

## **Brand Failure Resolution**

### **May, 2009**

If you receive a Catalogue Item Confirmation (CIC) with a message indicating that your brand does not exist, please follow the steps below:

1. Determine if your brand is on the Lowe's Controlled Brand List:  
[http://www.loweslink.com/pubdocuments/pcmBM\\_Lowes\\_Controlled\\_Brand.pdf](http://www.loweslink.com/pubdocuments/pcmBM_Lowes_Controlled_Brand.pdf)
  - a. If yes, verify that you have entered the brand properly in your publication and republish. End.
  - b. If no, then continue to Step 2.
2. Create an email and submit to: [Marketingdata@lowes.com](mailto:Marketingdata@lowes.com)
  - a. Subject: New Brand Request
  - b. Provide the requested brand name in the email body. This should be EXACTLY as it should be displayed with correct spelling, capitalization, etc.
3. Lowe's will validate and confirm brand request and will add to the Lowe's Controlled Brand List if approved and will respond to vendor with confirmation
4. Await confirmation of the added brand from the Marketing Data Requests mailbox.
5. After confirmation has been received from the Marketing Data Requests mailbox, you may now use the new brand in any publications.

#### Important Troubleshooting Tips:

1. Ensure your brand does not exceed a maximum of 35 characters which includes spaces and special characters such as "&", etc.
2. Ensure your brand is spelled correctly including proper capitalization.
3. Ensure your brand has proper punctuation and any proper special characters such as hyphens.
4. Ensure your brand does not contain any improper or extra characters such as commas and periods.
5. Ensure the Lowe's Controlled Brand is accurate. If not, please contact: [Marketingdata@lowes.com](mailto:Marketingdata@lowes.com) to correct any inaccuracies with the Lowe's Controlled Brand.