

# SOS Kiosk/Desktop Paper Catalog Page Program

## New & Revised Catalog & Price List Pages:

- Contact the Lowe's Merchandising Team for direction
- Merchandising will determine what SOS Program(s) you will participate, if you will have a Catalog with Pricing, Catalog, and/ or Price List. What product, pricing, (margin they will be sold), lead time, SOS item number, and the applicable market area for your catalog pages
- Once the program has been established with merchandising, you will create your SOS catalog pages. The SOS Kiosk/Desktop Catalog and Price List templates are included at the end of this document. Electric City or CADMUS can assist with your catalog page design if desired, as they are familiar with our templates and program requirements and are also on our list of recommended printers.
  - ✓ Electric City Contact: (800) 277-1920
  - ✓ CADMUS Contact: lowes@cadmus.com / (704) 583-6600
- When catalog page designs are complete and approved by merchandising for all content, the merchant approved PDF and merchant written approval (via email) are sent to [sos.operations@lowes.com](mailto:sos.operations@lowes.com)

## SOS Operations Paper Catalog Page Process

- Once the merchant approved PDF are received, reviewed and approved for the SOS kiosk/desktop program a systems generated ID will be assigned by the SOS Operations Team. The ID will be communicated along with the request for the revised PDF (ID inclusive) be returned to [sos.operations@lowes.com](mailto:sos.operations@lowes.com) mailbox for final review, records archive and production instructions
- Print & Quantity Requirements:
  - Pages are to be printed in 4 color on 10 point coated, 2 side cover, 3- hole drilled paper
  - Assigned ID must be printed on catalog / price lists pages
  - Banding and collating of pages required (slip sheets are not acceptable)
  - All cartons must be labeled with contents
  - Shipments must include packing list

### ❖ National Programs:

Appliances – 6,000	Flooring – 2,700	Outdoor Hardlines – 2,700
Building Materials – 5,000	Hardware – 2,700	Outdoor Power Equip. – 2,700
Commercial Sales – 2,700	Lighting – 2,700	Plumbing – 5,000
Home Décor – 2,700	Millwork – 5,000	Tools – 2,700

### ❖ Market Specifics:

(# Total stores x # locations per store) + (back up inventory) = required quantity

**Shipments are sent to:**

CADMUS  
The Whitehall Group  
Attn: Lowe's SOS Program  
2530 Whitehall Park Dr. Suite 400  
Charlotte, NC 28273

- Compliant materials must be received by the established deadline (i.e. the 1<sup>st</sup> day of the month at 3 pm to be included in the 10<sup>th</sup> of the month's distribution). Any shipments received after the deadline will be held until the next month's mailing. **\*\*NO EXCEPTIONS\*\***
- While the CADMUS / SOS Monthly Distribution Process is recommended, Merchandising and SOS Operations Team may approve Vendor Rep or Service Group distributions. This is determined on a on a case-by-case basis. However, compliant back up inventory **MUST** be received at CADMUS prior to your distribution. Otherwise, the assigned ID will not be active or appear on the store's checklist / audit report and the materials could be trashed!

## **SOS Paper Catalog Page Maintenance**

- When active inventory drops below the set trigger amount (500 for national programs & amounts for market specifics determined at time of program origin) a weekly low stock notice will be sent from the [sos.operations@lowes.com](mailto:sos.operations@lowes.com) mailbox until replenishment inventory is received. This notification is sent well in advance for replenishment pages to be sent shipped prior to depletion of inventory.
- Unresolved weekly low stock notifications allowing inventory to deplete prompts SOS Paper Catalog Program re-evaluation. We must have inventory for the ID to remain active. Otherwise New Stores will open without this vital selling tool, our Remer Store and Existing Store orders cannot be fulfilled which affects sales!

**There is zero tolerance for zero inventory!**

**VENDOR  
LOGO/NAME**

Phone #: 1-000-000-0000  
Fax #: 1-000-000-0000

**SPECIAL  
ORDER**  
Pedido especial

SOS Item #:  
Lead Time:

PRODUCT TYPE



# PRODUCT & PRICING INFORMATION IN THIS AREA

Vendor #

Revision / Publication Date; Page X of X

Catalog ID \_\_\_\_\_

©2009 by Lowe's®. All rights reserved. Lowe's and the gable design are registered trademarks of LF. LLC

*Market Area: National, Continental US, AK & HI, or Market Specific Details*

Prices may be subject to change.

