

1. How does the Lowe's Into the Blue: Lowe's Product Pitch Event ("Event") application process work?

Visit www.lowes.com/suppliers to find additional program information.

Click on the link www.rangeme.com/intotheblue to apply. Product applications via RangeMe are accepted **July 21, through August 8, 2025**.

All applications must be completed and received by 11:59 p.m. EST on **August 8, 2025** to be eligible.

Submit your top brands in one application. Incomplete entries will be disqualified.

Lowe's will invite selected entrepreneurs and businesses to participate in an in-person event for an opportunity to pitch their products directly to Lowe's on **November 6, 2025** ("In-Person Event").

You will be notified of your application status on or around **August 18, 2025**. If your submission is selected for the In-Person Event, you'll be notified of status on or around the same time.

2. What is Lowe's looking for?

Lowe's welcomes all product suppliers to register for this opportunity, including those with products made, grown or assembled in the United States.

Lowe's is looking for product suppliers, not service suppliers. Both home improvement and non-traditional home improvement product(s) will be considered. Products must be ready for market. Suppliers and their product(s) will be considered and evaluated based on their alignment to Lowe's product merchandising strategies and market opportunity to fulfill Lowe's customers' needs in Lowe's sole and absolute discretion.

3. What is the Lowe's Into the Blue: Lowe's Product Pitch Event program?

The Event invites entrepreneurs and businesses nationally and internationally to break through traditional processes for an opportunity to pitch their products directly to Lowe's during an In-Person Event in Charlotte on **November 6, 2025**. Contingent on meeting all of Lowe's supplier requirements, selected participants may potentially become a Lowe's supplier and have their products sold in Lowe's stores and/or on Lowes.com.

For more information, please visit www.lowes.com/suppliers

4. What are the key dates I should know?

July 21, 2025 - Event opens - submissions can begin 12:01 a.m. EST.

August 8, 2025 - Deadline to submit applications by 11:59 p.m. EST.

On or around August 18, 2025 – You will be notified of your application status. Invitation to selected suppliers to attend In-Person Event on **November 6, 2025**

August 29, 2025 – If you received an invitation to the In-Person Event, this is the deadline to accept or decline. If no response is received, it will be assumed as a decline.

On or around October 3, 2025 – Invited suppliers will receive In-Person Event logistics and meeting schedule. Please plan to be at the event for a full day on **November 6, 2025** – In-Person Event.

5. What is RangeMe?

RangeMe is an online platform that streamlines product discovery, sampling and sourcing between suppliers and retailers. Lowe's will be able to review all your submitted information via RangeMe.

If you would like to unsubscribe to RangeMe communications, please contact intotheblue@rangeme.com

For applicants without a RangeMe Account ("New Applicants"), there is no fee to establish a free subscription tier account and apply.

For RangeMe Account users already on the free subscription tier ("Existing Applicants"), submitting your Event Application to the Lowe's *Into the Blue: Product Pitch Event* requires an upgrade to a paid subscription with RangeMe granting access to various features, including the Into the Blue Application.

For more information, please visit rangeme.com

6. How do I know if Lowe's received my submissions?

You will receive a confirmation message from RangeMe after you submit your application. If you do not see the email after you've submitted, be sure to check your spam or junk folder. You can also go to the submissions tab at the top of your profile and select "My Submissions" to view any submissions you have made.

After submission, please allow 24 hours for your application to be verified/processed by RangeMe.

You will be notified of your application status on or around **August 18, 2025**. If you are invited to attend In-Person Event, you will receive the invitation from Lowe's on or around the same time.

7. My product is verified/processed by RangeMe, now what?

Once your application and product have been verified/processed by RangeMe, it will be reviewed by Lowe's. Please note that RangeMe only verifies/processes product information to be published. Having your product verified/processed does NOT mean your products have been selected by Lowe's.

You will be notified of your application status on or around **August 18, 2025**.

8. What if I want to submit more than one product per category?

You may submit one application with multiple products across different categories. Please submit one product per product category per brand to be reviewed by Lowe's.

9. Are there any categories that Lowe's will not consider?

Lowe's is looking for product suppliers, not service suppliers. Both home improvement and non-traditional home improvement product(s) will be considered. Products must be ready for market.

Suppliers and their product(s) will be considered and evaluated based on their alignment to Lowe's product merchandising strategies and market opportunity to fulfill Lowe's customers' needs in Lowe's sole and absolute discretion.

10. I want to submit an entire line of products. Do I need to fill out a submission form for each item?

No, please submit only one application with all your products.

11. If I'm invited to attend the In-Person Event, can I present more than one product?

You should present product that you are able to present concisely in a 5-10 min presentation during the In-Person Event.

12. Where can I find the answers to questions related to the Event?

Please visit www.lowes.com/suppliers

13. Where can I find the answers to questions related to the application process?

Please email RangeMe at: lowesintotheblue@rangeme.com, if you are having trouble submitting your application or have additional questions on the submission form.

14. Now that I have received the email invitation to attend meetings, how do I confirm my participation?

Accept or decline invitation by **August 29, 2025**. Further details will be included in a separate email on or around **October 3, 2025**.

15. Do I have to attend the In-Person Event in person and participate in additional activities at In-Person Event if I am invited?

In person attendance is strongly preferred for pitch meetings. You may attend additional activities at In-Person Event at your discretion. Detailed event agenda will be shared on or around **October 3, 2025**

16. When and who is making my travel arrangements?

You are responsible for making your own travel arrangements. Up to two (2) representatives will be allowed to attend the In-Person Event. Both representatives are required to expressly consent to Terms and Conditions of this Event, and sign applicable forms and releases required by Lowe's.

Invited suppliers can book travel once they receive and accept invitation to the In-Person Event on or around **August 18, 2025**.

17. What if I cannot travel, am I disqualified?

If you were invited to attend the In-Person Event and you have unforeseen circumstances not allowing you to attend, please reach out to Corporate.Events@lowes.com, no later than **October 3, 2025** to discuss options.

18. What are the terms and conditions for submitting my product?

Information submitted through RangeMe regarding Into the Blue: Lowe's Product Pitch Event will be governed by RangeMe's terms of service and privacy policy (<https://www.rangeme.com/terms> and <https://www.rangeme.com/privacy>).

Please read, understand and agree to comply with additional Lowe's Terms and Conditions at www.lowes.com/suppliers and on RangeMe.

For Lowe's Terms and Conditions on RangeMe, you will need to review and initial indicating your agreement before submitting your application.

19. Can I submit my applications via email, fax, or US mail?

No, all applications must be completed electronically through Into the Blue: Lowe's Product Pitch Event at www.rangeme.com/intotheblue.

20. How many samples of my product do I need to supply Lowe's?

Samples before the event are not required, but a merchant may request them if applicable, and they will do this via RangeMe. If you are selected to attend the In-Person Event, you may be asked to bring one sample with you to the event.

Lowe's is not responsible for returning any samples and is not responsible for any cost associated when providing samples to Lowe's.

Supplier is responsible for bringing samples. If Lowe's wants to keep your sample for further review, you can leave at the In-Person Event. If not, you are responsible to take your sample back with you.

Supplier is responsible for keeping up with their product(s) during the In-Person Event as you participate in additional activities.

21. Can I ship my product sample in early? What if my item is too large, can I bring a video that demos the product?

No, only if requested by a merchant. Lowe's will not receive product samples early or store prior to the In-Person Event.

If your sample is too large to carry with you, please provide a link to a 5 min demo video (you-tube preferred).

22. Do you have any tips on completing my product submission?

Make sure to complete the submission form fully and accurately. We highly recommend uploading good quality photos of your product and providing the inspiration behind your product/company.

A video representing the specific product(s) (via link) may be requested.

Lowe's is looking for product suppliers, not service suppliers. Both home improvement and non-traditional home improvement product(s) will be considered. Products must be ready for market. Suppliers and their product(s) will be considered and evaluated based on their alignment to Lowe's

product merchandising strategies and market opportunity to fulfill Lowe's customers' needs in Lowe's sole and absolute discretion.

23. How do I know to which category I should submit my product?

Please refer to product category information within the Into the Blue: Lowe's Product Pitch Event RangeMe submission portal.

24. Can I save a partially completed application to edit at a later time?

Yes, there are options available in RangeMe to save your draft and come back at a later time/date to edit before submitting it. Please note: While you can save a partially completed application, it must be submitted before the deadline in order to be considered. Complete before **August 8, 2025 by 11:59 pm EST**.

25. Can I edit my application after I submit it?

No. Once your application has been submitted, you cannot make any further edits. Please do not duplicate your application.

26. How can I check the status of my product submission?

Due to the high volume of submissions, neither RangeMe nor Lowe's are able to provide status updates via email or telephone. You will receive an email notifying you whether you are invited to the In-Person Event on or around **August 18, 2025**.

27. If selected for the final event what will be required of me?

Lowe's asks that applicants invited to the In-Person Event prepare a 5 to 10 min video to pitch for their products to be presented to Lowe's.

By participating in the Event, participants agree to the terms and conditions contained at www.lowes.com/suppliers.

28. If I don't have a finished product yet, can I pitch my idea?

Lowe's is looking for products that are ready for the market.

29. Does selling on Lowe's.com preclude us from participating in this program?

If you are a current Lowe's supplier, whether you sell online or in store, you do not qualify for this event.

Please contact your Lowe's merchandising team contact directly if you have additional products for consideration.

30. How do I know if my product is compliant with the FTC guidelines, for made, grown or assembled in the US?

Please reference: the [Federal Trade Commission's \(FTC\) policy guidelines](https://www.ftc.gov/policy/ftc-policy-guidelines)