Endless Hours, Aisles and Shopping – Lowes.ca Opens for Business

Launch of ecommerce platform and use of technology in-store transforms the customer experience

October 22, 2012 (Toronto, ON) – Featuring thousands of in-store products and new items exclusive to lowes.ca, Lowe’s Home Improvement Warehouse unveiled the next phase of its growth in Canada today, with the introduction of its ecommerce website.

“The introduction of ecommerce to lowes.ca is a continuation of our unique customer-centric experience in Canada” says Alan Huggins, president of Lowe’s Canada. “Lowe’s is well known for its exceptional service, the value we provide our customers, innovative and fashion-forward products and our outstanding shopping environment. With the launch of the ecommerce site and the constant technological improvements being made in our stores, Lowe’s continues to inspire existing customers, while introducing our unique customer-focused brand to customers in markets that are new to the Lowe’s experience.”

With new items being added to lowes.ca every day, customers across the country now have the opportunity to seamlessly browse and purchase thousands of products online, when and where they choose. Payment options include PayPal, Visa, MasterCard or American Express and items can be either delivered to the customer’s home or picked up in store.**

Expanding its commitment to help educate and equip customers with resources to take on home improvement projects; lowes.ca also features extensive how-to videos and articles (many from Canada’s most recognized contractor Bryan Baeumler), inspiring project ideas, informative buying guides and special in-store offerings. In addition, Lowe’s recently partnered with Canada’s Tool Girl, Mag Ruffman, to launch the Family Fun Project videos – an online video series featuring over 20 projects parents can do with their kids at home.

The redesign of Lowes.ca is supported by a number of digital platforms in-store, designed to enhance the customer experience and assist customers from project inception to completion. In May, Lowe’s become one of the first retailers in Canada to introduce customers to Augmented Reality – a technology that uses a combination of real-world and computer-generated data to literally make products pop out of the flyer in three dimension. The application was well received, resulting in thousands of downloads and positive feedback from customers and digital experts.
Technology continues to help meet the needs of the evolving home improvement customer. All Lowe’s stores are now outfitted with a new Digital Lighting Education Centre that uses interactive technology to demonstrate to consumers the correct application and benefits of the many different light bulbs available today. To coincide with the increased presence of digital product displays, all Lowe’s stores are also wi-fi enabled and equipped with both iPhones and iPads. With the use of these devices, associates are able to verify inventory, scan a bar code to display additional product information, play product videos and even show how prices match or beat the competition; all without leaving the customer’s side.

ABOUT LOWE’S:

With fiscal year 2011 sales of $50.2 billion (USD), Lowe’s Companies, Inc. is a FORTUNE® 100 company that serves approximately 15 million customers a week at more than 1,745 home improvement stores in the United States, Canada and Mexico. Founded in 1946 and based in Mooresville, N.C., Lowe’s is the second-largest home improvement retailer in the world.

Lowe’s Companies Canada, ULC first opened Canadian stores in December 2007 and now operates 32 stores in Ontario, Alberta, Saskatchewan and British Columbia with more than 4,500 employees company-wide.

**Delivery options include parcel delivery up to 70lbs almost anywhere in Canada, store delivery within stores’ current delivery jurisdictions, and in-store pick up in approximately 60 minutes of ordering online.

For more information or to arrange an interview, contact:

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