



Private Brand Vendors

For Private Brand vendors, Lowe's requires that all Instruction Manuals and Packaging be translated. Lowe's requires the use of Lionbridge to obtain translations for Instruction Manuals and Packaging. Please note that Lowe's has pre-negotiated rates with Lionbridge to provide quality translations. This will allow vendors to be part of Lowe's One Voice to our multilingual consumers.

In regards to Translation Guidelines for our Private Brand vendors, Lowe's *requires* the following:

- US Only – Bilingual content in English & Spanish
- US & Canada – Trilingual content in English, Spanish & French
- Canada Only – Bilingual content in English & French
- SOS/Online Items – English only

For more information about Lionbridge, please feel free to check out the Translation section of LowesLink. If you have further questions or concerns about translations, please feel free to contact Lowe's Enterprise Translation Solutions team at translations@lowes.com or any questions or concerns around Instruction Manuals and Packaging Guidelines, please email the Lowe's Brand Exchange Inbox at lowesbrandexchange@lowes.com