



Lowe's Product Content Standards

SEASONAL & OUTDOOR LIVING ACCESSORIES

All standards listed below are now mandatory unless stated as optional



Product Images

Badging is not permitted

Mandatory Product Images



Front Facing - Main Product Image:
Silo



Image: Detail



Image: Silo



Product Copy Bullets Suggested Bullet Order

Bullet Order

1. Item type + main function
2. Unique feature
3. Unique feature

Sample Bullets

1. With a heavy duty air chuck and compact design, this Shrader bike tire pressure gauge helps to extend the life of your tires, giving you peak performance across different terrains and weather conditions.
2. Front Shocks and Spring Seat for comfort
3. Large off-road Pneumatic tires



Product Variant Selling Relevant Product Variants

Product Variant Selling (PVS) provides our customers the visibility to all variances for the items they're shopping for (i.e., available color/sizes, etc.) without the need to return to the product list page to find each variant. It also increases sales, improves customer loyalty and simplifies the customer online shopping experience.

For more information on PVS, please contact the PVS team with questions or to request further information/available resources regarding the Product Variant Selling process.



360° Spin Optional



Video Optional



A+ Content Optional
