

Attribute	Description/Definition
GTIN Number	<ul style="list-style-type: none"> • A particular Global trade item Number, a numerical value used to uniquely identify a trade item. • A trade item is any trade item (product or service) upon which there is a need to retrieve pre-defined information and that may be planned, priced, ordered, delivered and or invoiced at any point in any supply chain. • EAN.UCC numbering structures will be used for the identification of trade items. All of them will be considered as 14-digit Global Trade Item Number (GTIN). • Must be present to enable data to be presented to trade item catalogue. • Must be submitted by the owner of the data (who may be the original manufacturer, the importer, the broker or the agent of the original manufacturer) See to the EAN.UCC specifications. • This field is mandatory within the Global Data Synchronization work process. See implementation notes.
GLN	<ul style="list-style-type: none"> • Global Location Number, 13 digits all numeric
TMCC (TargetMarketCountryCode)	<ul style="list-style-type: none"> • Code of the Country you are targeting for your product. This is a 3 digit number.
Vendor Business Number	<ul style="list-style-type: none"> • Lowe's VBU number (for that vendor). • Will always be numeric. • VBU Number is unique to Lowe's.
Item Number - Lowes	<ul style="list-style-type: none"> • Lowes identifying number for item, assigned by Lowe's, will always numeric. • Unique to Lowe's.
SOS	<ul style="list-style-type: none"> • The Lowe's SOS (special order SKU) item number. • Unique to Lowe's.
Manufacturer's Model Number	<ul style="list-style-type: none"> • Series that represents multiple Manufacturer part numbers. • If Model number and Manufacturer Part Number are the same fill in Model number with Manufacturer Part Number.
Parent Brand Name	<ul style="list-style-type: none"> • The Primary or Parent Brand Name of the product. Ex. Whirlpool • Please enter this as it should appear - all lowercase, all caps, etc.
Parent Brand Marks	<ul style="list-style-type: none"> • TM, R, N/A is the parent brand name trademarked, copy righted or not applicable.
Brand Name	<ul style="list-style-type: none"> • The brand as you would like it displayed in selling tools / advertising (Free Text) ex. Duet by Whirlpool. • Please enter this as it should appear - all lowercase, all caps, etc.
Brand Name Marks	<ul style="list-style-type: none"> • TM, R, N/A is the parent brand name trademarked, copy righted or not applicable.
Sub Brand Name	<ul style="list-style-type: none"> • Include any recognizable sub-brand for the product, ex. Duet • Please enter this as it should appear - all lowercase, all caps, etc.
Sub Brand Marks	<ul style="list-style-type: none"> • TM, R, N/A is the parent brand name trademarked, copy righted or not applicable.
Model Number Expansion	<ul style="list-style-type: none"> • Used when item is sold under one model number but shipped under more then one. i.e. a toilet is sold as one model number but shipped as two separate model numbers, a tank and a bowl.
Warranty	<ul style="list-style-type: none"> • Full XX-year/Limited XX-year/Limited Lifetime/Full Lifetime. • Always include a "-year" when entering actual years under warranty.
ADA Compliant	<ul style="list-style-type: none"> • Is this product listed and approved by the Americans with Disabilities Act (Y/N)?

Energy Star Compliant	<ul style="list-style-type: none"> Is this an Energy Star compliant product (Y/N)?
Supplier Lead Days	<ul style="list-style-type: none"> Lead time (in days) for the item.
UPS Shippable	<ul style="list-style-type: none"> Can the item be shipped UPS? Y/N
Unique Feature and Primary Consumer	<ul style="list-style-type: none"> Unique Feature and Primary Consumer Benefit of the Product. Maximum 75 characters. Do not use periods Should be in Sentence Case (first word of the Unique Feature should be capitalized).
Lead Time	<ul style="list-style-type: none"> Lead time for the item
Model Description	<ul style="list-style-type: none"> Proper name for product ex. Plastic repair epoxy stick. Should be Title Case (First letter of every word should be capitalized) No Model #'s should be present No abbreviations No special characters (& - please spell out and) Should be consumer friendly
Supplier Product Description Short	<ul style="list-style-type: none"> Abbreviated/shortened version of the product (i.e. Quilplastik).
Product Disclaimer	<ul style="list-style-type: none"> Sentence case, same guidelines as bullets.
Product Weight	<ul style="list-style-type: none"> Numeric only always use numbers or decimals- show everything by lbs.
Bullets	<ul style="list-style-type: none"> This is bulleted free-text that shows on the left side of the product page on Lowes.com. List any features you desire, but keep them to no more than 15 bullets Bullets should be used to describe the product and list any features and specifications that are not collected in the Lowe's step One bullet per cell and less than 255 characters per bullet. Use sentence case without periods unless the description includes registered text. (First letter of the bullet is capitalized) For example: Includes 2-C Duracell® batteries Double check for spelling and punctuation errors before sending. No abbreviations or special characters other than registered and trademarks (&, !, #) NOTE: This information is critical to the online customer, so products will not be loaded without some bulleted text.
Product Specifications	<ul style="list-style-type: none"> All entries must be title case (First letter of every word send be capitalized) No periods No measurement marks (" , ') No LBS abbreviations Follow product category specific response parameters provided No special characters or abbreviations (&, #)