

LOWE'S PACKAGING AND SIGNAGE LANGUAGE POLICY

Packaging Policy:

- Lowe's requires that all vendors must include Spanish translations on their US packaging, packaging inserts, and material safety data sheets for all US shipments as of 9/1/05.
- Lowe's will begin conducting random audits in US stores beginning in November 2005. Vendors found to be non-compliant will be notified in writing and will be given 90 days to bring their packaging into compliance or else they will potentially face fines or their packaging being deemed defective and being removed from Lowe's stores.
- Unlike the formal HANNA Signage Review Process, there is not a formal process at Lowe's for US bilingual packaging review (outside of the normal packaging review that occurs as part of the Line Review Process).
- Merchandising Vendors are asked to make sure that they are completely aware of and in compliance with Lowe's packaging policy as outlined "Visual Standards Guide: Packaging Guidelines" (VSG). Additionally, vendors should review the "Visual Standards Guidelines: Translation Management Guidelines" to ensure that they are following all recommendations for how to handle translations as they incorporate them into packaging and signage. If Merchandising Vendors or MVP's, or MD's have any concern with whether or not they will be able to comply with this policy, they should immediately raise these concerns to the attention of their GMM's.
- The VSG can only be secured electronically as follows:
 - at www.loweslink.com, click on Partner Information, Advertising and Marketing General Partner Information, Visual Standards Guide. Vendors should then click on and review all of the guidelines posted. NO HARD COPIES OF THE GUIDELINES ARE AVAILABLE.
- Merchandising Vendors should work with any of the Lowe's Approved Translation Vendors to secure translations or proofs of existing translations. Only the Lowe's Approved Translation Vendors can provide the Merchandising Vendors with a Translation and Proofing Code.
 - An updated list of Lowe's Approved Translation Vendors are listed on www.loweslink.com, Partner Information, Advertising and Marketing General Partner Information, Lowe's Approved Translation Vendors. (Note: Some vendors have been approved for Spanish, French Canadian, and Canadian English. Please review this list carefully and speak with these vendors directly to ensure that you select a vendor who can best meet your needs).
- Once Merchandising Vendors have the Translation and Proofing Code, they should then be certain to complete or update the Online Vendor Survey called "Bilingual Packaging and MWBE" and to provide their Translation and Proofing Codes within this survey where they are requested.
 - The survey can be found at www.loweslink.com, click on 'Partner Information' in the top navigation bar of the home screen, and the survey will be the next to last item in the drop down menu ('Vendor MWBE/Bilingual Survey').
- Merchandising Vendors should keep these Translation and Proofing Codes handy in case they are requested at any other points during the Line Review Process and on any Vendor Information Sheets. Additionally, Merchandising Vendors should be prepared to share their packaging with their Merchandising Representatives at Lowe's if requested during the Line Review Process.
- Vendors who wish to be considered for distribution in Canada must be able to:
 - provide one fully trilingual (English/Spanish/French) packaging version for shipments in early 2007 (until then, packaging must at least be English/Spanish bilingual per our 9/1/05 deadline). (Packaging for Canada must be Canadian federal and provincial law compliant.)OR
 - provide two fully bilingual packaging versions:
 - one US English/Spanish per our previous 9/1/05 US deadline. (Must be compliant with Lowe's US policy {English/Spanish bilingual} and federal/state/local laws)
 - one Canadian English/French per our early 2007 Canadian deadline. (Must be compliant with Lowe's Canadian Policy and Canadian federal and provincial laws.)
 - Vendors must ensure that they do not have any legal or logistical impediments that would prevent them from being able to be distributed in Canada.
 - Vendors must then work with the Merchandising contacts at Lowe's to determine whether or not their product indeed will be selected for distribution within Canada. More details will be provided later in 2006.

Signage and In-store Materials Policy:

- All specified US signage (per the VSG: Signage Guidelines) must be English/Spanish bilingual. This requirement applies to all signage submitted as of 10/1/04.
- The VSG can be secured as follows: at www.loweslink.com, click on Partner Information, Advertising and Marketing General Partner Information, Visual Standards Guide: Signage and Packaging Guidelines.
- Bilingual Signage will be reviewed in general, and including translation and bilingual layout compliance, as part of the formal HANNA Signage Review Process. Questions on this process and submission of signage layouts should be directed to the PMM's or to VSGsubmit@lowes.com
- Vendors and PMM's should work with one of the approved (Level 1) Translation Vendors to secure translations or proofs of existing translations for signage.
- Only these translation vendors will be able to provide a Translation or Proofing Code which should then be placed on the "Signage Submission Form", required for all HANNA submissions and reviews.
- Merchandising Vendors must use the translations as supplied when their code was assigned. These translations should be the translations that appear on the materials that they submit for review.
- Merchandising Vendors must submit the translations or proof documents as provided by the Translation Vendor (as outlined in the VSG).
- The signage will go through a final review during the weekly HANNA meetings. If any minor changes are suggested (Ex: due to changes that occur in HANNA to the English or because typos or errors are found in the final proof), they will be graded with a severity level of Severity 1, 2, or 3 and communicated back to the Merchandising Vendor and the PMM by VSGsubmit. Merchandising Vendors MUST change all Sev 1 changes as noted after their HANNA review. They should make Sev 2 or Sev 3 level changes if time allows (in that order of priority).
- NOTE: Vendors, PMM's, and Designers are encouraged to enroll the help of one of the Lowe's internal In-Language and Layout Design Consultants early on in the design process if they have any questions regarding the ideal bilingual layout options for their bilingual materials. If such assistance is required, please request it early on in the process by sending an email request to VSGsubmit.
- All signage that is still in US stores and is NOT BILINGUAL must be resubmitted in an approved bilingual layout and approved for installation in all stores no later than October 1, 2006. If signage needs to be reprinted, it must be resubmitted in an approved bilingual layout and approved BEFORE it can be reprinted. By October 1, 2006, ALL specified US signage must be English/Spanish bilingual.
- Vendors SHOULD NOT attempt to produce trilingual signage nor in-store materials.
- Vendors will be notified closer to the Canadian launch (Q2 2006; via Merchandising and www.loweslink.com) regarding expectations of them to provide Canadian signage and in-store materials. These Canadian materials will be specified by type to either be Canadian English only or English/French.
- Canadian materials would then be needed early 2007 for approximately 10 stores.