**Bilingual Example**

This is an example of “Blue Bar” layout. See “Bilingual Layout Options” on the following page for more details.

---

**BASELINE:**

**English:** 2" from top of blue bar  
**Spanish:** 0.75" from bottom of blue bar

**Product Type:** drops out of PANTONE® 280c  
**English:** 1.5" cap height upper and lower case Folio Extra Bold  
**Spanish:** 0.75" cap height upper and lower case Folio Medium
Display | Side Cap Graphic Specification

A semi-rigid sign which is located on either side of an end cap, parallel to the aisle with or without product samples

SIZE: 2'-4"w x 4'-0"h
LOCATION: On side cap, between 4'-2" and 8'-2"
PRODUCT TYPE COPY: English: Folio Extra Bold. 1.5" cap height
               Spanish: Folio Medium. 1" cap height
               No type distortion allowed
COPY BELOW THE BLUE BAR: 48pt (mounting up to 7')
               60pt (mounting between 7' and 8')
               Maximum 65 words
BILINGUAL LAYOUT OPTIONS: BLUE BAR plus VERTICAL COLUMNS for area immediately under the Blue Bar with visual in the middle plus SIDE-BY-SIDE PANELS for side panels (with visual in middle panel, English on left panel, and Spanish on right panel) OR only if absolutely necessary, BLOCK-BY-BLOCK may be allowed for side panels when English and Spanish text blocks can easily be stacked or appear one right after the other. See the simplified layout illustrations and more detailed descriptions on pages 136-138.

PHOTOGRAPHY: Up to 65% coverage
PRINT METHOD / SUBSTRATE: Screen print onto .100 opaque white styrene or digitally print onto white vinyl and mount with permanent adhesive to .100 white styrene.
COLORS: One to full-color. If screen printed, blue bar must be printed as spot color, PANTONE® 280c. If digitally printed, blue bar must match PANTONE® 280c.
NOTES: If header is displayed outdoors, use appropriate weatherproof materials and UV inks.
       Aisle Directory signs must not be removed or obstructed.
HARDWARE / INSTALLATION METHOD: Mount directly to racking using screws that can penetrate the rack.
       If mounting product to sign, be sure that mounting method supports total weight of display.
Bilingual Example
This is an example of “Blue Bar” layout. See “Bilingual Layout Options” on the following page for more details.

Optional Header

Display | Side Cap Product Display (Shadow Box)

Product Type:
drops out of PANTONE® 280c

**English:** 1” cap height
upper and lower case
Folio Extra Bold

**Spanish:** 0.5’ cap height
upper and lower case
Folio Medium

**NOTE:**
In order to comply with ADA guidelines for protruding objects, a sidestack must be placed under side cap product displays if over 4” deep.

Safety Margins:
left & right: 0.5”
top & bottom: 0.5”

3.5”w x 1”h area for optional Vendor logotype
reversed out of PANTONE® 280c

Area for Lowe’s bar code located
1.5” from right edge and 1.25” from bottom
(see page 14 for bar code specifications)
Display | Side Cap Product Display (Shadow Box) Specification

A display which merchandises product that is located on either side of an end cap, parallel to the aisle.

MAXIMUM DISPLAY SIZE: 2'-4"w x 4'-0"h x 4"d
MAXIMUM SIDE PANEL SIZE: 4"w x 4'-0"h
HEADER PANEL SIZE: Width of display x 4"h minimum
DISPLAY LOCATION: On side cap, between 4'-2" and 8'-2"
HEADER LOCATION: Mounted to top/inside of shadowbox
SIDE PANEL LOCATION: Mounted to side of shadowbox
PRODUCT TYPE COPY:
  Side Panel: English – Folio Extra Bold. 1" cap height
              Spanish – Folio Medium. 0.5" cap height
              No type distortion allowed
  Header: English – Folio Extra Bold. 1.5" cap height
          Spanish – Folio Medium. .75" cap height
          No type distortion allowed

BILINGUAL LAYOUT OPTIONS:
  FOR SHADOWBOX HEADER: BLUEBAR ONLY.
  FOR SIDE PANELS: horizontal blocks and block-by-block.

COPY BELOW THE BLUE BAR:
  24pt (mounting between 4' and 5'), 48pt (mounting between 5' and 7'),
  60pt (mounting between 7' and 10'), maximum 65 words

PHOTOGRAPHY:
  Up to 75% coverage

PRINT METHOD / SUBSTRATE:
  Side Panel: screen print onto .030 opaque white styrene or digitally print onto
              4 mil. white vinyl and mount to display with permanent adhesive to .030 white
              styrene.
  Header: screen print onto .100 opaque white styrene or digitally print onto 4
          mil. white vinyl and mount to display with permanent adhesive to .100 white
          styrene (if header is mounted against display backer, styrene may be .030).

COLORS:
  One to full-color. If screen printed, blue bar must be printed as spot color,
  PANTONE® 280c. If digitally printed, blue bar must match PANTONE® 280c.

NOTES:
  If side panel content includes project instructions, clearly identify task steps
  by placing the word ‘step’ in front of each number in the order of instruction
  and use the How-To icon.
  If header is displayed outdoors, use appropriate weatherproof materials and
  UV inks.
  Aisle Directory signs must not be removed or obstructed.

HARDWARE / INSTALLATION:
  Side Panel: mount directly to the shadow box using permanent adhesive or
              double-sided foam tape.
  Header: screen print onto .100 opaque white styrene or digitally print onto 4
          mil. white vinyl and mount to display with permanent adhesive to .100 white
          styrene (if header is mounted against display backer, styrene may be .030).
  If mounting product in the display, be sure that mounting method supports
  total weight of display.

SOURCE:
  Lowe’s Procurement. Contact Product Marketing Manager for details.
Bilingual Example
This is an example of “Blue Bar” and “Block-by-Block” layout. See “Bilingual Layout Options” on the following page for more details.

NOTE:
In order to comply with ADA guidelines for protruding objects, a sidestack must be placed under gravity-fed bin if over 4” deep.
Display | Gravity-Fed Bin Specification

Lowe’s Corporate selects product for display in gravity-fed bins. Please contact your Merchant or Product Marketing Manager for information.

Wooden display located on side cap which merchandises product through gravity-fed bin

SIZE: 2'-4"w x 4'h x 9.25"d
LOCATION: Side cap between 4'-2" and 8'-2"
BILINGUAL LAYOUT OPTIONS: Translate BLUE BAR plus BLOCK-BY-BLOCK for area under blue bar. See the simplified layout illustrations and more detailed descriptions on pages 136-138.

DISPLAY MATERIAL: Wood painted to match PANTONE® 429c
GRAPHICS: Provided by Lowe’s

NOTE:
Displays or products mounted 27" or above must not protrude more than 4" into the aisle.

Displays or products which are mounted to extend below 27" may protrude up to 6" into the aisle.
**Signage Guidelines**

**Bilingual Example**

This is an example of “Block-by-Block” layout.

See “Bilingual Layout Options” on the following page for more details.

**NOTE:** When sidestacks are submitted for signage approval the QA certification must accompany it.

**Wood Finishes**

Acabados para madera

An oil-based wood stain which provides long-lasting wood tone color. Penetrates the wood pores to help seal and protect the wood.

**NOTE:** When sidestacks are submitted for signage approval the QA certification must accompany it.

Blue bar font: 1.5” to .75” cap height.

English in folio extra bold.

Spanish in folio bold.

**Designate an area for the 7” w x 10” h pricing label. This label will be printed at the store and applied to the stackout/sidestack. Designating an area is required and ensures valuable information and artwork will not be covered by the pricing label.**

**In-aisle sidestacks are placed at a 45° angle to the racking.**

**NOTE:**

Sidestacks may not be more than 2'w x 2'd and must be between 4' to 5'h, including signage.

Stackouts may not be more than 4'w x 4’d and must be between 4' to 5’h, including signage.
Display | Sidestack Requirements

All Sidestacks must meet the following requirements:

SIZE: Minimum Height 36”/Maximum Height 60”
Display/Pallet Footprint Minimum 20”x20”/Maximum 24”x24”

STRUCTURAL REQUIREMENTS: To be stapled or glued to pallet, regardless of size or weight
No outward facing/visible display components to be Kraft
(Kraft inner walls accepted)
No pallet skirts
No floorstands or inside-out shippers
Any outdoor products to be wrapped in plastic
Tall/vertical products to have a base 30% minimum of total height to ensure stability

GRAPHIC REQUIREMENTS: VSG Requirements achieved on at least one graphic element:
• Riser, Side Graphic panel or Corner Wrap (to include approval bar card).

7”x10” On-Demand Pricing Label to be located in the lower right-hand corner on all Sidestacks:
• Within graphic space on base
• On 7.5”x10.5” corner Wrap (See spec provided)
• If the sidestack holds multiple products, the 4x2 pricing labels should be used for each product.

Tick marks for On-Demand Pricing Label in lower right-hand corner with dimensions of 7”x10”

PRODUCT ORIENTATION: All product to be forward facing

BLUE BAR SPECIFICATIONS

NOTE: A blue bar is required on the header of your sidestack. If a header is not present, the front panel should be used. Please plan accordingly for the 4” blue bar with product descriptor in required font when designing your structure; the blue bar specifications must be met exactly. A blue bar must also be present on the sides of your structure. Side blue bar specifications may vary due to the size and shape of the side panels.

Product Type: drops out of PANTONE® 280c
English: left-justified 1.5” cap height upper and lower case Folio Extra Bold
Spanish: left-justified 75° cap height upper and lower case Folio Medium
Blue Bar Copy: Left justified

BASELINE:
English: 2” from top of blue bar
Spanish: 0.5” from bottom of blue bar
Wrap Example

Bottom flaps are stapled and/or glued to pallet

Side of wrap is secured to inside of stacke with pressure tools

MANDATORY 7" X 10" PRICING AREA

MANDATORY 7" X 10" PRICING AREA
Display | Sidestack Requirements

Stackable trays are preferred to be interlocking.

Tick marks printed for pricing placement.

Total height of display must be between 36" and 60" including pallet, product and optional header.  

Height of header may vary but must be a minimum of 4" tall so the total display height equals no more than 60".

Examples of Pricing Area  
NOTE: 7"x10" pricing area MUST be on bottom right corner and FRONT of display.

Examples of Graphic Panel
Use the corner wrap for the pricing label on this and similar structures.

No Floorstands or Inside/Outside shipper allowed.
Minimum base height to be determined by height and weight of product to ensure stability

NOTE: Opening added as needed
Display | Lightweight - Loose Product

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Product Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPTIONAL GRAPHIC AREA</td>
<td>OPTIONAL GRAPHIC AREA</td>
</tr>
<tr>
<td>MANDATORY 7&quot; X 10&quot; PRICING AREA</td>
<td>MANDATORY 7&quot; X 10&quot; PRICING AREA</td>
</tr>
</tbody>
</table>

- 60" Maximum
- 36" Minimum

- 20"-24"
Display | Sidestack Requirements - Heavy Product

Use the corner wrap for the pricing label on this and similar structures.

60" Maximum
36" Minimum

20" - 24"

Product Name

OPTIONAL
COMPANY
LOGO

OPTIONAL
GRAPHIC
AREA

MANDATORY
7" X 10"
PRICING
AREA

Product Name

Product Name

Product Name

Product Name
Minimum base height to be determined by height and weight of product to ensure stability.

DISPLAY CARTON:
- Double wall HSC B/C Flute
- Horizontal Flutes
- Mottled White

DIVIDER CELLS:
- Single Wall C Flute
- Vertical Flutes
- Kraft

All four sides of top must roll over at least 3°
Display | Sidestack Requirements- Heavy Liquid Product

- Product Name
- Product Name
- Product Name

<table>
<thead>
<tr>
<th>Product Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>60” Maximum</td>
</tr>
<tr>
<td>36” Minimum</td>
</tr>
</tbody>
</table>

- 20”-24”
- 20”-24”

Use the corner wrap for the pricing label on this and similar structures.

- Additional support dividers added as needed.
Mini-Pallet Specifications: Under-Rack and Sidestack Storage

Lowe’s has developed a Standard Mini-Pallet design for use at all distribution centers and store locations throughout the company. The construction of the pallet must be accessible for all forklift equipment handling throughout the entire distribution process.
Bilingual Example
This is an example of “Blue Bar” and “Vertical Columns” layout.
See “Bilingual Layout Options” on the following page for more details.

Grills
Parrillas

35,000 Btu Gas Grill

<table>
<thead>
<tr>
<th>Features &amp; Benefits</th>
<th>Parrillas a gas de 35,000 btu</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heat Control</td>
<td>Características y beneficios</td>
</tr>
<tr>
<td>1” 1/8” 1/8” ceramic briquette cooking system with a</td>
<td></td>
</tr>
<tr>
<td>dual stainless steel burner.</td>
<td></td>
</tr>
<tr>
<td>Total Cooking Area</td>
<td></td>
</tr>
<tr>
<td>500 sq. in.</td>
<td></td>
</tr>
<tr>
<td>Side Burners</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Ignition System</td>
<td></td>
</tr>
<tr>
<td>Push button igniter</td>
<td></td>
</tr>
<tr>
<td>Heat Indicator</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Cooking Surfaces</td>
<td></td>
</tr>
<tr>
<td>Porcelain grid cooking surface</td>
<td></td>
</tr>
<tr>
<td>Ease of Assembly</td>
<td></td>
</tr>
<tr>
<td>No tools required (Assembly Available)</td>
<td></td>
</tr>
<tr>
<td>Fuel Type</td>
<td></td>
</tr>
<tr>
<td>Propane gas includes 20lb. tank</td>
<td></td>
</tr>
<tr>
<td>Construction</td>
<td></td>
</tr>
<tr>
<td>Cast aluminum</td>
<td></td>
</tr>
<tr>
<td>Recommended Accessories</td>
<td></td>
</tr>
<tr>
<td>5” grill cover: #187829, 55576</td>
<td></td>
</tr>
</tbody>
</table>

Don’t forget your grill cover and propane!
No se olvide de la cubierta para el asador y el gas propane.

Product Type:
- drops out of PANTONE®
  - 280c

**English:**
- 1.12” cap height upper and lower case Folio Extra Bold

**Spanish:**
- 0.7” cap height upper and lower case Folio Medium

BASELINE:
- English: 1.52” from top of blue bar
- Spanish: 0.4” from bottom of blue bar

**Product Type:**

**Area for Lowe’s bar code located 0.75” from right edge and 0.5” from bottom edge (see page 14 for bar code specifications)**

A right justified 5” x 1.5” h area for optional Vendor logotype can be used. The logo should be centered within the allotted area.
A sign displayed in an upright, freestanding display

SIZE: (inside) 30"w x 12.125"h, (outside) 30"w x 12.375"h

PRODUCT TYPE COPY: English: Folio Extra Bold. 1.12" cap height
Spanish: Folio Medium. 0.7" cap height
No type distortion allowed

BILINGUAL LAYOUT OPTIONS: Use the BLUE BAR layout for the Blue Bar. Then use the VERTICAL COLUMNS layout for the area immediately under the Blue Bar. Use BLOCK-BY-BLOCK for the red bar area, if necessary.

COPY BELOW THE BLUE BAR: 48pt (copy in charts may be reduced to no less than 20pt)
Vendor taglines or catch phrases are not permitted. Lowe’s prefers straight-forward feature/benefit comparative key point of difference information that is specific to the product.

PHOTOGRAPHY: Up to 75% coverage

PRINT METHOD / SUBSTRATE: Screen print onto .060 opaque white styrene or digitally print onto white vinyl and mount with permanent adhesive to .060 white styrene.

FINISHING: Apply single magnetic strip along back center of sign.

COLORS: One to full-color. If screen printed, blue bar must be printed as spot color, PANTONE® 280c. If digitally printed, blue bar must match PANTONE® 280c.

NOTES: If header is displayed outdoors, use appropriate weatherproof materials and UV inks.
If sign includes project instructions, clearly identify task steps by placing the word “step” in front of each number in the order of instruction and use the How-To logo.

HARDWARE / INSTALLATION METHOD: STANCHION

SIZE: Face: 2'-6"w x 5'-0"h x 1'-3"d

MATERIALS: Powder-coated metal, painted to match PANTONE® 429c

SOURCE: Lowe’s Procurement. Contact Product Marketing Manager for details.

NOTES: Area for sign is a closed-back c-channel which accommodates one single-sided sign.
Garden Center Register Stanchion (not shown) is a top-load, open frame which accommodates two 2'-6"w x 12.375"h single-sided, back-to-back signs.
NOTE:
(1) SKU per merchandiser
No corrugated vertical merchandisers allowed
Must allow space for Lowe’s On Demand Pricing label

NOTE:
Displays or products which are mounted to extend below 27” may protrude up to 6” into the aisle.

NOTE:
Displays or products mounted above 27” must not protrude more than 4” into the aisle.
**Vertical Collar Merchandiser:** Display that holds vertical merchandise with collars against racking upright

**Wire Vertical Merchandiser:** Wire display attached to racking upright

**SIZE:**
Up to 6”w x up to 6′-0”h x either 4” or 6”d (see notes)

**LOCATION:**
For 6”d x up to 6′-0”h must mount below 27”, 4”d x up to 6′-0”h mount top 72” up from the floor.

**BILINGUAL LAYOUT OPTIONS:**
Seek out opportunities to condense text and provide only the required information. Drive all details down to the packaging or to a tear pad or brochure (tear pad and brochure only if required due to packaging constraints). Use VERTICAL COLUMNS with visuals or “steps” in the middle or HORIZONTAL BLOCKS with visuals or “steps” in between the HORIZONTAL BLOCKS. See the simplified layout illustrations and more detailed descriptions on pages 136-138.

**COLLAR MERCHANDISER MATERIALS:**
White PVC collars or metal collars painted to match PANTONE® 429c

**WIRE MERCHANDISER MATERIALS:**
Gravity-fed product dispenser constructed of powder-coated metal, preferably painted to match PANTONE® 429c. Sample complete with product should be submitted to:

Lowe’s Quality Assurance, 133 East Campus Lane, Mooresville, NC 28117
Attn: QA Packaging Engineer

**GRAPHIC APPLICATION:**
Varies depending on size of display and type of product. All graphics must be submitted to the Lowe’s VSG Board for approval and issuance of bar code.

**PRINT METHOD / SUBSTRATE:**
If graphic is adhered to display, print onto 4 mil. white vinyl with permanent adhesive backing.

If graphic is displayed in a channel, print onto .040 opaque white styrene.

**COLORS:**
One to full-color. If screen or offset printed, blue bar must be printed as spot color, PANTONE® 280c. If digitally printed, blue bar must match PANTONE® 280c.

**HARDWARE / INSTALLATION METHOD:**
Mechanically attach vertical merchandisers to upright keyholes. Do not use cable ties or adhesive.

**CERTIFICATION & EVALUATION PROCESS:**
Submit displays to the Quality Assurance (QA) department for approval prior to submittal to Signage Coordinator (90 days prior to storewide delivery). Displays must be received by the QA department in the manner in which they are intended for the store environment (e.g.: fully loaded, proper graphics markings, etc.). The QA department will review each display within 10 days and issue direction to the Merchandising group (e.g.: certified, certified with changes, resubmit with changes).

A copy of the certification will be forwarded to the Merchandising Manager and the Promotional Display Specialist.
Display | Vertical Merchandiser Specification continued

Ship all displays to:
Lowe’s Quality Assurance, 133 East Campus Lane, Mooresville, NC 28117
Attn: QA Packaging Engineer

NOTES: Vendor supplied merchandisers can only be used with products which do not comply with J-Hook requirements.

Hardware/Installation Method: Vertical Merchandiser

ITEM: Small Vertical Merchandiser
ITEM: Tall Vertical Merchandiser
ITEM: Tall Vertical Merchandiser with channels for graphics
SOURCE: Available from Pratt Corporation, 877 428-7728 ext.3173
Display | J-Hook

Mount top 72" up from the floor

$19.96 Everyday Low Price

White 2-Note Chime
Item # 11356   Model # LE-99
Display | J-Hook Specifications

Vertical display which merchandises product from clips

SIZE: 31" overall length with 12 clips spaced 2.5" apart
Panel for pricing label measures 2.5"w x 1.5"h (pricing label supplied by Lowe’s)

PRODUCT: 6"w x 6"h maximum size for individual products loaded on J-Hooks

MOUNTING: Mount top 72" up from the floor

SOURCE: Available from Southern Imperial, 877 866-4807
When placing order, specify mounting hook configuration for Lowe’s racking

NOTES: Products that do not meet the J-Hook requirements may be merchandised on vendor-supplied wire merchandisers (refer to page 77)
Item description will begin with J/H
All items placed on J-Hooks should have a home location within the inline planogram
### Signage Guidelines

#### Display | Special Order Catalog

**French or Patio Steel Door Systems**

- **1.75"w x 1"h area for Vendor logotype**
- **1.125"w x 1"h area for Special Order icon**
- **1"w x 0.5"h area for Lowe’s logo with tagline**

**Phone and Fax Number:**
- **7pt Folio Medium upper and lower case drops out of PANTONE® 200c**

**Item # and Availability:**
- **7pt Folio Medium upper and lower case drops out of 50% black**

**Product Type:**
- **18pt Folio Extra Bold upper and lower case drops out of PANTONE® 280c**

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**Include Lowe’s copyright information in a minimum of 7pt type on bottom of page**
Special Order Catalog Specification

A print collateral piece containing special order details. Supplied to Lowe's for placement at point-of-purchase or service desk.

FINISHED SIZE: 8.5"w x 11"h
COPY: 10pt minimum
BILINGUAL LAYOUT OPTIONS: Until further notice, Spanish translations are not suggested for this type of signage or display. Please look for updates to this at: http://www.lowselink.com/llmain/pubdocuments/signage_gudelines.pdf
PHOTOGRAPHY: As needed to convey information
PRINT METHOD / SUBSTRATE: Offset or digitally print on 10pt cover stock C2S 3-hole drill, 5/16" diameter
COLORS: Full-color
NOTES: Information contained on the Special Order Catalog page is in place to support the processing of the sale in Lowe’s Genesis system. The following information must be included on the catalog page: SOS item number, Lowe’s Everyday Competitive Price (freight is included in EDLP), Model Number/Item Description/Color, lead time for delivery (in days), and Vendor information including phone and fax numbers.

If displayed outdoors, use appropriate weatherproof materials and UV inks.

Special Order catalog pages must also be approved through your Lowe’s Product Marketing Manager and the SOS Group.

HARDWARE / INSTALLATION METHOD: 3-RING MULTIPLE CATALOG HOLDERS

MOUNTING: Freestanding on counter or shelf
SOURCE: Lowe’s Advertising. Contact your Product Marketing Manager for details.
**Display | Bungee Banner**

**Specialty Plywood**

**Contrachapado especializado**

**Hardwood Plywood**
- Available in Stain Grade or Paint Grade
- Indoor Applications Only
- Woodworking panel—good for cabinets, fixtures, shelves, furniture, displays and toy boxes

**Contrachapado especializado**
- Disponible para teñir o para pintar
- Solo para uso interior
- Panel para trabajos con maderas buenos para muebles, estanterías, muebles, mostradores y cajas para juguetes

**Product Type** begins 2” from left.

**Product Type:** drops out of PANTONE® 280c

**English:** 0.7” cap height upper and lower case Folio Extra Bold

**Spanish:** 0.53” cap height upper and lower case Folio Medium

**BASELINE:**
**English:** 0.95” from top of blue bar
**Spanish:** 0.25” from bottom of blue bar

A right justified 4”w x 1.375”h area for optional Vendor logotype can be used. The logo should be centered within the allotted area. Product type begins 2” from left.

A right justified 4”w x 1.375”h area for optional Vendor logotype can be used. The logo should be centered within the allotted area.

**Bilingual Example**

This is an example of “Blue Bar” and “Vertical Columns” layout.

See “Bilingual Layout Options” on the following page for more details.
Display | Bungee Banner Specification

Signage to identify sheet building materials on cantilever racking.

SIZE: 26” w x 6” h
LIVE AREA: 26” w x 5.75” h
LOCATION: Between 6’-8” and 7’-8” off the floor
PRODUCT TYPE COPY:
- English: Folio Extra Bold. 0.7” cap height
- Spanish: Folio Medium. 0.53” cap height
No type distortion allowed

COPY BELOW THE BLUE BAR:
- 48pt (mounting up to 7’)
- 60pt (mounting between 7’ and 7’-8”)
- Maximum 25 words

BILINGUAL LAYOUT OPTIONS:
First, seek out opportunities to provide only the required information. Drive all details down to the packaging or to a tear pad or brochure (only if required due to packaging constraints). Translate BLUE BAR plus VERTICAL COLUMNS for area under blue bar with visual in the middle. See the simplified layout illustrations and more detailed descriptions on pages 136-138.

PRINT METHOD / SUBSTRATE:
Screen or digitally print on 10oz. reinforced vinyl.

COLORS:
- One to full-color. If screen printed, blue bar must be printed as spot color, PANTONE® 280c. If digitally printed, blue bar must match PANTONE® 280c.

NOTES:
- If header is displayed outdoors, use appropriate weatherproof materials and UV inks.
- The 4” x 2” on-demand pricing label must be utilized for pricing.
- Only include product line logo if product is known by that name or has several product lines in a row of merchandise.

HARDWARE / INSTALLATION METHOD: BUNGEE TIES

SIZE: Varies depending on where signage is mounted.
MATERIAL: Bungee cord.
COLOR: Black
Display | Product Mounted to Beam
Display | Product Mounted to Beam Specification

Product displayed on face of beam, mechanically attached to backer board

BACKER BOARD SIZE: 4'-0" to 8'-0"w x 4"h x 1"d
BACKER BOARD MATERIAL: Wood painted to match PANTONE® 429c
COPY: Copy is not allowed on product beam displays. Use of Lowe’s On-Demand Pricing Labels is permissible.
PRODUCT SIZE: Cannot obstruct product on shelves or racking uprights.

HARDWARE / INSTALLATION METHOD: Wood backer board must be mechanically fastened to the beam (no adhesive).
Product must be mechanically fastened to the backer board with stainless steel screws, which should be as visually inconspicuous as possible.