

## Brand Management Introduction

To improve the quality and consistency of the brand names we share with our customers, Lowe's has implemented a new process to control the brand name field.

In the past, vendors could submit their brand name any way they wanted, which meant there were frequent errors and inconsistencies in how the brand was presented. Because this data is used for selling tools such as Lowes.com, customers would be confused by the different versions of the same brand name.

To prevent this problem going forward, effective May 17, 2009, vendors will only be able to submit brand names via the GDSN that are on the Lowe's Controlled Brand List. There will be a systematic validation on both updates and new item publications, and if the brand field value is not valid, the vendor's publication will fail.

When entering marketing data, please make sure to enter the same brand name as populated for the GDSN brand

We appreciate your support with this important step in Lowe's data quality efforts, improving the shopping experience for our customers.

To view the Lowe's Controlled Brand List, click here:

[http://www.loweslink.com/pubdocuments/pcmBM\\_Lowes\\_Controlled\\_Brand.pdf](http://www.loweslink.com/pubdocuments/pcmBM_Lowes_Controlled_Brand.pdf)

For additional information on how to troubleshoot a brand validation failure, update a brand or request a brand be added click here: <http://www.loweslink.com/pubdocuments/pcmVendorBrandProcess.pdf>

\*For general questions, please refer to the Vendor Lowe's Controlled Brand Process Document on how to submit a ticket with your question.