

How to use the Avery Zweckform EMMA dealer portal?

1. Avery Zweckform EMMA Portal – what's that?

- ▶ **EMMA = Enterprise Marketing Management App**
- ▶ EMMA is a portal to download up-to-date product data and imagery. Avery employees, partners and customers have access. The portal consists of the following three modules: Search Products, Search media and Cart
- ▶ **Search Products**
In "Search Products" you can search for **products** by multiple criteria. All attributes, texts and images of products can be supplied for the download
- ▶ **Search Media**
In "Search Media" you can search for **logos** by multiple criteria. One or more logos can be supplied for the download. Product attributes and texts will NOT be provided via Search Media.
- ▶ **Cart**
Products and images are collected in your cart and from there can be downloaded as a zipped file. (zip or tar format – depending on file size)
- ▶ **Avery Zweckform EMMA-Link: dealerportal.avery.eu**

2. Create new account, login, request new password

- ▶ **Create new account**
Initially, select your language on the right upper side of the page. Click on "Create new account" and enter all necessary information in the appropriate fields. Click on the button "Create new account" at the bottom of the page. Your account is now created. As soon as your account is approved by Avery Zweckform, you will receive an email with your Avery Zweckform EMMA-Login.
- ▶ **Login**
Provided your user account is existing, you can login via "Log in" entering your user name and password.
- ▶ **Request new password**
In case you lost your password, click on "Request new password" on the login page. Enter your user name or email address and click on "E-mail new password". You now will receive an email containing a one-time link. By clicking on this link, you can enter a new password.

3. Search Products

- ▶ **Start the search of products: Click on „SEARCH > Search products“**
ON the left, the **product hierarchy** is displayed as a **tree**. You can navigate the hierarchy by clicking on the plus. If you click on the label of a hierarchy level, the text becomes red and your search results are filtered by the highlighted hierarchy
- ▶ **Search products by SKU Code / UPC**
You can search products quite easily by SKU Code or UPC. Enter the list of all SKU Codes / UPC in the field "Filter by SKU / UPC" and click "Apply". Up to 200 SKU Codes or UPCs can be copied to "Filter by SKU / UPC" from an Excel-file. No delimiters are needed.
Attention: this is an exact search, which means searching for "3475" only finds the SKU 3475, but not LR3475 or 3475-200
- ▶ **Search products by last change date**
It's also possible to search for all products changed since a specific date. Enter the required dates in the fields "Start date" and "End date" and click "Apply"
(date format is MM/DD/YYYY, e.g. 07/14/2015 for 14th of July 2015)
- ▶ **Combine and reset filters**
All presented filters can be combined with each other. Click on „Reset“ to undo all your filtering and show all products in the result list
- ▶ **IMPORTANT:**
in case a search result is not what you expected, it might make sense to reset your filters and re-run your search.
This is an exact search, which means searching for "3475" only finds the SKU 3475, but not LR3475 or 3475-200

The screenshot displays the AVERY ZWEIFORM search interface. On the left, a 'Product hierarchy tree' is visible under the 'DEUTSCHLAND' header, listing various categories like 'Alle Kategorien', 'Chronoplan', 'DURACELL', 'E100', 'Etiketten', 'Folien', 'Formularbücher und Formulare', 'Hinweisschilder', 'Karten', 'LIVING', 'My Design', 'Namensauszeichnung', 'Notizbücher', 'Papier', 'Register', and 'Z-Design'. The main search area includes a 'SEARCH' button, a 'CART' button, and a 'Filter by SKU / UPC' field containing '3475' and '3666'. Below this is an 'Updated between' section with 'Start date' and 'End date' fields, the latter containing '08/17/2015'. An 'Apply' button is highlighted. Below the filters, there are 'Operations' buttons: 'Add selected products to cart' and 'Remove selected products from cart'. A 'Select all items on this page' checkbox is also present. The search results section shows two items: 'Premium Visitenkarten, glatte Kanten, 260 g/m², 85 x 54 mm' (SKU: C32024-10, UPC: 4004182031629) and 'Softcover Notizbuch, gebunden, kariert, DIN A6' (SKU: 7040, UPC: 4004182070406). Both items have 'Add to cart' buttons. The text 'Search result' is written in red at the bottom right of the results area.

▶ **Add products to cart**

From the search result list, products including all their assigned images, attributes and texts can be added to the cart

▶ **Select all products on current page**

All products on the current page can be added to the cart by “Select all items on this page” and click on “Add selected products to cart”

▶ **Select all products on all pages**

All products on all pages can be added to the cart by “Select all items on all pages” and click on “Add selected products to cart”

▶ **Select single SKUs**

Single SKUs can be added by click on the button “Add to cart” right next to the product’s description

The screenshot displays a search interface with two tabs: "Search Products" and "Search Media". Below the tabs is a filter section with two columns. The left column is titled "Filter by SKU / UPC" and contains a text input field with a small "..." icon to its right. Below the input field is the text "Enter up to 200 SKUs/UPCs separated by space, comma or new line." The right column is titled "Updated between" and contains two date input fields: "Start date" and "End date". The "End date" field is populated with "08/17/2015". Below these fields is the text "Only items between these dates will be displayed. Format: MM/DD/YYYY". Below the filter section are two buttons: "Apply" (blue) and "Reset" (grey). Below the filter section is a section titled "Operations" containing two buttons: "Add selected products to cart" (blue) and "Remove selected products from cart" (red). Below the "Operations" section are two radio button options: "Select all items on this page" and "Select all items on all pages", separated by "OR". Below the radio buttons is a product listing for a blue waste bin. The product listing includes a small image of the bin, a checkbox, and the following text: "SKU: DR500BLUE", "UPC: 5018009129801", "Product name: DTR Eco Waste Bin, blue, 350 x 340.0 x 250 mm, 18 Litre", "Material: DTR ECO WASTE BIN", and "description:". To the right of the product listing is a blue "Add to cart" button.

4. Search Logos

▶ **Click on „SEARCH > Search Media“**

If you click on “Search Media”, automatically all available Avery Zweckform Logos will be shown in the search result.

▶ **Search logos by file name**

To search for a specific logo by its name or part of its name, enter your filter criteria in the field “File Name”, select either “contains” or “Is equal to” and press “Apply”.

▶ **Search logos by last change date**

It's also possible to search for all media items changed since a specific date. Enter the required dates in the fields ”**Start date**“ and ”**End date**“ and click ”**Apply**“.
(date format is MM/DD/YYYY, e.g. 07/14/2015 for 14th of July 2015)

▶ **Reset your filter**

Click on „Reset“ to undo all your filtering and show all media items in the result list

▶ **Add logos to the cart**

From the search result list, logos can be added to the cart.

▶ **Select all logos on current page**

All logos on the current page can be added to the cart by “Select all items on this page” and click on ”Add selected media items to cart“

▶ **Select all logos on all pages**

All logos on all pages can be added to the cart by “Select all items on all pages” and click on ”Add selected media items to cart“.

▶ **Select single logos**

Single logos can be added by click on the button ”Add to cart“ right next to the media’s description.

The screenshot displays the 'Search Products' interface with the 'Search Media' tab selected. Key elements are highlighted with red boxes:

- SEARCH** button in the top navigation bar.
- Search Media** tab in the search header.
- Filter by SKU / UPC** input field.
- Updated between** section with **Start date** and **End date** (08/17/2015) fields.
- File name** section with a dropdown menu set to 'Contains' and an input field.
- Apply** button.
- Operations** section with **Add selected media items to cart** and **Remove selected media items from cart** buttons.
- Select all items on this page** checkbox.
- Search result** table listing media items with their details and **Add to cart** buttons.

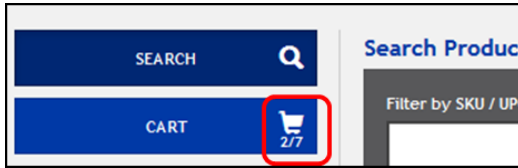
Filename	File size	File resolution	File type	Image height	Image width	Last changed	Action
Avery_Zweckform_Claim_einzelig.png	60.04 KB	300	png	142	1654	Wednesday, January 28, 2015 - 14:53	Add to cart
Avery_Zweckform_Claim_logo.png	259.43 KB	300	png	1063			Add to cart

5. Cart and download of product data and imagery

▶ Content of your cart: products and images

While you are in the Search, the small numbers on the button “CART” will show you, how many products and images are currently part of your cart.

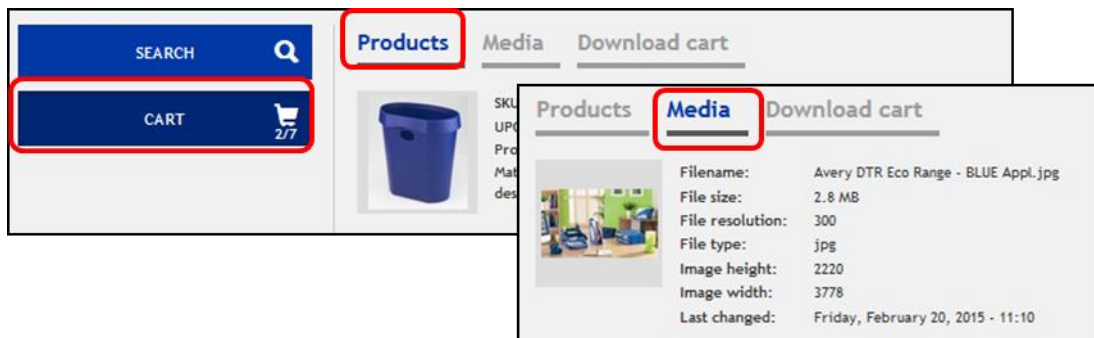
On the left, number of products is displayed – on the right, number of images is displayed.



In this example: 2 products and 7 images

▶ Check your cart in detail

To go to your cart click on “CART”. The cart contains the tabs “Products” and “Media” where you can check in detail which products and images are in the cart.

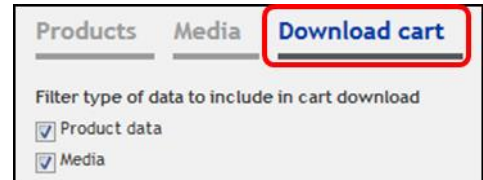


▶ Download your cart

To go to the download settings, click on „Download cart“

▶ The following settings are available:

- Download product data and/or Media items
- Filter by media type
- Set max. width and height in px
- Resolution (dpi)
- Colour space
- File format

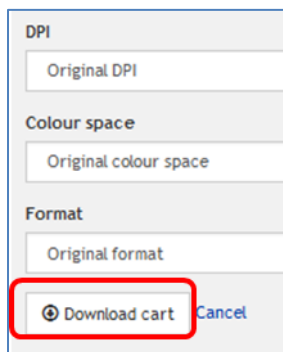


▶ Note reg. “Filter by media type”:

With this filter the download can be limited to specific media types (e.g. application shots). If you don't select anything (0 selected) all media types will be downloaded.

▶ Download Cart

To start the download process, click on the button “Download cart”



▶ **Steps of the download process**

In the first step, a zipped file with all requested products and images will be generated. While this is running, a message "Processing" is shown as well as the progress in percent.
In the second step, this zipped file will be downloaded according your browser's download options: either immediate download to your download-folder or you are asked where to save the file.
The result of the download is - depending on the data size – either a zip- or a tar-file.
The zipped file contains two folders: „media“ and „products“

▶ **Folder „products“**

In „products“ you will find the SKUs you added to the cart via "Search Products".
Per SKU code one folder is existing containing all images assigned to this SKU.
In addition, there is the file „products.xlsx“ below „products“, which contains all product data of the downloaded SKUs (attributes and texts).

▶ **Folder „media“**

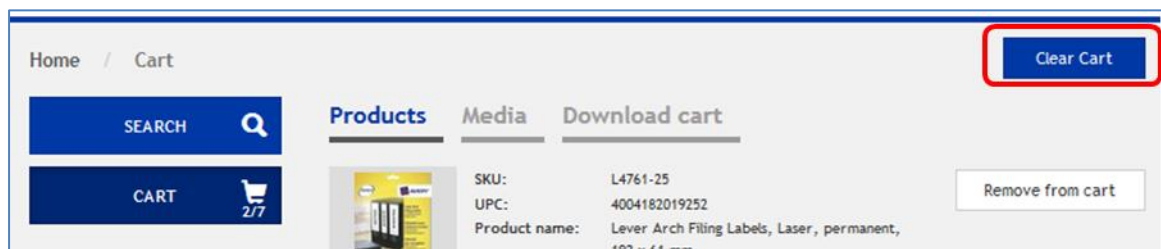
In „media“ you will find all logos, you added to the cart from "Search Media".

▶ **Clear your cart**

To clear your cart after a successful download, click the button "**Clear Cart**" and confirm the message "Are you sure you want to empty the cart?" with "OK"

IMPORTANT: products and media items in your cart will stay there unless you clear your cart deliberately. Also a log out will not clear the cart!

- ▶ **Recommendation: clear your cart constantly before logging out.**
In any case, check the content of your cart prior to any new search.



▶ **Information about zip and tar:**

With the Avery EMMA portal it is now possible to collect and download a huge amount of data in a zipped file. The **zip-format** can only handle up to **max. 4 GB** of data.
Therefore, all zipped files bigger than 4 GB will be provided in **tar-format**.
You can open tar-files with 7-zip. This is an open source software you can download here:
<http://www.7-zip.org/>

6. Contact Details

Do you have any questions concerning our products or our dealer portal? Please let us know!
We will take care of your request as soon as possible.

Consumer Center

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Miesbacher Str. 5
83626 Oberlaindern / Valley

E-Mail: kundenservice@avery.com

We will respond to your email within less than 24 hours.

Phone:: +49 (0) 8024 641 343

office hours:

Mo-Thu: 8:00 am – 5 pm

Fr: 8:00 am – 12 noon