

# Add or Update a Brand Name

## ABOUT THIS JOB AID

It is Lowe's standard practice to control and maintain vendor Brand Names to improve the quality and consistency of the brands we share with our customers. For more information reference the [Brand Name Quick Reference](#) document.

In Product Content Management (PCM), brand names are located on the Product Data page:



There is a systematic validation on both update and new item publications. If the brand field value is not valid, the vendor's publication of GDSN data will fail.

If	Then
You receive a Brand Name failure	<ul style="list-style-type: none"> <li>Verify that you have entered the brand properly in your publication and republish.</li> <li>Verify that your Brand Name is in the Lowe's Master Brand List (<a href="#">Step 1</a>).</li> </ul>

## PURPOSE OF JOB AID

The purpose of this job aid is for all vendors to be familiar with the Lowe's Master Brand List in order to minimize any issues with their data synchronization efforts


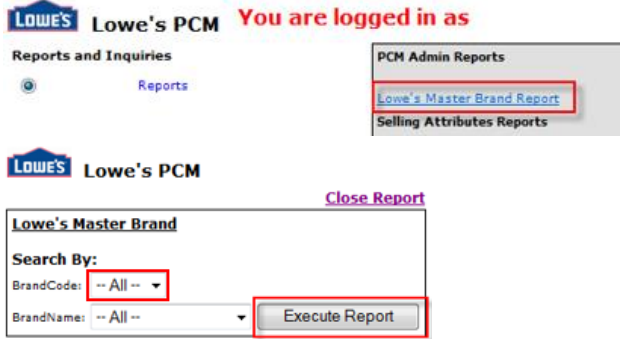
- [Lowe's Master Brand List](#)
- [Adding or Revising a Brand Name](#)

### 1. LOWE'S MASTER BRAND LIST

Vendors will only be able to submit Brand Names via the GDSN that are on the Lowe's Master Brand List. Follow these steps to access the Lowe's Master Brand List

Step	Action/Screen
1.	Access LowesLink at <a href="http://www.loweslink.com">www.loweslink.com</a>
2.	Select <b>Product Content Management (PCM)</b>

## Add or Update Brand Name continued

Step	Action/Screen
3. Select <b>View Reports</b> in the left navigation of your PCM home screen	
4. Select <b>Lowe's Master Brand Report</b> 5. Select <b>All</b> 6. Select <b>Execute Report</b> 7. Select <b>Create Excel Version</b> to export a list of all approved Brand Names	

## 2. ADDING OR REVISING A BRAND NAME

Follow these steps to Add or Revise your Brand Name.

Step
1. Email <a href="mailto:ProductInfoTaxonomy@Lowes.com">ProductInfoTaxonomy@Lowes.com</a> <ul style="list-style-type: none"> <li>• Provide the following information with your request:               <ul style="list-style-type: none"> <li>○ The brand name as it should be displayed with EXACT textual representation                   <ul style="list-style-type: none"> <li>▪ Spelling</li> <li>▪ Capitalization</li> <li>▪ Special Characters (not trademark or registration)</li> <li>▪ Example: allen + roth</li> </ul> </li> <li>○ Confirmation of requested textual representation of brand name                   <ul style="list-style-type: none"> <li>▪ Website address</li> <li>▪ Product packaging</li> </ul> </li> </ul> </li> </ul>
<p><b>NOTE:</b> References that are <i>not</i> acceptable for a brand request:</p> <ul style="list-style-type: none"> <li>• Logo – logos may differ in textual representation and are not used as reference for verification</li> <li>• Graphical representation – like a mock-up, this does not truly represent the brand authenticity</li> </ul>
2. Lowes will validate your brand request and if approved, add it to the Master Brand List.
3. Once confirmed, updates to the brand list will take 15 minutes