

## **New Brand Submission May, 2009**

To request a new brand be added to the Lowe's Controlled Brand List, follow the steps below:

1. 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.
2. 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
3. Await confirmation of the added brand from the Marketing Data Requests mailbox
4. After confirmation has been received from the Marketing Data Requests mailbox, you may now use the new brand in any publications.

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)