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What You Should Know About Lowes New RFID Policies

We're excited to announce Lowes RFID initiative is commencing in 2024. How do you get ready for it? Lowes is requiring their vendors to include an adhesive RFID label on their items. We've prepared some essential information to assist you in your preparation.

Why is Lowes using RFID technology?

Radio-Frequency Identification, or RFID, is a technology that uses low-power radio waves to transmit information from an embedded microchip to a nearby RFID reader. One of the many well-established use cases for RFID technology is in retail ticketing, where product tags and labels are embedded with RFID microchips and encoded with product information. This allows for product information to be retrieved wirelessly, and without the need to have direct line-of-sight to a barcode, QR code, or another similar label.

RFID product tags may also be read more quickly, and when used appropriately, are more accurate than traditional inventory management systems.

In using RFID technology Lowes now requires use of RFID-encoded product tags. RFID-enabled ticketing is a critical advancement towards providing our customers with the best possible experience when shopping our brands. RFID-encoded product tags support better inventory visibility and more accurate, real-time views of our inventory so that we can anticipate and proactively address our customers' expectations.

Who will benefit from UHF RFID?

Ultimately both you as a supplier and Lowes will be the beneficiaries of greater accuracy of stock and replenishment data which we envisage will lead to a higher frequency of items ordered from suppliers.

Lowes wants all participating national, proprietary, supplier, and private brands to adhere to their RFID mandate with a view to enhanced customer experience within our stores, higher sales, and a greater ability to control our inventory.

Specifications for RFID

Lowes requires its suppliers to use a Gen 2 UHF RFID tag with a frequency of 902-928 megahertz to tag their products.

RFID tags must be compliant with GS1 EPC Gen2v2 (ISO/ IEC 18000-63) standard and SGTIN-96 encoding schema.

Checkpoint has been appointed as Lowes RFID label provider partner and will support with label supply, encoding, and printing via their proprietary Checknet platform. User guides and training in all geographies where Lowes and our vendors have production facilities will be provided.

What is the Best Way to Encode the Tags?

A standardized label language was created by GS1, which means that an RFID label may be read anywhere, by any company. This allows our Lowes stores to receive your products in a more seamless manner and get them out on the floor sooner.

Your product's UPC barcode is combined with a unique serial number to create an EPC. This is a 12-digit barcode that identifies your company, product, and kind of product. Checkpoint will provide support and FAQ's for all label encoding queries.

Important Deadlines

Lowes implementation schedule is rapidly approaching. These are the important dates to keep in mind.

September 25th 2023 – Checkpoint training for Checknet users will be available either in person or via video link. Your Checkpoint contact will connect with you directly to set a training date and time.

October 1st 2023 – Checkpoint Checknet RFID label ordering portal will be “live”.

March 1st 2024 – All production for Lowes merchandise **March 1st onwards** must comply with the RFID labeling specifications. Lowes will commence in-store testing after that date, followed by roll-out and implementation.

Steps to Follow

Please contact Geoff Paine at Lowes via email if you have any concerns or would want to discuss your RFID requirements. We're here to assist you in achieving our combined goals.

GeoffPaine@lowes.com.au

For all enquiries related to Checkpoint RFID labeling for Lowes please contact Martelize Smit.

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Kind Regards,

Sarann Ryan



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For Over 120 Years

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