



Along with the Vendor Partner of the Year award, an additional program exists to reward vendors based on '*Innovation*' – either in product design or in the form of new ideas, concepts, or programs. This recognition will be both a motivator for future/continued product & program enhancement, and a content-driver for 'What's New' at Lowe's. The program also generates interest in and development of best practices, and increases the profile of innovative thinking in product and program evolution.

Lowe's seeks to bring value and excitement to market through innovation, in order to inspire our customers and dominate the home improvement market.

The Innovation Partner of the Year Award may cover a broad range of topics: communication, commerce, software, hardware, pricing, new products, enhanced products, new delivery solutions, etc. Benefits of the innovation can be gauged during the award period or a significant milestone occurs during the award period.

Selection criteria are based on four major categories of vendor performance along with other characteristics: Innovation, Effectiveness, Significance of Benefits, and Transferability.

2016 Innovation Partner of the Year Selection Criteria

Innovation:

- Vendor has a unique and effective presentation including: packaging, fixtures, signage, display, and/or marketing.
- Vendor demonstrates creativity in offering a new and innovative approach to a problem, process, or program.

Effectiveness:

- Vendor's effectiveness is measured by one of the following: satisfaction of customer need, meeting minimum requirements, and/or contributing to a quantifiable goal set forth at the time we chose to adopt it.

Significance of Benefits:

- Vendor offers a new or enhanced application of a product, process, system, or practice that improves the performance of the merchandise category (must be extraordinarily innovative and exclusive or market launch lead).
- Vendor project supports and drives Lowe's corporate reputation and creates significant new business opportunities.
- Other key considerations include but are not limited to: "WOW" factor, Effectiveness and Usefulness of product, Convenience, Value, Growth, and Market Share.

Transferability:

- Vendor content has the potential to be replicated in some form by other product categories, such as effective packaging, fixtures, signage, display, TV monitors, and/or marketing.

Characteristics:

- Vendor has an excellent business reputation and demonstrates responsible stewardship in its environmental policies and practices, as well as, recognized for projecting a positive industry image.
- Vendor strives to be a world-class example, demonstrating excellence and embracing continuous improvement as a part of their culture.
- Vendor is a bold visionary and thought leader.
- Vendor is local, regional, national or international and will not be valued solely on the grounds of size and scale.
- Vendor supports all Lowe's initiatives, including Differentiating through Customer Experiences, Project Authority, Omni-Channel sales focus and continuous Value Improvement. While continuing to partner with Lowe's to drive market leading growth, margin expansion, inventory productivity and product innovation, bringing these innovation to market quickly through new products and category formats.