Packaging Submission Guidelines

Table of Contents

1. Overview
    a. Which Files Do I Need To Download?
    b. How Do I Download The Files?
2. Packaging
    a. What Customizations Are Required On The Templates?
    b. Where Do I Send Layouts For Approval?
        i. Non-LGS Vendors
        ii. LGS Vendors
3. Instruction Manuals
    a. Where do I send instruction manuals for approval?
        i. Non-LGS Vendors
        ii. LGS Vendors
    b. In what format should I submit the manuals?
4. Lowe's Contact Information
5. FAQ's

1. Overview

Lowe's provides packaging templates (Adobe Illustrator files) as a starting point for graphic artists to develop packaging layouts. These templates include the general format, logos, color palette, fonts, etc. needed to create the final branded packaging.

Lowe's also provides Brand Packaging Guidelines for each of its proprietary brands. The Brand Packaging Guidelines are a valuable reference when designing packaging and contain information including font usage, icon usage, thumbnails of templates and more.

By nature, templates are not product specific; you must customize them for each item you produce.

a. Which Files Do I Need To Download?

If you need…	Download…	System Requirements	File Contains
General Brand Guidelines	BrandA_BPG.pdf	Adobe Acrobat Reader	PDF of the complete Brand Packaging Guidelines for the specific brand, including thumbnails of each of the templates.
Product Templates	BrandA_PT_Art.zip	Adobe Illustrator CS2	Product Template Files (Includes fonts and images)
Instruction Manual Guidelines and Templates	BrandA_IM_Art.zip	Adobe Illustrator CS2 to manipulate templates. Adobe Acrobat Reader to view PDF.	All instruction manual files. (Includes fonts and images. Also includes PDF of manual formats).
Logos	BrandA_Logos.zip	Adobe Illustrator CS2	One each Logo.ai & Logo.pdf file containing: - Black & White Logo - 4 Color Logo - Notes regarding smallest size - With ® and ™ - With and without tagline - Any applicable icons
Copy Templates	BrandA_Copy.zip	Microsoft Word	Copy templates as Word documents.
Packaging Submission Form	PkgSubForm.doc	Microsoft Word	Packaging Submission Form
List of Updates to Brand	BrandA Changes.doc	Microsoft Word	Comprehensive list of what was updated from previous Brand Standards.

b. How Do I Download The Files?

1. If you have not already done so, log in to the Lowe's Brand Exchange website. http://projects.lowesbrandexchange.com You will be directed to the "My Dashboard" screen.
2. Select the file package you wish to work with by clicking on the Download File Package link associated with that package.

3. Within the file package screen, check the box next to the file(s) you want to download. Please use the above chart to determine which files you need.
4. Select “Zip and download files.”
5. After you have downloaded the files, click the “Complete Task” button to the right at the bottom of the “Task Details” form.

2. Packaging

a. What Customizations Are Required On The Templates?

Vendors should update packaging templates with product specific copy in English, French Canadian, and Latin American Spanish (unless otherwise noted by your Lowe’s merchant). Vendors should use approved brand copy templates to develop SKU packaging copy.

Vendors should also customize templates with the following product specific information:

- UPC Codes
- Lowe’s item number
- Vendor model number
- Product specific photography
- Distribution information (Vendor Company Name, Address, and Country of Origin)
- Any other brand specific information shown on the packaging templates
- Product warnings, icons, etc.

Placement and style for the above information is identified in the provided templates.

b. Where Do I Send Layouts For Approval?

i. Non-LGS Sourced vendors:

IMPORTANT SHIPPING NOTICE: LOWE'S WILL BEGIN BILLING PACKAGING SHIPPING COSTS TO INDIVIDUAL VENDORS EFFECTIVE 4/1/06.

You must submit your packaging artwork to Lowe's Brand Packaging for approval prior to print production. Ship color copies for each item along with a completed **Packaging Submission Form** (available for download within in this file package) to:

Brand Packaging Department
Lowe's Companies, Inc.
Attn: Brand Packaging Standards
1000 Lowe's Boulevard
Mail Code: 4WTD
Mooresville, NC 28117

Please send **color paper proofs ONLY** to the Lowe's Brand Packaging Department for review and approval. **E-mail attachments will NOT be accepted.** Actual size proofs are not required, and in fact, 11"x17" or 12"x18" proofs are the preferred size; however, all text must be legible, even if tiled proofs are necessary.

ii. LGS Sourced Vendors:

You must submit your packaging artwork to Lowe's Global Sourcing for approval prior to print production.

Contact your main LGS representative for direction on packaging submission.

3. Instruction Manuals

For complete standards and guidelines for the submission of instruction manuals for approval, please download and read the file "IM_Standards.doc".

a. Where do I send Instruction Manuals for Approval?

i. Non-LGS Vendors

Instruction manuals should be sent to the Lowe's Technical Writing Team. Guidelines for submission are as follows:

If your submission totals less than 5 MB, submit via e-mail to Lgs.Techwriter@lowes.com

If your submission totals more than 5 MB, submit via mailing/shipping** service on a CD to:

Lowe's Companies, Inc.
Attn: LGS Technical Writing Team
1000 Lowe's Boulevard
Mail Code: 4EIM
Mooresville, NC 28117

It is highly recommended that you use a mailing/shipping service that offers package tracking and requires a signature upon delivery to ensure timely delivery of your manuals.

ii. LGS Vendors

Submit Round 1 manuals **and** a completed "New Project Submission Data Form" to your LG Sourcing contact.

b. In what format should I submit the manuals?

Instruction manuals should be submitted per the guidelines above, electronically, as Illustrator CS2 or InDesign files.

4. Lowe's Contact Information

Packaging

For questions, or to request additional users, please contact the Lowe's Brand Exchange administrator by e-mailing: lowesbrandexchange@lowes.com

We will respond to all questions/requests within 12 business hours.

Instruction Manuals

For questions relating to instruction manuals, please contact the LGS Technical Writers by e-mailing:

lgs.techwriter@lowes.com

5. Frequently Asked Questions

1. **How do I obtain fonts for packaging?**
2. **I've completed my task; can I still access the files?**
3. **How do I distribute the files to additional people?**
4. **I've forgotten my username or password. Who should I contact?**
5. **I'm having trouble downloading the files. What do I do?**
6. **I've downloaded the packaging templates, but I can't open the files. What do I do?**
7. **Which template do I use?**
8. **How can I create packaging if I don't have Adobe Illustrator?**

1. How do I obtain fonts for packaging?

Fonts included with packaging templates are for placement purposes only. Vendors must purchase fonts from a reliable font distribution agency (fonts.com, adobe.com, etc.).

2. I've completed my task, can I still access the files?

Yes. Once a task is completed, LBX removes the “Download Files” task from your “Dashboard” screen. The files may be accessed under the “My FILEx Downloads” tab. Instructions below.

1. When you log in to Lowe’s Brand Exchange, click on the tab on the left called “My FILEx Downloads.”
2. From the new screen, click on the Reference # for the file package you wish to access.
3. Now, check the boxes next to the files you wish to download and click “Zip and Download Selected Documents.”
4. LBX will then prompt you to pick a destination for the files.

3. How do I distribute the files to additional people?

Lowe’s requires individual user accounts for every person receiving packaging information via Lowe’s Brand Exchange. To request additional user accounts, please e-mail lowesbrandexchange@lowes.com with the following information:

Name of Company
Name of Contact (User)
Title/Position of Contact
Street Address
Phone Number
E-mail Address
UPS Account Number
Brand

We will turn around all user requests within 16 business hours.

4. I’ve forgotten my username or password. Who should I contact?

All username/password inquiries may be directed to the LBX Administrator by e-mailing lowesbrandexchange@lowes.com. Please provide your company name as well as your first and last name.

5. I’m having trouble downloading the files. What do I do?

For download issues, please send a detailed description of your issue to lowesbrandexchange@lowes.com. Be sure to include your phone number. Someone will contact you to help resolve the issue within 16 business hours.

6. I've downloaded the packaging templates, but I can't open the files. What do I do?

Packaging template art files are saved as Adobe Illustrator CS2 files. Users must have at least Adobe Illustrator CS2 to open the template files. For users without Adobe Illustrator CS2, you can view thumbnails of the templates in the brand packaging guidelines for your particular brand.

7. Which template do I use?

Lowe's has created a variety of packaging templates for each of its proprietary brands. If none of the templates are an exact match for the type of packaging you require, please use the closest match. If you have questions as to which template is most appropriate for your product, please e-mail lowesbrandexchange@lowes.com and we will assist you.

8. How do I create packaging if I don't have Adobe Illustrator?

Lowe's requires that all packaging for our proprietary brands be created in Adobe Illustrator using our packaging templates. Vendors without Adobe Illustrator have three options.

1. Purchase Adobe Illustrator
2. Contract out the packaging design to an outside agency
3. Request that Lowe's handles the production of your packaging