

For Immediate Release:

Info-graphics Tapped to Enhance Lowe's Private Brand Product Instructions

(Knoxville, TN) 15 May 2014 — As the leading consumer-focused DIY retailer Lowe's has implemented multiple systems to continuously improve the customer experience. As part of this ongoing effort, Lowe's has engaged Knoxville-based Info-graphics® — the experts in DIY content development — to be their exclusive partner for instruction and technical content development for their private brand product documentation which includes installation and assembly instructions.

Lowe's recognizes the value of high-quality and high-usability installation and assembly instructions, and has been working with Info-graphics over the past five years to improve the format and content of their private brand product instruction manuals.

"It is extremely important that we continue to improve the consumer experience and simplify home improvement projects for our customers, and one way we accomplish this is by providing high quality content and information" said Nelson Velasquez, Enterprise Product Copy and Translations Manager. "Our work with Info-graphics has consistently delivered better instructional content which helps to improve and enhance our customer's experience."

Lowe's first worked with Infographics to develop standardized templates for their private brand suppliers to use in creating assembly and installation manuals for their products. The templates were distributed among their private brand suppliers and also made available to other approved content design firms, and helped to improve the quality and consistency of the instructional content provided with each product. For the past three years, Info-graphics has been one of three approved third-party resources working with Lowe's private brand suppliers. The new arrangement makes Info-graphics the sole third-party partner to work with Lowe's private brand vendors to develop product instructions and instructional content.

Lowe's Private Brands include: Kobalt®, allen+roth®, Blue Hawk®, Style Selections®, Project Source®, Harbor Breeze®, Portfolio®, AquaSource®, Reliablilt®, Garden Treasures®, Top Choice®, EverTrue®, Utilitech®, Idylis®, Lowe's Garden Club Select™, Gatehouse®, Sta-Green®, Holiday Living®, Task Force® and Master Forge®.

"We are extremely pleased to be selected by Lowe's to be their partner in developing better and more comprehensive instructional content for their customers," said Rob Eddy, Info-graphics President. "We look forward to continuing to partner with Lowe's and their private brand suppliers to deliver better content, better engagement, and a better out-of-the-box experience."

Established in 1995, Info-graphics is a technical design and content development firm with expertise in making complex and technical information easy-to-use. They specialize in helping clients deliver critical product, technical, and instructional information. Info-graphics produces user-friendly and engaging content in print, video, interactive and mobile platforms for consumer-focused brands and retailers including 3M, Husqvarna, In-Sink-Erator, OXO, Rubbermaid, Trex, and Viking Range Corporation, as well as for organizations like the Electric Power Research Institute.

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