



# Handbook

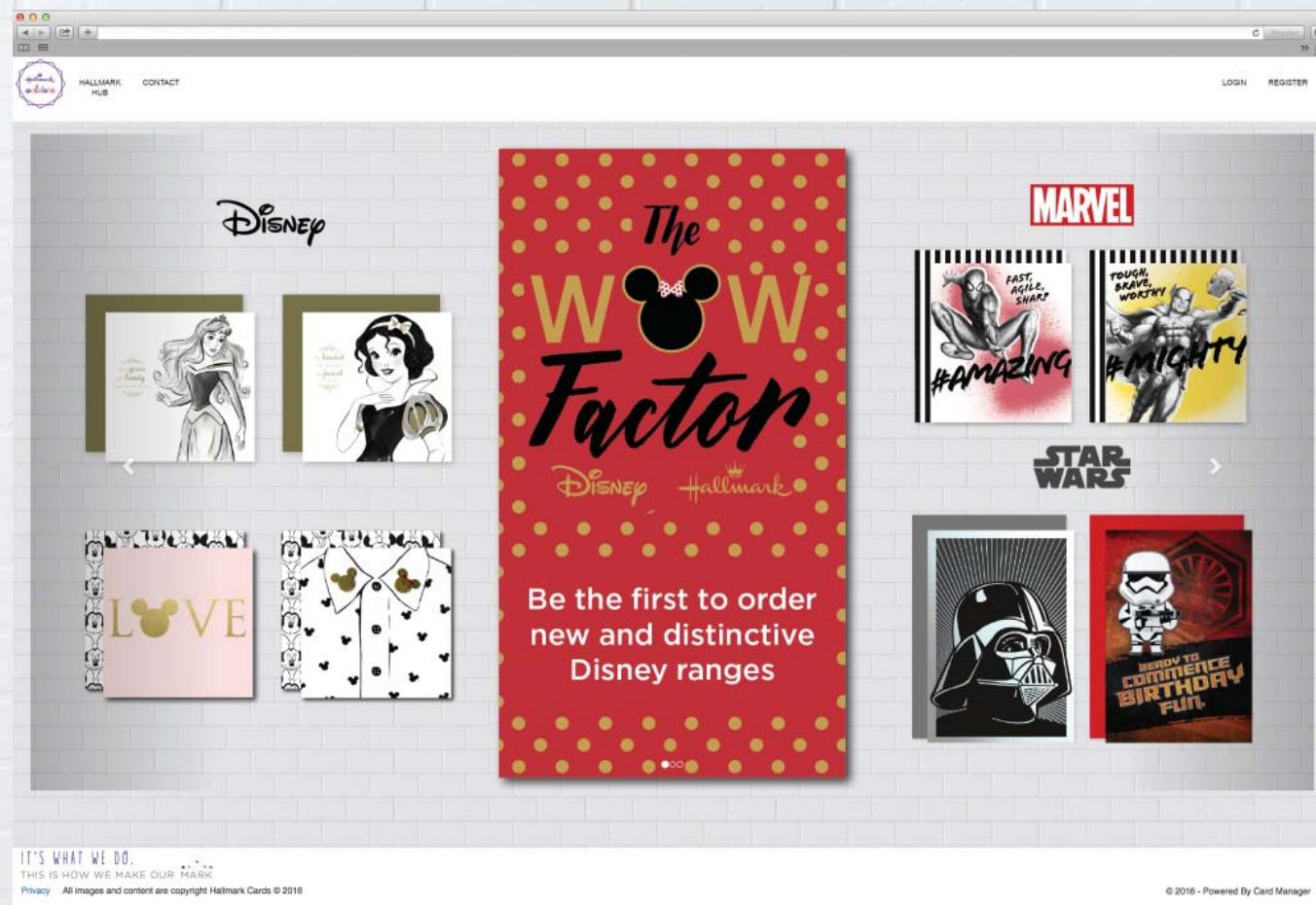
Everything you need to know  
to get you going



## How to Login and Navigate the Webstore.

### 1. Logging in

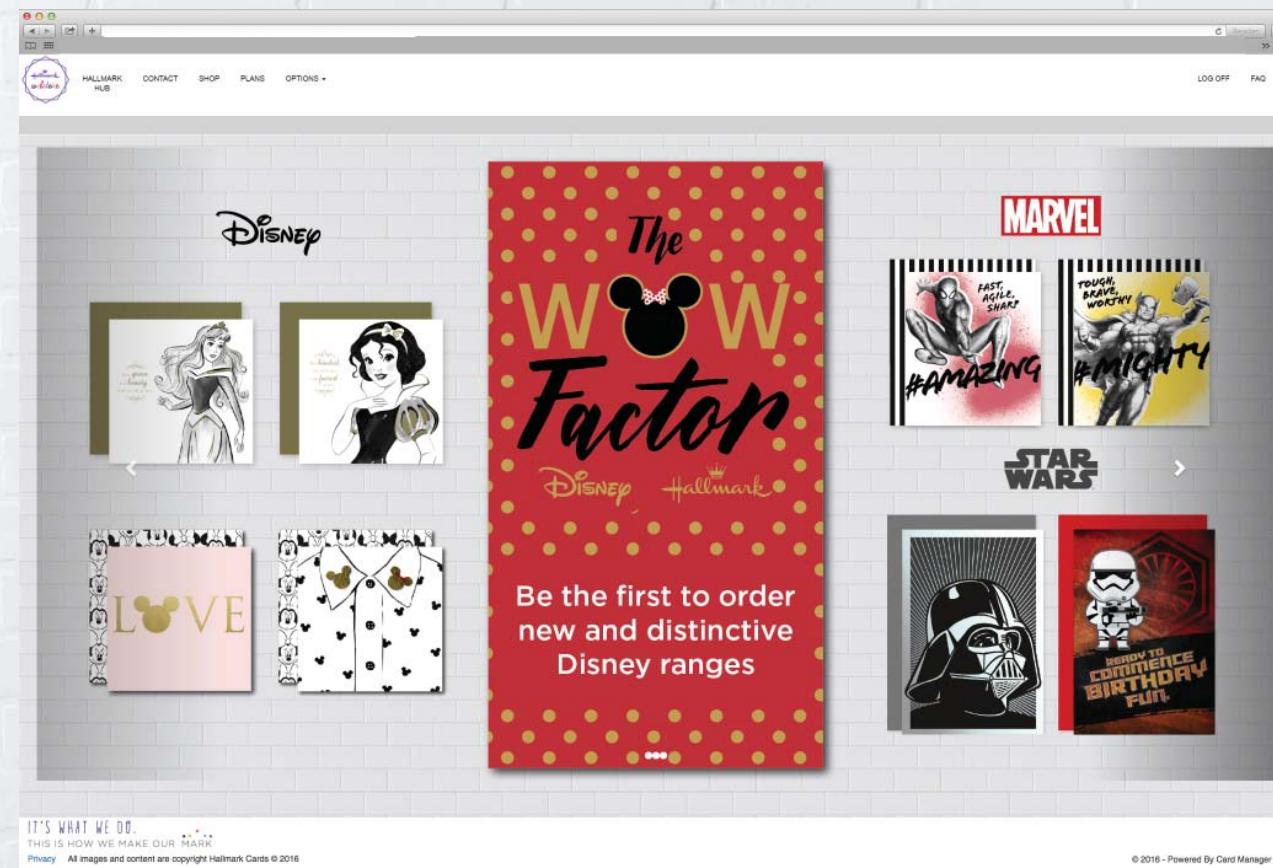
Enter the URL [trade.hallmark.co.uk](http://trade.hallmark.co.uk), select the register button (top right) and enter your details. If you are registering without a pin please click on the link at the top of the page that says 'Click here if you are a new customer or do not have a pin code'. If you are registering with a pin number please insert your account and unique registration pin already provided on the letter sent separately to you. You will then be asked to input a few details, please insert your e-mail address. This is used to link to link your Webstore account to your e-mail address. Please ensure you click on this link (in the-mail sent to you) as this will authenticate your e-mail address and Webstore Account.



## 2. Home Page

You will then be taken to the 'home' page and you will have 7 options across the top of the screen.

- Hallmark Webstore - This is the landing page
- Hallmark Hub - Click here to be taken to the Hub where you can find out more about us, our ranges and heritage
- Contact - Providing you with Hallmark's contact details, should you need to contact us
- Shop - This is a catalogue of our products where you can view items and add items to your shopping basket
- Plans - Your current instore plans and the opportunity for you to add items to your basket
- Options - View store details, place orders by item and view your order / shipment history
- FAQ - View any 'Frequently Asked Questions' to try resolve any queries you may have



### 3. Shop

The 'SHOP' option allows you to view our entire range of products and select the items you wish to order.

- You can use the filters on the left to narrow down your search.
- You are able to enter the product code or a caption in the search bar to find a product.
- Alternatively you can use the filters underneath to find a product:
  - e.g. item category - gift presentation
  - sub category - gift bag small
  - caption group - birth

The screenshot shows the Hallmark Hub interface with the 'SHOP' tab selected. On the left, there is a sidebar with 'Filters' and a search bar. The main area displays a grid of product cards, each with a thumbnail, product code, and dimensions. The filters sidebar includes sections for Sequence, Search, New Item Only, In Stock Items Only, Season, Product Category, Product Sub Category, Major Caption, Primary Caption, Secondary Caption, Range, Price Code, Publisher, Brand, and Items Per Page (set to 150). The grid shows various products like 'ANNIVERSARY HSD 125' and 'HUSBAND OPEN 125'.

**Filters**

Clear | Plans

Sequence

Search

New Item Only

In Stock Items Only

Season

Product Category

Product Sub Category

Major Caption

Primary Caption

Secondary Caption

Range

Price Code

Publisher

Brand

Items Per Page: 150

1 of 52 ►►

**Product Grid**

Product	Dimensions	Code	Status
ANNIVERSARY HSD 125	125 / 125 (9 x 1) M	2944830	In Stock
ANNIVERSARY GCH 275	275 / 275 (9 x 1) M	2944834	No image available
ANNIVERSARY GSW 075	075 / 075 (9 x 1) M	2944832	No image available
ANNIVERSARY HSD 190	190 / 190 (9 x 1) M	1148119	In Stock
ANNIVERSARY HSD 125	125 / 125 (9 x 1) S	2943198	In Stock
ANNIVERSARY HSD 125	125 / 125 (9 x 1) S	2943207	In Stock
ANNIVERSARY HSD 125	125 / 125 (9 x 1) M	2944396	In Stock
ANNIVERSARY GSW 125	115 / 115 (9 x 1) S	1142818	In Stock
ANNIVERSARY HSD 125	125 / 125 (9 x 1) M	1142820	In Stock
ANNIVERSARY HSD 125	125 / 125 (9 x 1) S	1142821	In Stock
HUSBAND OPEN 125	125 / 125 (9 x 1) M	1142821	In Stock
HUSBAND OPEN 125	125 / 125 (9 x 1) S	1142822	In Stock
HUSBAND OPEN 125	125 / 125 (9 x 1) S	1142823	In Stock
ANNIVERSARY HSD 125	125 / 125 (9 x 1) M	1148141	In Stock
HUSBAND OPEN 125	125 / 125 (9 x 1) S	1097222	In Stock
HUSBAND OPEN 090	090 / 090 (9 x 1) S	1143208	In Stock
HUSBAND OPEN 090	090 / 090 (9 x 1) M	1143209	In Stock
HSD ANNIVERSARY OPEN 090	090 / 090 (9 x 1) M	1122407	In Stock
GOOD EGG	125 / 125 (9 x 1) L	1108533	In Stock
HUSBAND PAPYRUS 090	090 / 090 (9 x 1) M	1091293	In Stock
ANN HUSBAND OPEN 090	090 / 090 (9 x 1) L	1090180	In Stock
ANNIVERSARY HSD 075	075 / 075 (9 x 1) L	2942269	In Stock
ANNIVERSARY HSD 075	075 / 075 (9 x 1) M	2942270	In Stock
ANNIVERSARY HSD 075	075 / 075 (9 x 1) S	2942271	In Stock
HUSBAND OPEN 075	075 / 075 (9 x 1) S	1148157	In Stock
ANNIVERSARY HSD 075	075 / 075 (9 x 1) S	1148158	In Stock
ANNIVERSARY HSD 075	075 / 075 (9 x 1) S	1148159	In Stock
HUSBAND OPEN 075	075 / 075 (9 x 1) L	1142887	In Stock
HUSBAND PAPYRUS 075	075 / 075 (9 x 1) M	1094833	In Stock
ANNIVERSARY HSD 075	075 / 075 (9 x 1) S	1094831	In Stock
ANNIVERSARY HSD 075	075 / 075 (9 x 1) M	1094832	In Stock
ANN HUSBAND OPEN 075	075 / 075 (9 x 1) L	1092183	In Stock
ANNIVERSARY HSD 090	090 / 090 (9 x 1) S	2942393	In Stock
HUSBAND OPEN 090	090 / 090 (9 x 1) S	1143207	In Stock
ANNIVERSARY HSD 090	090 / 090 (9 x 1) S	1143208	In Stock
ANNIVERSARY HSD 090	090 / 090 (9 x 1) S	1143209	In Stock
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#### 4. View Products

If you click on a product, this will open a screen giving you more specific information about the product. You can also add products to your order from this screen by clicking 'Add'. You can also scroll through other products by clicking on the arrows on this screen.

HALLMARK HUB CONTACT SHOP PLANS OPTIONS + LOG OFF FAQ

**ANNIVERSARY HSD 075**

Season:	Everyday
SKU Number:	11484557
Product Sub Category:	Single Card
Range:	Open-Open
Size Code:	R1 - 165 x 165
Price Code:	075
Retail Price:	£2.30
Trade Price:	£5.76
Pack Size:	6
Major Caption:	Anniversary
Primary Caption:	Anniversary
Secondary Caption:	Husband
Product Category:	Card
Verse Length:	SHR
Publisher:	Hallmark Brand
Brand:	Hallmark
Stock:	In Stock

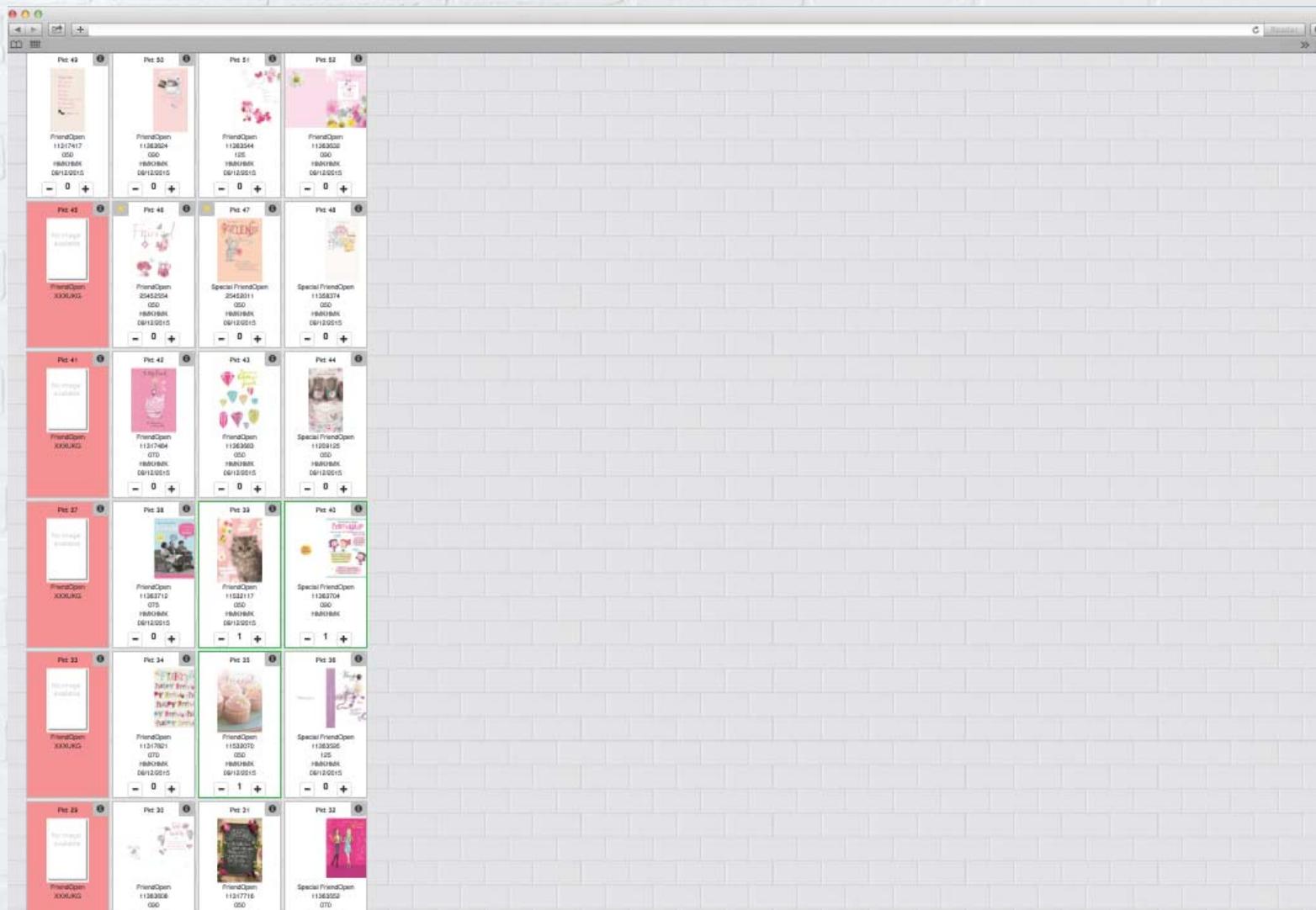
1 Add Back < >

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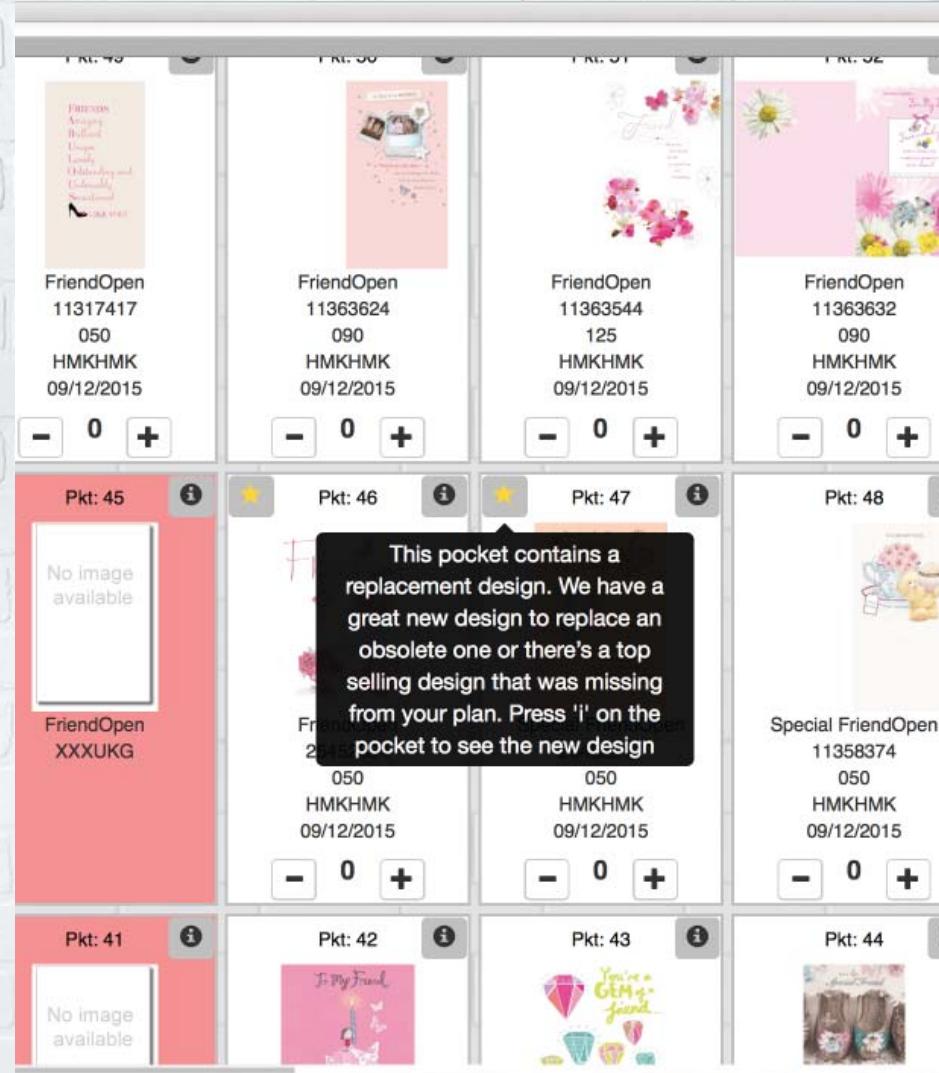
## 5. Plans

When selecting 'PLANS' you will be shown a list of live plans currently in your store, providing with the option to view each one individually. You are able to add items to your basket by clicking on the card shown in the plan. The pink pockets highlight pockets we do not control i.e. competitor pockets.



## 6.

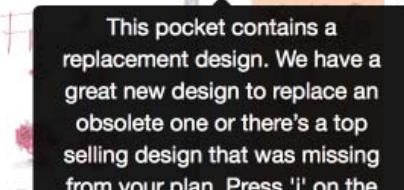
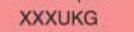
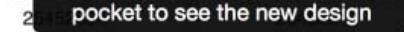
The Gold Star highlights any SKU's on your plan that may have been replaced since you had the plan installed. Clicking on the information (i) will show you the current and new design. Therefore if you order that pocket you will be sent the updated design.

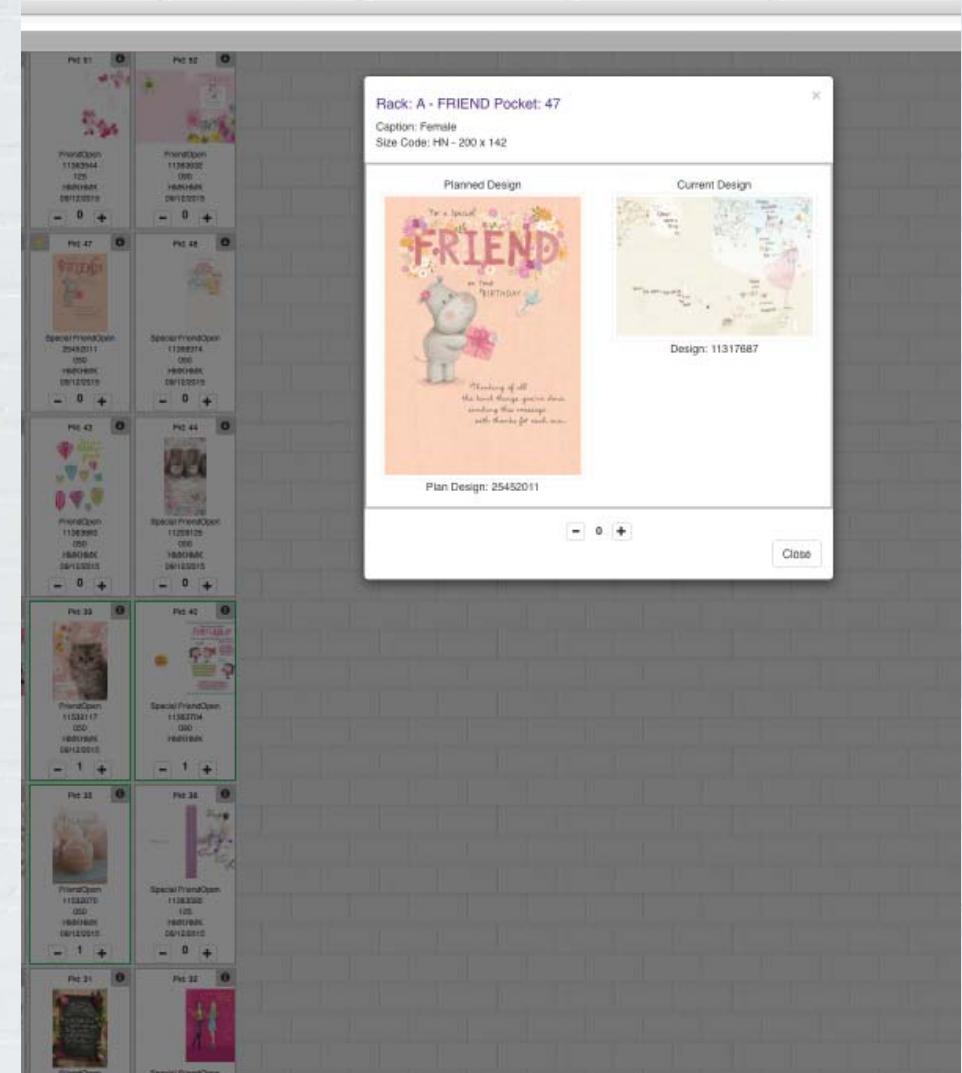


Pkt: 45   Pkt: 46  Pkt: 47 

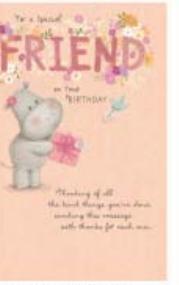
This pocket contains a replacement design. We have a great new design to replace an obsolete one or there's a top selling design that was missing from your plan. Press 'i' on the pocket to see the new design

Pkt: 48 

Pkt: 45	Pkt: 46	Pkt: 47	Pkt: 48
FriendOpen 11317417 050 HMKHMK 09/12/2015	FriendOpen 11363624 090 HMKHMK 09/12/2015	FriendOpen 11363544 125 HMKHMK 09/12/2015	FriendOpen 11363632 090 HMKHMK 09/12/2015
			
			
Pkt: 41 	Pkt: 42 	Pkt: 43 	Pkt: 44 
			



Rack: A - FRIEND Pocket: 47  
Caption: Female  
Size Code: HN - 200 x 142

Planned Design  Current Design 

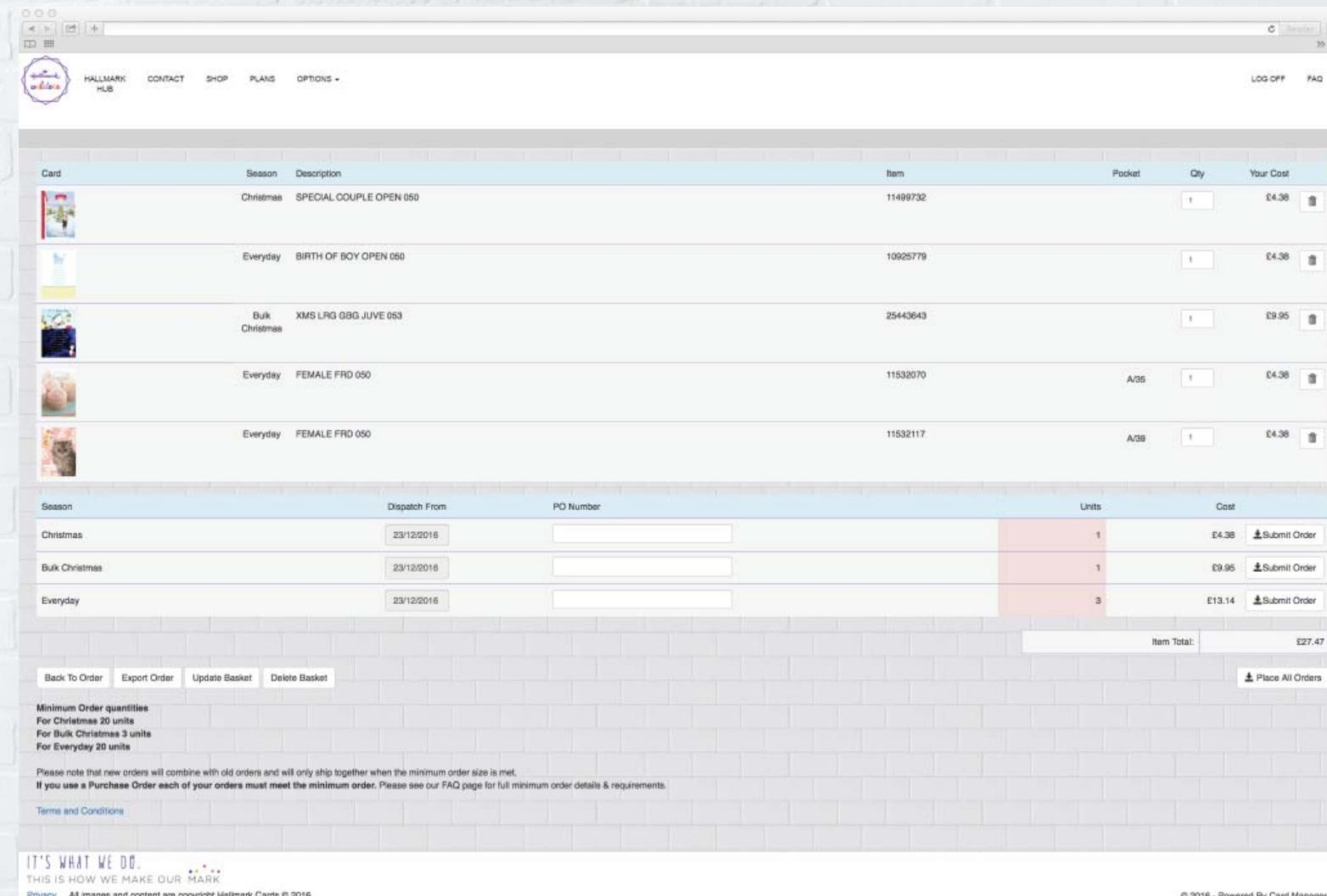
Design: 11317687

Plan Design: 25452011



## 7. Basket

The basket will appear in the top right corner once a product has been selected for purchase. To view items in your basket, click on the shopping trolley and then click show details.



The screenshot shows the Hallmark Cards website with the following interface elements:

- Header:** Hallmark HUB, CONTACT, SHOP, PLANS, OPTIONS, LOG OFF, FAQ.
- Basket Table:** A table showing five items in the basket. The columns are Card, Season, Description, Item, Pocket, Qty, and Your Cost.

Card	Season	Description	Item	Pocket	Qty	Your Cost
	Christmas	SPECIAL COUPLE OPEN 050	11499732		1	£4.38
	Everyday	BIRTH OF BOY OPEN 050	10925779		1	£4.38
	Bulk Christmas	XMS LRG GBG JUVE 053	25443643		1	£9.95
	Everyday	FEMALE FRD 050	11532070	A/35	1	£4.38
	Everyday	FEMALE FRD 050	11532117	A/38	1	£4.38

- Order Summary Table:** A table showing three order lines with Dispatch From, PO Number, Units, and Cost.

Season	Dispatch From	PO Number	Units	Cost
Christmas	23/12/2016		1	£4.38
Bulk Christmas	23/12/2016		1	£9.95
Everyday	23/12/2016		3	£13.14

- Total:** Item Total: £27.47
- Buttons:** Back To Order, Export Order, Update Basket, Delete Basket, Place All Orders.
- Text:** Minimum Order quantities: For Christmas 20 units, For Bulk Christmas 3 units, For Everyday 20 units. Please note that new orders will combine with old orders and will only ship together when the minimum order size is met. If you use a Purchase Order each of your orders must meet the minimum order. Please see our FAQ page for full minimum order details & requirements.
- Links:** Terms and Conditions, Privacy.
- Page Bottom:** IT'S WHAT WE DO. THIS IS HOW WE MAKE OUR MARK, © 2016 - Powered By Card Manager.

## 8. Completing an Order

- Should you want the order to be dispatched ASAP, leave the dispatch date as set on the screen.
- Should you want to place a forward order amend the date shown to the date that you want the items dispatching.
- There is an option to add a 'PO Number' if you require your own reference adding
- Once you have checked your order, click place all orders

You will then be prompted to submit your order and agree to the terms and conditions.

The screenshot shows the Hallmark Hub software interface. A 'Confirm Order Submission' dialog box is centered on the screen, prompting the user to accept terms and conditions. The dialog box contains the following text:

Please confirm acceptance of our terms of ordering in order to submit this order  
Minimum Order Quantity for Christmas is 20 units  
Minimum Order Quantity for Bulk Christmas is 3 units  
Minimum Order Quantity for Everyday is 20 units  
Please note that new orders will combine with old orders and will only ship together when the minimum order size is met.  
If you use a Purchase Order each of your orders must meet the minimum order.  
Please see our FAQ page for full minimum order details & requirements.  
Terms and Conditions

At the bottom of the dialog box are 'Place Order' and 'Close' buttons.

The main interface shows a list of items for ordering, including:

Item	Product	Qty	Unit Cost
11499732	1	£4.38	
10925779	1	£4.38	
11414073	1	£6.59	
25443943	1	£9.95	
11363578	A/16	1	£7.08
11363704	A/40	1	£6.72
11532070	A/35	1	£4.38
11532117	A/39	1	£4.38

Below this is a summary table:

Season	Dispatch From	PO Number	Units	Cost
Christmas	22/12/2016		1	£4.38
Bulk Christmas	23/12/2016		1	£9.95
Everyday	22/12/2016		6	£34.13

At the bottom of the interface are buttons for 'Back To Order', 'Export Order', 'Update Basket', 'Delete Basket', 'Place All Orders', and 'Item Total'.

Minimum Order quantities  
For Christmas 20 units  
For Bulk Christmas 3 units

## 9. Options

Your Details - Provide you with your details that we hold for you

Change Password - Should you need to change your password you can do this here

Item Entry - To place an order by SKU

Pocket Order Entry - to add an individual pocket to your order

Web Orders - To view your web orders

Shipments - To view your shipping history

The screenshot shows a web browser window for the Hallmark Cards website. The main content area features a red background with the text "Magical CHRISTMAS COLLECTIONS" and "Available to order now on webstore!". Below this, there is a small red gift tag with a yellow ribbon and a white tag that says "FOR YOU". On the right side of the main content, there is a collection of Hallmark Christmas cards and decorations, including a circular card with a winter scene, a box with a reindeer, and several cards with intricate designs and hanging ornaments.

The top navigation bar includes links for "HALLMARK HUB", "CONTACT", "SHOP", "PLANS", "OPTIONS", "LOG OFF", and "FAQ". The "OPTIONS" menu is currently open, showing sub-links: "YOUR DETAILS: 20015467", "CHANGE PASSWORD", "ITEM ENTRY", "POCKET ORDER ENTRY", "WEB ORDERS", and "SHIPMENTS".

At the bottom of the page, there is a footer with the text "IT'S WHAT WE DO.", "THIS IS HOW WE MAKE OUR MARK", and "Privacy All Images and content are copyright Hallmark Cards © 2016". On the right side of the footer, it says "© 2016 - Powered By Card Manager".

## How to place an order

Placing an order using the 'SHOP' option:

- You can enter a description of the card in the search bar which will show results for all cards that have the 'search' word in the description. E.g Son may also show results for Grandson.
- There are filters on the left hand side of the page which you can use to find a specific card, e.g. Item Category - Card, Sub Category - Single Card, Caption Group - Female, Primary Caption - Daughter
- Click the plus sign to add the card you would like to your basket, the number highlighted is the number of unit/s you wish to add to your basket.
- Click on the shopping trolley in the top right corner to check out once you have added all the items you would like to your basket
- Check the dispatch date and add a PO number if required
- Click show details to view the basket and check your order is correct
- Click on place all orders
- Click to agree to your terms and conditions

Placing an order by product code:

- Select Options
- Select item entry
- In design code, add the product code
- In quantities, add the amount of units you require
- This will then load the design in the centre of the page so you can check the design of the card before ordering
- Click on the shopping trolley in the top right corner to check out once you have added all the items you would like to your basket.
- Check the dispatch date and add a PO number if required
- Click show details to view the basket and check your order is correct
- Click on place all orders
- Click to agree to your terms and conditions

Placing an order by Plan:

- Select Plans
- Click on the Plan you want to order, this will then load all designs within this plan
- Click on the image of the card you wish to order and this will add to the order basket
- Click on the shopping trolley in the top right corner to check out once you have added all the items you would like to your basket.

- Check the dispatch date and add a PO number if required
- Click show details to view the basket and check your order is correct
- Click on place all orders
- Click to agree to your terms and conditions

## Jargon Buster

### Terminology

	<b>Meaning</b>
3D	This is a product which is 3D, e.g photo albums, keepsakes, mugs, confetti.
Availability	Quantity of stock available for ordering.
Back Order	If the stock is not available when the order is placed the order will go to back order and be sent when the order becomes available.
Brand	The brand of the stock.
Consignment	The Yodel tracking number that starts with JD - this number can be used to track your parcels on Yodels website.
Default Date	First shipment date for the products.
Eurohooks	Adhesive plastic hooks for hanging gift wrap/cards.
Everyday	A product which isn't relevant to a particular season.
Everyday/Everyday Bulk	Everyday stock is stock that ships from our Dawson Lane Warehouse which requires 20 units for an order to ship. Everyday Bulk is stock that ships from our Brighouse Warehouse which requires 3 units for an order to ship.
Fixture	An in store card display is made up of one or more fixtures.
FSDU	Free Standing Display Unit - Usually made of corrugate.
GC	This stands for Gold Crown.

<b>Terminology</b>	<b>Meaning</b>
General Cards	Blank cards, non captioned open-send cards.
General Spinner	A free standing spinner stand that is used to display stock.
GP	Gift Packaging - I.e. Wrap, bags, boxes, tags etc.
Header	A piece of Point of Sale Material on the top of the FSDU / Fixture.
HMK	HMK stands for Hallmark.
Infolink	This is a handheld terminal used by Hallmark Field merchandising staff and Sales Reps.
In Store	An in stock item.
Invoice Date	The date your order was invoiced on.
Invoice Number	The invoice number for your order.
Item Entry	SKU or product number.
Major Caption	A filter to select which occasion you would like a product for, e.g anniversary, birthday, blank, etc.
Occasions	Sending Occasions (e.g. Thank you, Get Well, Good Luck) single cards.
Open	Collective name for general birthday captions.
Pepperi	This is a field based sales catalogue and ordering tool used by Hallmark Sales reps.
Pick Number	The number given once your order is being picked in the warehouse house, this can also be known as delivery number and consignment number.
PO	A Purchase order number can be added to your order, this is a reference that you would like adding for your information.

<b>Terminology</b>	<b>Meaning</b>
Pocket Order Entry	This is to order by using the fixture ID and pocket number.
POD	Proof of Delivery.
POS	Point Of Sale such as header cards, bus stops, captions strips etc. used for either advertising and marketing décor within store.
Price Code	Allow you to filter the products by price code, e.g price code 50, 70, 75.
Primary Caption	Allows you to filter for a specific occasion, e.g 1st Birthday, 10th Anniversary, 21st Birthday etc..
Product Category	A filter you can use to select which range of products you would like, the options available are; Card, Gifting, Gift Presentation, POS, Stationery, 3D and Scan to Plan.
Product Sub-Category	A filter you can use to select which type of products you would like, e.g single cards, multi cards, money wallets, gifting, flat wrap etc..
Publisher	This is who has produced the product.
Rack Code	This is your fixture ID for an individual plan.
Range	This allows you to search via the range of cards, e.g Gallery, Handpicked, Lucy Cromwell, All about Gus, Disney etc...
Reference	This is your order number.
RS	This stands for Retail Singles.
Scan to Plan	A standard plan or kit of a particular range/ranges or captions e.g a Lucy Cromwell Plan or a Mish Mash/Mad as Cheese Plan.
Seasons	The seasons are Valentines Day, Mothers Day, Easter, Fathers Day, St Patrick's Day, Christmas.
Secondary Caption	Allows you to apply a more specific filter e.g baby, becoming a brother, becoming a sister etc..

<b>Terminology</b>	<b>Meaning</b>
Shipping Date	The date your order will ship.
Shipping Group	The season of your order e.g Father's Day.
Singles	An individual greeting card.
SKU	Stock Keeping Unit, which is the product code for the specific card.
Social Stationary	Pads, Note-lets, Invitations etc..
Spinner	Wire rack used to display products.
Spring Events	This is a collective name for Valentines, Easter, Mothers Day, St Patrick's Day and Fathers Day.
Traditional	Terminology e.g traditional female design.
User name	This is who specifically has placed the order.
WU	This means wholesale unit, the unit of measure used to distribute to individual Stores. e.g a pack of 6 greetings cards.

**Notes** .....

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**Username:** .....

**Password:** .....



[trade.hallmark.co.uk](http://trade.hallmark.co.uk)