
	<h1>Vendor Lowe's Controlled Brand Process</h1>	
	Approval:	MAD SP#:
	Date Published: 05.27.09	Date Revised: 05.11.10
	Scope:	

Lowe's Standard Practice: It is Lowe's standard practice to control and maintain vendor brand names to improve the quality and consistency of the brands we share with our customers.

 **View Product Data**

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Vendor Item (GTIN) Data	
Additional Description	
Brand Name	Comfort Bilt
Lowe's Controlled Brand Name	Comfort Bilt
Sub Brand/Series Name	•• Vendor Description •• BISMARCK
Name Of Brand Owner	Vendor Model Number
Extended Product Description	Vendor Brand Name Comfort Bilt
Color Description	Lowe's Brand Name Comfort Bilt
Finish Description	Packaging Hierarchy EACH
Functional Name	

Procedure: In order to obtain consistent results when entering brand names into the PCM database, the following process is required.

I. Vendor Responsibilities and Procedures

- ❖ All vendors should become familiar with the Lowe's Controlled Brand List published on LowesLink to minimize any issues with their data synchronization efforts. To view the Lowe's Controlled Brand List, or for information on how to troubleshoot a brand validation failure or request a new brand, please see the Brand Management section here:

<http://www.loweslink.com/VendorDataSynchronization.htm>

Lowe'sLink Homepage:

August 25 2009

New Getting Started Partner Information Lowe's Canada Installed Sales EDI Home Logi

Good Morning!
Welcome to Lowe'sLink®, your business connection to Lowe's Home Improvement Warehouse.

Lowe'sLink® Getting Started
How to sign up for Lowe'sLink access.
Recommended for all Lowe's approved vendors.
→ [Register Here](#)
→ [Lowe'sLink® System Requirements](#)
→ [Lowe'sLink® FAQ's](#)

TradeStone
Click [here](#) for more information about TradeStone.

Partner Information
Valuable Lowe's trading partner information.
→ [Lowe's Partnership Book \(Vendor Requirements\)](#)
→ [Translations](#)
→ [Vendor Inquiry Demo](#)

Data Synchronization
Click [here](#) for further details on Data Synchronization and the new Marketing Data Pool Initiative.

Installed Sales
If you are interested in learning more about our Installed Sales Program, click [here](#).

EDI WEBFORMS
Lowe's WebForms allow our vendors to receive and send orders & invoices through our secure Lowe'sLink® portal.
Click [here](#) for more information
EDI
Click [here](#) to explore cost saving Electronic Data Interchange options.

Lowe's Mexico
→ For Lowe's Mexico information click [here](#)
→ Proveedores Mexicanos entrar [aquí](#)

Lowe's Canada
→ [Canada Partnership Book](#)
→ [Vendor On Boarding Presentation](#)
→ [FAQ from Vendor On Boarding Sessions](#)
→ [Canada FAQ's for Lowe'sLink](#)

Data Synchronization Page:

Vendor Data Synchronization

→ **About**

- [New Vendor Packet](#)
- [Footprints Overview](#)
- [Solution Provider List](#)
- [Third Party Contact List](#)
- [Product Information Newsletter](#)
- [Introduction to Product Information Initiatives](#)
- [Lowe's Vendor Implementation Guide - September 2007](#)

→ **Brand Management**

- [Introduction](#)
- [Vendor Brand Process](#)
- [Lowe's Controlled Brand List](#)

- ❖ Vendors will only be able to submit brand names via the GDSN that are on the Lowe's Controlled Brand List.

- ❖ There is a systematic validation on both update and new item publications, and if the brand field value is not valid, the vendor's publication of GDSN data will fail.

A. Brand Failure Resolution

1. Determine if your brand is on the Lowe's Controlled Brand List via the aforementioned link.
 - a. If yes, verify that you have entered the brand properly in your publication and republish.
 - b. If no, continue to Step 2.
2. Login to Lowe's Footprints (screenshot follows).

<http://lowespcm.nfpondemand.com/MRcgi/MRentrancePage.pl>

- a. Select the "Sign Up Here" link under New Users (If returning user, simply login to Footprints).
- b. Complete the New User Registration.
- c. Select Submit Request and complete required fields.



- ✓ Subject: New Brand Request-Brand Failure
- ✓ Division: Select the appropriate Merchandising division your product belongs to (if unknown, select ZZ-unknown).
- ✓ Issue Type: Brand Name
- ✓ Description: Provide the requested brand name in the email body. Type the brand EXACTLY as it should be displayed with correct spelling, capitalization, etc.
- ✓ Provide home office Vendor Number (VBU) to be assigned to the brand and the GTIN that is failing Lowe's validation.

Submit a new Request – General Information

Subject* New Brand Request- Brand Failure

Priority* Low

Your Personal Information*

Update your personal information ?

Last Name* Eastridge **First Name*** Angie **Company*** SouthEast Da

Email Address* ajeastridge@skybest.com **Vendor Type*** Data Pool Vendor **Phone Number (xxx-yyy-zzzz)*** 704.758.208

Division* ZZ-Unknown **Issue Type*** Brand Name

Description*

PCM: Vendor Number 12345 needs to add brand name EASTRIDGE to the Lowe's Controlled Brand List.

GTIN: 112345678910112 is failing Lowe's Validation.

Thank You,
Angie Eastridge

3. Lowe's will validate your brand request, will add your brand to the Lowe's Controlled Brand List if approved and will respond to you with confirmation.
4. After confirmation has been received from the pcm@nfpondemand.com mailbox, you may then use your brand in any publications.

B. New Brand Submission

1. Determine if your brand is on the Lowe's Controlled Brand List.
 - a. If yes, proceed with your data publication.
 - b. If no, continue to step 2.
2. Login to Lowe's Footprints (screenshot follows).


<http://lowespcm.ecusthelp.com/MRcgi/MREntrancePage.pl>

- a. Select the “Sign Up Here” link under New Users (If returning user, simply login to Footprints).
- b. Complete the New User Registration.
- c. Select Submit Request and complete required fields.




- ✓ Subject: New Brand Request
- ✓ Division: Select the appropriate Merchandising division your product belongs to (if unknown, select ZZ-unknown)
- ✓ Issue Type: Brand Name
- ✓ Provide the requested brand name in the email body. This should be EXACTLY as it should be displayed with correct spelling, capitalization, etc.
- ✓ Provide home office Vendor Number (VBU) to be assigned to the brand.

Submit a new Request -- General Information

Subject* 

Priority*

Your Personal Information*

Update your personal information 

Last Name* **First Name*** **Company***


Email Address* **Vendor Type*** **Phone Number (xxx-yyy-zzzz)***

PCM User ID **Home Office Vendor Number***


Inquiry Information*

Division* **Issue Type***

Description*




Attachments


 Attach Files

Last Attachment

Notifications

Additional Email Notifications 

Addresses

 **SAVE**

3. Lowe's will validate your brand request, will add your brand to the Lowe's Controlled Brand List if approved, and will respond to you with confirmation.
4. After confirmation has been received from the pcm@nfpondemand.com mailbox, you may then use the new brand in any publications.