESOURCES**Metric Conversions****Canadian Bilingual Packaging Standards**

Please consider reviewing the Canadian expectations in the area of metric conversions by reviewing the Canadian Bilingual Packaging Standards: <http://strategis.ic.gc.ca/epic/internet/incb-bc.nsf/en/cp01007e.html>
Section 27 Regulations 2.2.6 Units (Metric Units of Measurement and Symbols) and Choice of Units (Type of Measure for Net Quantity of Product) Sections 25 & 26 Regulations 2.2.7 Precision of Number.

Uniform Code Council

www.uc-council.org

GS-1 (formerly UCC/EAN)

EAN International
Brussels, Belgium
32-0-2-227-10-20
www.ean-int.org

ISO - see previous page

ANSI - see previous page

California Standards of Measurement

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RECOMMENDED RESOURCES

Periodic industry articles on packaging design topics where more than one language is used:

www.packworld.com

www.packagingdigest.com

www.aiga.org

Use of Universal Symbols

Vendors are encouraged to carefully consider the use of universal icons on their packaging as a means of communicating; however, vendors must ensure that the icons used are in fact universally understood and that they make an impact. As a result, vendors are highly encouraged to first consider those symbols that have already been developed as universal standards as outlined by ISO and ANSI. Vendors should refrain from developing unique symbols for their products unless the symbols clearly communicate product features/benefits that are common across product groups; the symbols have been qualified and tested with consumers to prove that they communicate as intended and that the symbols could possibly be leveraged across multiple vendors and multiple product groups for consistency in packaging. For more information on universal symbols, please contact the following:

International Organization for Standardization (ISO)

Geneva, Switzerland

41-22-749-03-36

sales@iso.org

ISO can provide information on International Graphical Symbols that might apply to the vendor's business.

American National Standards Institute (ANSI)

212 642-4900

info@ansi.org

www.ansi.org

ANSI can provide information regarding standards and universal symbols developed under the following policies that might apply to the vendor's business:

ANSI Z535, ANSI Z535.1, ANSI Z535.2, ANSI Z535.3, ANSI Z535.4, ANSI Z535.5, ANSI C95.2

Hazard Communications Systems, LLC

877 748-0244

570 296-5686

For International and US product safety symbols

Packaging | Submitting Translations for Proprietary Brand Packaging

Process for Submitting Translations for Proprietary Brand Packaging

Proprietary Brand Packaging Product Vendors are required to follow the outlined process to be in compliance with Lowe's Companies, Inc. bilingual and trilingual packaging initiatives.

1. Obtain brand package standards for Proprietary Brand Packaging via e-mail link from Lowe's Packaging Department.
2. Create bilingual or trilingual brand package standards for proprietary brand packaging artwork using product information and follow the graphic format/ placement provided within the Brand Package Standards.
3. Submit round one artwork (hard copies in color) to the Lowe's Packaging Department using English placeholder copy for the translations. Numerous changes are made in the routing process, so wait for feedback before obtaining translations. This saves your company time and money.
4. Changes are marked on color proofs during routing process internally at Lowe's Companies, Inc.; proofs are then returned to vendor for updates.
5. Update round one packaging proofs with feedback from Lowe's Packaging Department, and submit to an approved Level One translation vendor for translations. If you already have packaging with translations from an unapproved translation vendor, please submit the packaging and translation for proofing by an approved Level One translation vendor. (For Level One translation vendors, visit www.loweslink.com.)
6. Re-submit second round proofs to Lowe's Companies, Inc. with translations correctly applied. Also, include e-mail confirmation of translation code* from approved translation vendor.
7. Proofs re-route for final changes, etc.; this part of the process is repeated until proofs receive final sign off and are suitable to proceed to print.

*** Product Vendors are responsible for sending their approved translation code to Lowe's Packaging Department. However, vendors must keep their codes on file as well. When packaging is audited by Lowe's Companies, Inc., we may ask you to provide your translation code if any translations on your packaging are in question.**

Packaging | Submitting Translations for Instruction Manuals

Process for Submitting Instruction Manuals for Approval

PURPOSE

The procedures outlined below detail the process in which Instruction Manuals are submitted for approval that are accompanying product that is carrying a Lowe's proprietary brand.

As a vendor partner of Lowe's, your organization is using one of Lowe's proprietary brands to package and distribute products in our stores. These Instruction Manual Standards will guide how you layout and print your instruction manuals. The LGS Technical Writing team must approve all instruction manuals carrying a Lowe's proprietary brand before printing. We do not review instruction manuals that are not carrying a Lowe's proprietary brand.

The entire process from purchase to in-store is generally very accelerated and often, extremely time sensitive. For that reason, we have outlined specific procedures below to help expedite the process and avoid delays.

INSTRUCTION MANUAL APPROVAL PROCESS

Important Note: It is highly recommended that translations not be completed until after the English instruction manual has been approved by the LGS Technical Writer. If the instruction manual has already been translated by a third party (i.e. the vendor or a non-Lowe's approved translation company), the instruction manual must still be sent to a Level 1 Lowe's Approved Translation Vendor for proofing.

INSTRUCTION MANUAL APPROVAL PROCESS

1. Create instructions manual(s) using the templates provided. Changes cannot be made to the format or layout contained in these templates without the approval of the Technical Writer. Samples of a short manual (less than 10 pages) and a long manual (more than 10 pages) are included in the FileX package you will need to download from Lowe's Brand Exchange. The instruction manual templates are contained as a separate zip file within each of the Brand Standards FileX downloads where you will also find packaging templates and guidelines.
2. For first round manuals, please use English placeholder copy for the text to be translated into Canadian French and Latin American Spanish. Changes are typically made in the routing process, so wait for feedback before obtaining translations. This saves your company time and money.
3. Submit Round 1 manuals (electronic .pdf file formats) and a completed New Project Submission Data Form to the Technical Writer mailbox (LGS.techwriter@lowes.com). The New Project Form is found in the FileX package. Instruction manuals should be named as follows:
Item#_Item Description_Vendor.pdf
Example: 12345_Wire Shelving unit_XYZ Company.pdf
New Project Submission Data Forms should be named as follows:
Vendor_Data Form_date.pdf
Example: XYZ Company_Data Form_01012006.pdf
4. Upon receipt, manuals are logged in our tracking system and tracked from receipt to final approval. Please note the following important information regarding the submission process:
 - If all the manuals you are submitting total less than 5 MB, send them via email.
 - If all the manuals you are submitting total more than 5 MB, send them via mailing/shipping service* on a CD. (*It is highly recommended that you use a mailing/shipping service that offers package tracking where a signature is required upon delivery to ensure timely delivery of your manuals.)

Packaging | Submitting Translations for Instruction Manuals

5. Electronic files are returned to you marked with required changes. They will be returned to you the same way they were received (Email or disk). You will either receive approval to obtain translations, approval to print, or not approved (changes and resubmission required).
 - a. **"Approved"**– No changes required to tri-lingual manual; proceed to printing. Send two hardcopies of the approved and translated instruction manuals to:
 - Lowe's Companies, Inc.
 - LGS Technical Writing Team – Mailcode 4EIM
 - P.O. Box 1000
 - Mooresville, North Carolina 28115 USA
 - b. **"Approved to Obtain Translations"**– English copy approved; obtain translations (French/Spanish) from approved Level One translation vendors. Resubmit tri-lingual manual for final approval after translations are obtained. You will receive a translation code that you must provide with the tri-lingual manual. We ask that you provide this code when you submit your manuals for final approval. If you already have translated manuals from an un-approved translation vendor, submit for proofing to an approved Level One translation vendor. (For Level One translation vendors, visit www.loweslink.com, Partner Information.)
 - c. **"Not Approved - Changes Required"**– Changes are required on English copy; manual must be resubmitted for second review before obtaining translation or printing. On re-submissions, we check the previous round to make sure all questions were answered and all requested changes were made.
6. Unless approved to print, manuals re-route for final changes, etc.; this part of the process is repeated until manuals receive final sign off and are suitable to proceed to print.
7. Once completed, vendors are responsible for maintaining an electronic copy, a hard copy and the translation approval code on file as well as sending two printed copies of the final tri-lingual manuals to the LGS Technical Writing Team as referenced above.

IMPORTANT TIMING INFORMATION

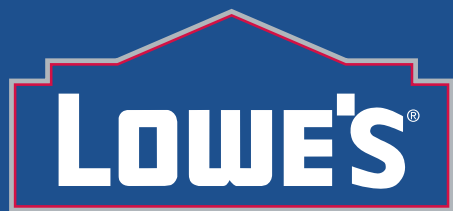
- It is extremely important that you submit your Round 1 manuals as early in the production timeline as possible to allow enough time for the approval process. Also, please include timing for multiple rounds of reviews in your overall production timeline. Manuals are not approved in one round.
- Please note on the New Project Submission Data Form if particular item number(s) are/is a rush or need to be reviewed separately from the other manuals you are submitting. For example, if you submit 10 manuals, the volume increases the amount of time it takes them to be reviewed. If one of the 10 items has an aggressive in-store date, please let us know. We will attempt to review that manual separately and on an accelerated timeline. No guarantee is made that this can be done.
- If you are a design agency producing multiple manuals for multiple vendors, please clearly indicate this on the New Project Submission Data Form by listing the vendor name next to each manual name. Our internal system groups manuals by vendor, not by agency.

For questions, please contact the LGS Technical Writing Team.

Email: LGS.techwriter@lowes.com

Katie Accardo: 704-758-3541

Durant Haire: 704-758-3098



TRANSLATION GUIDELINES

2007 U.S. VISUAL STANDARDS GUIDE

Multicultural | Overview

Multicultural Overview – Multilingual Rationale

At Lowe's our goal is to make our consumer's shopping experience quick, easy, and enjoyable. This includes providing the Hispanic customer (a very large and fast-growing consumer base) and the French-speaking Canadian population with the product in Spanish and French to make an informed purchasing decision.

Since an estimated 70-85% of consumers' purchase decisions are made at the shelf, product packaging and signage are critical tools to communicate the information needed to make an informed decision. As a result, Lowe's has adopted new policies to require Spanish and French copy on all packaging and translations (Spanish translations in the US) on all bilingual in-store signage, materials and displays. These policies are being instituted recognizing that:

- The Hispanic consumer base will continue to be a very large and increasingly important segment in the future growth of the home improvement industry. Soon, one in four people is expected to be Hispanic.
- An estimated 70% of Hispanics in Lowe's retail trade area are Spanish-dominant.
- An estimated 12% of the Canadian population are French dominant.
- Canadian law recognizes French as an official language, and Canadian federal and provincial laws require French translations on packaging.

Multicultural Overview – Bilingual Deadlines Summary

Lowe's announced its US Bilingual Policies for all packaging and all signage in 2004. All vendors are expected to comply with these policies or else they will be subject to fines or removal of signage or product. Lowe's will be auditing the vendors' progress in adopting these policies.

Packaging:

- Vendors who wish to be considered for distribution in Canada must be able to preferably provide fully trilingual packaging for shipments in 2007.
- Alternatively, vendors may provide two bilingual package options:
 - one English/Spanish per our 9/1/05 US deadline.
 - one English/French Canadian per our 2007 Canadian deadline.

Bilingual Signage:

- All signage that is still in stores and is NOT BILINGUAL must be resubmitted in an approved bilingual layout and approved for installation in all stores no later than October 1, 2006.
- Vendors SHOULD NOT attempt to produce trilingual signage nor in-store materials. Vendors will be notified closer to the Canadian launch if there are any expectations of them to provide Canadian (English only or English/French) in-store materials.

Multicultural | Overview**Next Steps**

- Please see the corresponding sections of this manual regarding each signage or packaging type for any detailed specifications, layout options, examples, and guidance on how to meet the objectives and requirements outlined in the Lowe's Bilingual Policies.
- Please see the layout options illustrated and described in detail on the following pages. Only use these recommended layout options.
- Seek every opportunity to condense and simplify messaging on signage and packaging. Due to the fact that Spanish copy tends to be 1/3 longer than English copy, vendors will need to remove all copy that is not truly compelling and useful in the consumer's purchase decision. If this step is not taken, your signs may be too cluttered and may be rejected by the VSG Review Board.
- No changes can be made to the minimum size restrictions outlined in the Signage Guidelines in order to accommodate Spanish copy. Seek every opportunity to drive detailed information to packaging and/or to some other form of POP that might allow for more detailed information (ex: tear pads and brochures).
- Make sure that you provide all materials required for your signage submissions as outlined in the Signage Submittal and Approval Process on pages 7-13. Additionally, for both signage and packaging, be prepared to provide proof of compliance, proof of the suitability of translations, or proof of efforts in progress to bring materials into compliance. Proof of the suitability of translations can be indicated by providing the Translation or Proofing Code on any requested documentation. This code can be secured from one of Lowe's Approved Translation and Proofing Vendors. The list of Approved Translation and Proofing Vendors can be found at www.loweslink.com under General Partner Information:
http://www.loweslink.com/pubdocuments/Lowes_Approved_Translation_Vendors.pdf
- All costs associated with translations, proofing, and layout/design are the sole responsibility of the vendor.

Lowe's Spanish Translation Standards

The US Hispanic market is largely comprised of people from Mexico, Puerto Rico, Cuba, and several countries in Central and South America. While the Spanish language is the primary language that unites many people in North, South, Central and Latin America, the differences in idiomatic expressions, slang, connotations and pop-culture references can be significant.

When translating for the US Hispanic market, Lowe's attempts to use the most commonly known and most widely used words and phrases that will resonate with all of the Lowe's Spanish speaking customers. **While the words chosen may not necessarily be the most preferred words for a single person from any one country of origin, the words chosen are selected so that they will generally be understood by and will never be offensive to any Spanish speakers.**

When we encounter differences in potential translation preferences, we seek to resolve these differences by balancing:

- guidelines from the Royal Academy of the Spanish Language;
- perspectives and experiences of our various translation companies;
- established standards in the home improvement industry;
- feedback from Lowe's consumers and employees;
- country of origin preferences of Spanish speakers from the largest countries represented in the US market;
- translation understandings that might be negatively perceived by Spanish speakers from any one country.

Again, while in the end, the words chosen might not be the preferred translation for any one consumer, the translations are generally understood by and should not be offensive to any Spanish speakers.

Once these preferred translations are identified, Lowe's then maintains a **Glossary of Preferred Terms** that is shared with our Translation Vendors. Our Product Vendors are then asked to use the terms from this glossary whenever possible and appropriate on packaging and in all cases on signage. This practice allows Lowe's and our vendors to create consistency between our corporate materials and vendor-provided materials.

Lowe's requires that all translations for packaging and signage must be sent through one of Lowe's Approved Translation Vendors so we can understand any significant issues. The final decision as to which translations to use and how to handle the layout of translations for packaging is at the sole discretion and responsibility of Lowe's merchandising vendors. The final decision on which translations to use and how to handle the layout of translations for signage is at the sole discretion of Lowe's.

Information | Compliance

Contact Information for Translation Vendors

For additional information on and contact information for Translation Vendors, please visit the following link:

www.loweslink.com

Look under the Partner Information tab at the top of the page. Then, look under the tab for Advertising and Marketing General Partner Information. From there, visit Approved Translation Vendors.

Lowe's Contact Information

Lowe's Approved Translation Vendors

<http://www.loweslink.com/pinfo.htm?view=ami>

Signage/Customer Literature

Erin Poling

VSG Signage Coordinator

VSGSubmit@Lowe.com

Proprietary Brand Packaging

Paula Miller

Director of Packaging

paula.k.miller@Lowe.com

Karen McGuire-Marshall

Packaging Copy Manger

karen.mcguire-marshall@Lowe.com

Instruction/Owners Manuals

Katie Accardo and Durant Haire

Technical Writers, LG Sourcing

LGS.TechWriter@Lowe.com

Brand Packaging Distribution

David Nelson

Packaging Operations & Support Specialist

lowesbrandexchange@Lowe.com

Procurement

(For submitting new translation vendors for review and approval)

Matt Adams

Senior Procurement Specialist

matthew.h.adams@Lowe.com

**Process for Submitting Translations for Signage/
Customer Literature**

For additional information on this topic, please see pages 7-13 in the VSG.

**Process for Submitting Translations for
Proprietary Brand Packaging**

For additional information on this topic, please see page 122 in the VSG.

**Process for Submitting Translations for
Instruction Manuals-Direct Imports Only**

For additional information on this topic, please see page 123 in the VSG.

Information | General Advice for Incorporating Additional Languages into Designs

Please follow the guidelines outlined below when placing translated text into signage/customer literature, proprietary brand packaging, packaging, and instruction/owners manuals.

- **DO NOT use machine or automated translations** such as online language tools found on various internet sites.
- **Look for every opportunity to streamline text.** Taking this step beforehand will help significantly when laying out bilingual or trilingual text.
- **Use one of Lowe's Approved Translation and Proofing Vendors for all translations OR proofing of translations** provided by other unapproved translation companies. Only the Lowe's Approved Translation or Proofing Vendors will be able to provide the required Translation or Proofing Code. Go to the following web address for a complete listing of **Lowe's Approved Translation Vendors.**
<http://www.loweslink.compinfo htm?view=ami>
- **Integrate the translated text into your art exactly as it was provided to you by the Lowe's Approved Translation Vendor.** It is important to note that occasionally translated text will run together or lose the appropriate accents and marks depending on how it is dropped into your art files. It is the vendor's responsibility to ensure that the words appear in the final art as it appeared when the translations were provided to the vendor. Failure to comply with these guidelines may lead to longer turnaround time, more changes required, and higher costs.
- **For Capitalization and Initial Caps, always follow the format provided in the translation, regardless of how the English appears.** For example, in correct Spanish grammar, only the initial letter of the phrase is capitalized except for proper nouns or emphasis (this applies to headers, isolated sentences, bullet points and paragraphs). For example, the English is "Advanced, Reliable Lawn and Garden Equipment" but the Spanish is "Equipo avanzado y confiable para jardinería y césped." There are some exceptions, but in such cases the correct format will be reflected in the Spanish translation.
- **For punctuation, always follow the format provided in the translation.** Do not erase or add punctuation marks from or to the translation.
- **Mimic the format of the Item # provided in the English in the translated text.** For example, if the English uses Item No., the Spanish should use Artículo <N.º>. Lowe's has also approved the # sign for the Spanish if the English uses that symbol.
- **DO NOT break words, phrases, or sentences arbitrarily or in the middle when providing English in the template;** this can create segments that are then translated incorrectly. Make sure text is correctly copied (if pasting it from another source) and spelling and punctuation of the English are correct in the template.
- **Always insert a space between the number and the expression of measurement.** For example, 10 cm, 20 lb, 5 mm NOT 10cm, 20lb, 5mm.
- **When copying text from Quark, PageMaker, etc. keep the order of paragraphs in the template the way they occur in the source document,** working from left to right and down the page. This makes it easier to insert the translation in the correct position in the final document.
- **Ensure all trademarked or registered names/brands/slogans are marked and are NOT translated unless the vendor specifically wishes to translate them.** Brand names and trademarks are part of a company's marketing strategy. Customers, of course, can be reached more easily with brand names and trademarks they understand. If your company already has translated brand names and trademarks, they should be used. But there is no legal obligation to have specific translated trademarks. If the affected words have not been marked with the TM or ® symbol, the translator may not realize the term should not be translated and should be left in English.
- When sending back a PDF for Language sign off, please tell the translation vendor if there is **any new text, changes to the original source English, additional Spanish provided by others, or any other changes** to the original file.

Note—some changes may incur extra charges.

Information | General Advice for Incorporating Additional Languages into Designs

- **Please note that whether or not to translate colors on packaging is solely left up to the discretion and recommendations of the translation company and the product vendors.** In other words, we will leave this completely up to the translation vendors to come to an agreement with the product vendors. However, **on Signage, only standard/common color names like those listed below should be translated.**
- **For colors that include standard color names plus a description, name or other language, DO NOT translate.** For example: Pacific blue, sea green, sunny yellow, etc. This is considered a description of color. Do NOT translate.
- For colors that have been given a non-standard color name **DO NOT translate.** For example: Eggplant, ecru, sour apple, innocent blush, etc. **This is considered an interpretation of color; do NOT translate.**
- **Finishes, woods and metals** are not considered colors and thus **should be translated.** For example:
 - Finishes: polished brass, antique nickel
 - Wood: Mahogany, Red Oak, North American Oak
 - Metals: pewter, brass

RED	Rojo
ORANGE	Anaranjado/ Naranja
YELLOW	Amarillo
GREEN	Verde
BLUE	Azul
PURPLE	Morado/ Púrpura
VIOLET	Violeta
MAGENTA	Rojo púrpura
PINK	Rosado
BROWN	Marrón
BLACK	Negro
WHITE	Blanco
PEACH	Durazno
CREAM/ OFF-WHITE	Crema/ Blanco hueso
GRAY	Gris
TAUPE	Gris pardo
SILVER	Plateado
GOLD	Dorado
BRONZE	Bronce

NOTE:

If the above color translating guidelines are confusing, **DO NOT translate.** Leave all colors in English. For example: a brochure that has a mixture of standard color names, color names with descriptions, and color names with interpretations should be left all in English instead of translating half the terms. 2,43 meter.

Information | General Advice for Incorporating Additional Languages into Signage and In-store Materials

Please follow the guidelines outlined below when placing translated text into signage/customer literature.

- **DO NOT attempt to create trilingual signage or in-store materials.**
- **For all US in-store materials and signage, only use English and Spanish** unless specifically requested to do otherwise by your merchandising team. (NOTE: Lowe's will NOT be using trilingual in-store materials. Please refer to the Canadian VSG on HYPERLINK "<http://www.loweslink.com>" www.loweslink.com for Canadian language requirements.
- **Include translations on signage** of all compelling information necessary for an informed purchase decision and proper use of the product. Generally, if it is important enough to state in English then it should be considered important enough to translate.
- **Make the translated copy 50% the size of the English copy.** If the English copy is already very small, make the Spanish 75% of the English so it will be large enough to read.
- **Lowe's prefers not to use accents on SPANISH words in all caps.** If capitalizing a word that has an accent in the lowercase, remove the accent on the capital letter. For example, the word "árbol" becomes "ARBOL" in all caps. This does not apply to ñ/Ñ, which is a letter in the Spanish alphabet and must always show the ~, regardless of case.
- **Do not change the order of measurements.** (Ex: LxWxH) Follow the same order in Spanish.
- **Lowe's prefers you not include the letter to indicate dimension on signage** (Ex: w or d), but just use the actual measurement number. For example: 3,05 x 2,43 meters.
- **Do not change the date order.** Dates should follow the same format as the English: Month/Day/Year, if it is not spelled out. If spelled out, then it reads as it does in Spanish.
- **DO NOT attempt to enlarge a sign beyond the size restrictions provided.**

Information | General Advice for Incorporating Additional Languages into Packaging

For applying translations on packaging, please follow all requirements for all US federal, state, and local laws; Lowe's Packaging Policies; and Canadian federal and provincial laws. Additionally, please review the sections above entitled "General Advice for Incorporating Additional Languages into Designs" and this section entitled "General Advice for Incorporating Additional Languages on Packaging".

- **Show the English copy first.**
- **Include French Canadian after English. For trilingual packaging, show the Spanish after the French** (or after the English if creating an additional bilingual English/French version).
- **Preferably show all languages in the same font size, style, and color text** (background colors can vary if desired as long as the treatment complies with Canadian Packaging Laws). The French Canadian text must be equal in size to the English. The Spanish should be equal in size to the English if the packaging is to be compliant with Mexican NOM standards; however, if it is completely impossible to treat all three languages equally, then Lowe's will, until further notice, accept packaging where the Spanish is less than 100% of the size of the English, but no less than 50% of the size of the English. Again, it is preferred that all languages are treated the same on packaging.
- **Lowe's prefers not to use accents on SPANISH words in all caps.** If capitalizing a word that has an accent in the lowercase, remove the accent on the capital letter. For example, the word "árbol" becomes "ARBOL" in all caps. This does not apply to ñ/Ñ, which is a letter in the Spanish alphabet and must always show the ~, regardless of case.
- **Clearly separate the more detailed translated copy from the English copy** by the physical location on the package panel whenever possible (ex: stacked in groups, placed in parallel columns, or placed in opposing corners). In other words, on any one packaging panel, be certain to group all English text together, and then group all French text together, and then all Spanish text together whenever possible.
- **Consider using universal visuals/icons in addition to translations whenever icons can be used to clearly communicate key product warnings and safety information.** Please attempt to leverage commonly used icons in the industry for features/benefits as opposed to reinventing new icons for each new situation. Carefully test new icons to ensure that these visuals clearly communicate the intended meaning, are indeed universally understood, and might have applicability across vendors or product groups. Always seek to leverage first any universal icons as provided by national and international standardizing bodies. Lowe's has established an icon library for commonly repeated icons used on packaging. Please make this your first resource when looking for icons to include on your packaging.
- **Attempt to include diverse populations in packaging visuals** when humanity is shown. See the Content Management Guidelines for more information.
- **All English copy should use inch/pound units for dimensions.**
All Spanish copy should use metric units.
All French copy should use metric units.
This satisfies the requirements of the Fair Packaging and Labeling Act (FPLA)

Information | Frequently Asked Questions

Since Lowe's approved translation vendors have two fees, one for proofing Spanish/French copy and one for writing Spanish/French copy, can I obtain machine/Internet translations or have a friend translate copy in order to cut my costs?

The translations from machines, software, or the internet are often very poor and are so literal that they require re-translation from scratch. The product vendors must then start the process over by resubmitting the work via a text template. You will be charged the full translation cost rather than a proofing cost and in some cases, the level of rework will cause you to incur upcharges. The normally lower proofing cost is in place for product vendors who already use legitimate translation companies with certified translators.

Can I send the translation vendors a PDF of what I need translated?

Many of the translation agencies require a PDF of the artwork as well as any text you want translated in a Word template (link to sample template) where it can be easily extracted. The translation vendor must receive copy in an easy to use cut-and-paste format. If the text cannot be extracted, the request must then be sent back to the vendor so they can resubmit a Word template. Your company will lose time while waiting for the translations to be re-sent.

Why is the translation vendor requesting a PDF of the artwork?

Translation vendors double-check artwork to ensure the wording is consistent with the product image. Therefore, translation vendors will request a PDF of the artwork in conjunction with the text template.

Why do I have to send a final copy of the artwork to the translation vendor for approval?

After the text has been translated, the translation vendor requires a PDF of the translations as they have been integrated into the artwork. Many product vendors forget this final process and the translation or proofing code is held until this step is completed.

How long does it take to receive a translation back from an approved Translation Vendor?

All the translation vendors provide detailed information about turnaround times in relation to word count in their company information. If you want translations expedited, you will incur rush charges. Rush charges vary depending on the policy of each company.

What happens if you do not receive a translation code?

If you do not receive a translation code from the translation vendor, chances are you have not completed the entire translation process.

What is a translation code and why is it required?

Translation codes inform Lowe's Companies, Inc. that requests for edits to the Spanish/French were made. Translation codes are required to ensure the text in your document is grammatically correct and in context.

What can I do to help speed up the translation process?

You can speed up the process by making sure the file you send to the translation vendor is not corrupt and easy to open. Make sure to follow the guidelines for applying Spanish translations and use the correct submission template.

What should/should not be translated?

SEE CHART NEXT PAGE

Information | Frequently Asked Questions

What Does/Does Not Need to be Translated into Spanish/French

Translated Item	Signage	Proprietary Packaging	Non-Proprietary Packaging	Manuals
Product Descriptors/Identity (e.g. 16-inch Ceiling Fan)	Yes	Yes	Yes	Yes
Product Feature/benefits	Yes	Yes	Yes	Yes
Warnings/Safety Information	Yes	Yes	Yes	Yes
Call outs on Graphics	Yes	Yes	Yes	Yes
Product Instructions (Installation, usage, handling, assembly, tools/parts required, etc.)	Yes	Yes	Yes	Yes
Customer Service Contact Info	N/A	Yes	Yes	Yes
Product Packaging Hang Tags (POP, etc.)	Yes	Yes	Yes	N/A
Warranty Cards	N/A	Yes	Yes	Yes
Registration Cards	N/A	Yes	Yes	Yes
Packaging Inserts like Silica Gel Labels/Packs	N/A	Yes	Yes	N/A
Country of Origin	Yes	Yes	Yes	Yes
Distributed by/Manufactured by/Imported by	Yes	Yes	Yes	Yes
Distributor name and address	No	No	No	N/A
Permanently affixed product labels	N/A	Yes	Yes	N/A
Item # (e.g. Artículo #)	Yes	Yes	Yes	Yes
Brand Taglines	If desired	If desired	If desired	If desired
Brand Names	No	No	No	No
Registered or Trademarked Names	No	No	No	No
UL Logo	N/A	No	No	No
Certification Logos	N/A	No	No	No
Trademark Notices	No	Yes	Yes	No
Series or Category Names (e.g. The Constitution Series, the word Constitution is not translated)	No	No	No	No
Collection Names (e.g. Tahoe Patio Collection, the word Tahoe is not translated)	No	No	No	No
Standard Color Names (e.g. Red)	Yes	Yes	Yes	Yes
Color Names with Descriptions (e.g. Sunny Yellow)	No	If desired	If desired	If desired
Non-standard Color Names (e.g. Ecru)	No	If desired	If desired	If desired
Finishes, Woods, and Metals	Yes	Yes	Yes	Yes
Net Contents/Net Quantity	No	Yes	Yes	Yes

Multicultural | Multilingual Layout Options and Illustrations

Layout Option Illustrations and Details

In each section of this Visual Standards Guide, layout options are listed for each situation that requires bilingual translation. In addition, there are some packaging inserts that may require trilingual layouts. Vendors are restricted to the layout options outlined in the VSG or under "Packaging Inserts" in the "Packaging Guidelines", and vendors are asked to exhaust these options in the order in which they are listed. (Ex: The preferred/recommended layout option is listed first.) Please review the brief description and simplified illustration of each of the layout options as follows:

Blue Bar:



Text should be centered top to bottom and flush left. English on top. Spanish on bottom. Generally, when English text is 100pt or more, Spanish should be 50% of English. When English is under 100pt, Spanish should be 75% of English, unless a larger requirement already exists per the Text and Imagery Guidelines on page 28 of the Visual Standards Guide. Do not attempt to enlarge the height of the sign and note that no signs will be approved where the sign is taller than the beam.

Back-To-Back:



Approved for tearpads, bagstuffers, wobblers, and in-bay flipbooks

English on front. Spanish on back. This layout is recommended for single page materials (ex: Tear Pads and Bag Stuffers) and multi-page collateral in which the number of panels is not divisible by three or five (ex: In-Bay Flipbooks). It is required that the phrase "Reverso en español" be printed on the top right-hand corner of the first English page and "Flip for English" on the top right-hand corner of the first Spanish page of the collateral. Collateral with multiple pages can carry the same page number if necessary for longer documents.

Back-to-Back Brochure:



Approved for brochures

English on front cover. Spanish on back cover. This layout is recommended for multi-panel brochures in which there is an odd number of panels (ex: # of panels IS divisible by three or five). Three panel is shown. A reverse accordion fold must be used to ensure that both English and Spanish covers appear on the same side as their related copy. It is required that the phrase "Reverso en español" be printed on the top right-hand corner of the first English page and "Flip for English" on the top right-hand corner of the first Spanish page of the collateral.

Multicultural | Multilingual Layout Options and Illustrations

Consecutive:



Approved for flipbooks, large brochures, and catalogs.

All English panels come first followed by all Spanish panels. (Ex: A six-page catalog would have the first three pages in English and last three pages in Spanish.) The consecutive layout is an additional option for multi-page collateral that must be read upright (ex: In-Bay Flipbooks). Tabs should be used to divide the English and Spanish sections. This format is also recommended when vendors anticipate needing to produce multilingual versions of information.

Flip Over:



Approved for brochures and instruction manuals.

English on front. Spanish upside down on back. This option works well with documents with extensive text, such as bound brochures, books, and catalogs. It is required that the phrase "Reverso en español" be printed on the top right-hand corner of the first English page and "Flip for English" be printed on the top right-hand corner of the first Spanish page of the collateral.

Block-By-Block:



Approved for sidestacks, in-bay signage, and packaging.

Every block of text in English has a corresponding block of Spanish. It is recommended when text is composed of small units that must be in close proximity to particular elements (ex: some packaging situations, captions under illustrations, or when short descriptions are used). This does not mean line-by-line translation.

Alternating Panels:



Approved for sidestacks and stack-outs.

Recommended for display stack-outs and situations in which any given consumer who is approaching the product will have an equally good chance of being able to read the English and the Spanish version. In this case, a full panel should be printed in English, the next full panel in Spanish, then the next one in English, etc.

Vertical Columns:



Approved for headers, in-bay signage, sidestacks and stackouts, and packaging.

English and Spanish in separate parallel, vertical columns on the same panel. All English in left column and all Spanish in right column. Illustrations, if there are any, need only be printed once in between the two columns. This may be a good option for large areas that are very short in height and very wide. Minor adjustments may need to be made in point size or copy editing to ensure that both language versions consume similar amounts of space in both the English and Spanish columns. This layout option can also be used with trilingual layouts.

Multicultural | Multilingual Layout Options and Illustrations

Horizontal Blocks:



Approved for header sidestack, in-bay violators, packaging.

English and Spanish are presented top and bottom in parallel text blocks that run horizontally on the same page or panel with all English on top and all Spanish on bottom. Illustrations, if there are any, need only be printed once in between the two horizontal text blocks. This may be a good option for large areas that are very tall and very narrow (ex: Aisle Violators). Minor adjustments may need to be made in point size or copy editing to ensure that both language versions consume similar amounts of space in both the English and Spanish blocks. This layout option can also be used with trilingual layouts.

Side By Side Panels:



Approved for in-bay displays, walk-in displays, brochures that are illustration-intensive.

English and Spanish on separate panels or pages, presented one across from the other. Works particularly well in signage situations when there are large opposing panels or pages and illustrations/visuals can be printed once on a panel between the two parallel pages/panels (ex: Walk-In Display Panels). Both languages need to be of similar lengths or minor adjustments may need to be made in the point size or the editing. This will ensure that both language versions consume similar amounts of space in both the English and Spanish panels.

NOTE: Please see the recommended Bilingual Layout Options in each signage section for more details and examples of each sign.

For further information, or guidance, we encourage vendors to work with designers with experience in designing trilingual packaging. We encourage vendors to work with one of the recommended companies in the Contacts section of the VSG; with translations or proofing from one of Lowe's Approved Translation and Proofing Vendors; and with experienced packaging design companies to work through the details of bilingual or trilingual design. If needed, vendors may enlist the input of their Merchandising contact, Product Marketing Manager, or Lowe's Advertising Department if they run into challenges with their designs.