



# PRODUCT DATA COMPLIANCE

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- The Team consists of passionate individuals working to ensure the product dimensional data being provided to Lowe's *complies* to the Lowe's product data standards.

# HISTORY OF WEIGHTS & MEASURES REGULATIONS

- Lowe's relies upon each vendor to provide accurate and complete product data that matches the information provided on the product or the product packaging.
- As requirements may differ by type of product, each Vendor should consult with its own legal counsel for compliance with applicable federal, state and local laws related to its products, packaging and descriptions.
- Listed below are some resource sites related to product packaging.
- Lowe's will not provide legal advice or guidance. Vendors should consult their own legal counsel and are responsible for complying with all federal, state, and local regulations.
- Some resources include: <http://www.cdfa.ca.gov/dms/programs/qc/QCInfoGuideBusiness.pdf>  
[http://www.cdfa.ca.gov/dms/programs/qc/QCManual/Sec15\\_Spec\\_Comm.pdf](http://www.cdfa.ca.gov/dms/programs/qc/QCManual/Sec15_Spec_Comm.pdf)
- <http://www.ftc.gov/enforcement/rules/rulemaking-regulatory-reform-proceedings/fair-packaging-labeling-act>  
<https://www.nist.gov/pml/weights-and-measures>

# TYPES OF DESCRIPTIONS

Product Content Management (PCM)

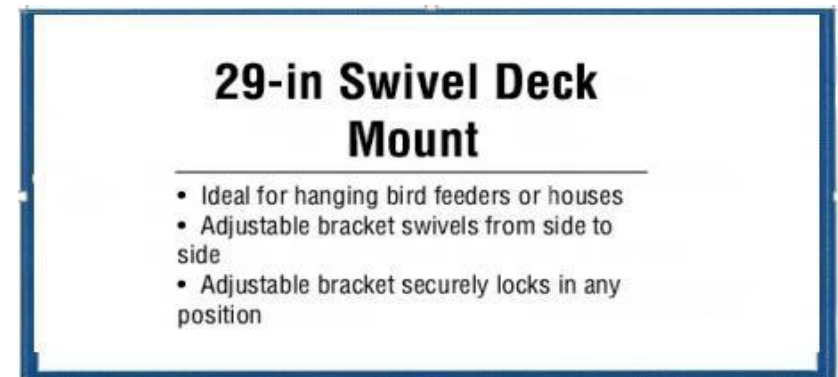
\*Called Lowe's Item Description in PCM

- Populates DART, Vendor DART, Mainframe, Genesis, other selling systems, the Bin/Beam labels, and is truncated on customer receipts

Item Data	
Item Basics	
Lowe's Item Description	1-3-8 #2 TC WHITEWOOD BOARD 8-FT
Assortment Number	5017
Assortment Description	#2 TOP CHOICE BOARDS
Product Group Number	512414
Product Group Description	CONSTRUCTION BOARDS
Customer Description	1X3X8 #2
Item Type	REGULAR
Released Date / By	01-21-1993 CONVRSN2

## TYPES OF DESCRIPTIONS CONT.

- On-Demand Signage (ODS) Item Description
- Used when:
  - More than 33 characters are needed for description
  - Common and Actual dimensions
  - Contractor Packs
  - Items not sold by the piece (i.e. per pack, per sq ft)
- 40 character limit (including spaces)
- May include up to five lines of text (depending on label size/format)
  - This is used for Common and Actual bullets, among other things
- Can use or override the PCM Item Description on store labels



## TYPES OF DESCRIPTIONS CONT.

- Lowe's Product Description (LPD) (Online Description)
- Based off of the marketing data attributes submitted by vendors
- Designed by Marketing Category and compiled using marketing data

**Top Choice #2 Kiln-Dried Whitewood  
Smooth 4 Sides Dimensional Lumber  
(Common: 2-in x 4-in x 12-ft; Actual:  
1.5-in x 3.5-in x 12-ft)**

# WHAT DOES YOUR MARKETING DATA IMPACT

- Product Marketing Data usage at Lowe's
- Data is used in multiple ways at Lowe's:
- In-store descriptions / pricing labels
- Shown online to customers
  - In the Lowe's Product Description (LPD)
  - In the Overview (Supplier Bullets)
  - In the Specifications (Marketing Data)
  - In the Info & Guides
- In-store signage
- Marketing materials, tabs, and commercials
- Store receipts

**END OF SEASON UP TO 25%**

**Top Choice #2 Kiln-Dried Whitewood Smooth 4 Sides Dimensional Lumber (Common: 2-in x 4-in x 12-ft; Actual: 1.5-in x 3.5-in x 12-ft)**

Description Specifications Reviews Community Q&A

Got an update or addition to this product's details? Share it here.

Actual Thickness in Inches	1.5	Common Length (Feet)	12
Actual Width in Inches	3.5	Common Measurement	2 x 4
Actual Length (Feet)	12	Dressing	Smooth 4 sides
Moisture Level	Kiln-dried	Species	Whitewood
Grade	#2		

THANK YOU FOR SHOPPING LOWE'S  
RECEIPT REQUIRED FOR CASH REFUND  
CHECK PURCHASE RETURNS RECEIPTS  
15 DAY 90% PERIOD FOR CASH REFUND  
STORE MGR: CHECK ELSEWHERE  
WE HAVE THE LOWEST PRICES, GUARANTEED!  
IF YOU FIND A LOWER PRICE, WE WILL  
BEAT IT BY 10%. SEE STORE FOR DETAILS

# PRODUCT DATA INTEGRITY

- Product data integrity is established when Vendor responses are consistent
- If a response is not available, contact your Supplier Support Specialist to have it added

Ensure a Three-Way Match:

Dimensions on Packaging = Actual Item  
Dimensions = Marketing Data



# COMPLIANCE STANDARDS & EXAMPLES

- *Basic Item Description Rules to Follow*
- **Truncate** - do not round
  - Example – 4.329 would be 4.32, not 4.33
- **Decimal Places** – use two decimal places when displaying dimensions; do not carry decimals
- more than three places
  - Example-1.25, not 1.2511
- **Pound Symbol** – The pound symbol (#) may not be used to represent pounds (weight)
  - Example- 80# Brown Sand would be 80-lb Brown Sand
- **Punctuation**
  - Hash Marks, Quotation Marks and Commas **MAY NOT** be used
  - Measurements should be represented as –IN, -FT, -LB, -CU FT, -SQ FT, -OZ, -FL OZ
  - Periods can ONLY be used to represent decimals
- **Multiples**
  - “CT” can be used for “Count”
  - “PC” can be used for “Piece”
  - “PK” CANNOT be used for “Pack”

# COMPLIANCE STANDARDS & EXAMPLES

## Unacceptable

## Acceptable

**7-1/2" HANDLE EXTENSION**

**7-1/2-IN HANDLE EXTENSION**

**72 in. x 46 in. x 29 in. WHT SHOWER**

**72-IN X 46-IN X 29-IN WHT SHOWER**

**2-PK WHITE LIGHT BULBS**

**2-CT WHITE LIGHT BULBS**

**6# BROWN MULCH**

**6-LB BROWN MULCH**

# WHAT DO WE MEAN WHEN WE SAY COMMON AND ACTUAL

- “Actual dimensions” refers to the exact measurement for a product. Actual dimensions are required for any item sold by weight or measure.
  - 1.5-IN x 3.5-IN Pressure Treated Lumber
  - 12.87-IN x 12.87-IN Devanna Tile
- “Common dimensions” refers to measurement for a product that is commonly known by consumers. Commons can only be used if actuals are shown **and** the product meets the governing industry standard, if one exists.
  - 2 x 4 Pressure Treated Lumber
  - 13 x 13 Devanna Tile
- \*\*\*Note that commons are NOT required but can be used if and only if they meet industry standard. For items sold by weight or measure, actuals ARE required.

# BENEFITS OF COMPLIANT AND ACCURATE PRODUCT DATA

- **Clear understanding of the product**
- Customers can make correct purchasing decisions
- Reduces returns
- **Allows Lowe's to provide accurate product data**
- Should match what is on vendor's packaging
- Prevents short selling or misleading a customer
- **Enhances customer shopping experiences**
- Increases findability of products in store and online
- Provides consistency across categories