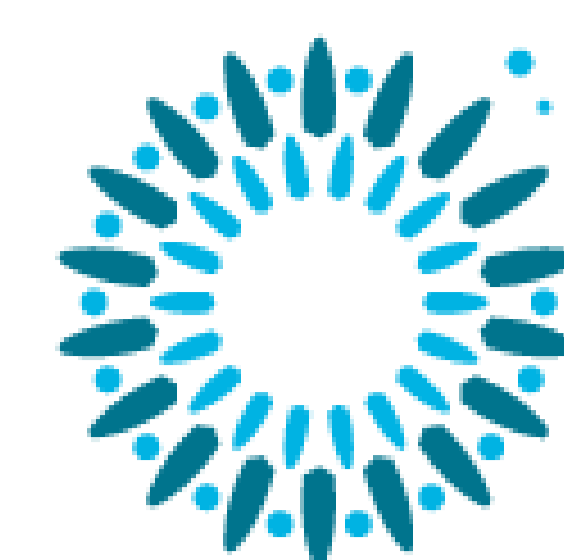


Step-By-Step Guide For Brands Onboarding to Exhibit at Expo and for Beacon Discovery

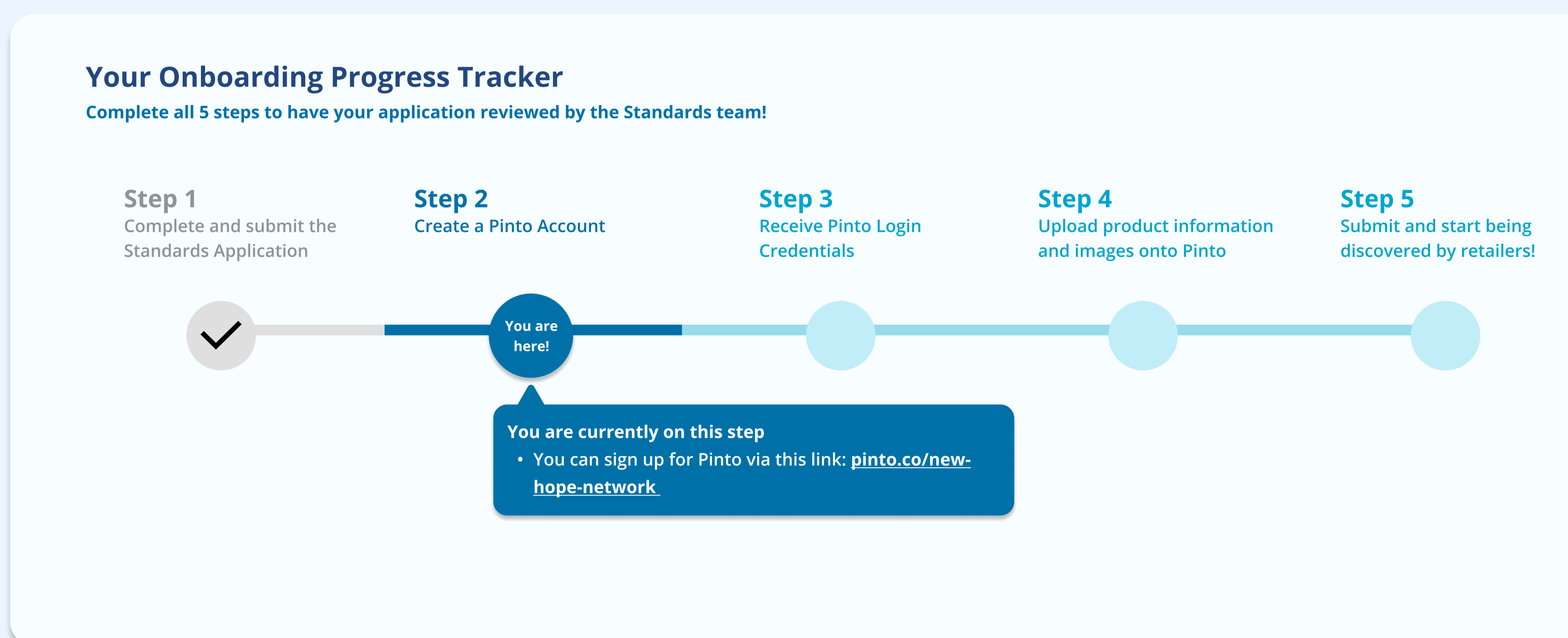


New Hope
NETWORK™

Reference this guide below to complete the onboarding process! You can also access additional materials from New Hope Network at: <https://standards.newhope.com/start-here/>

Who is this for?

For CPG brands, once you have submitted the standards application, you are now ready to upload your product information and imagery to our **new product portal hosted by Pinto**. If you have any questions at any point in this process, please reach out to Standards@newhope.com and a New Hope team member will be in touch.



Why Pinto?

New Hope is partnering with SPINS to use its Pinto Intelligence Technology and Product Portal. The Pinto technology deconstructs and analyzes label information to support our Standards process, power BEACON DISCOVERY (New Hope's industry changing discovery platform), **and create high-quality, attractive product images to put in front of retailers.**

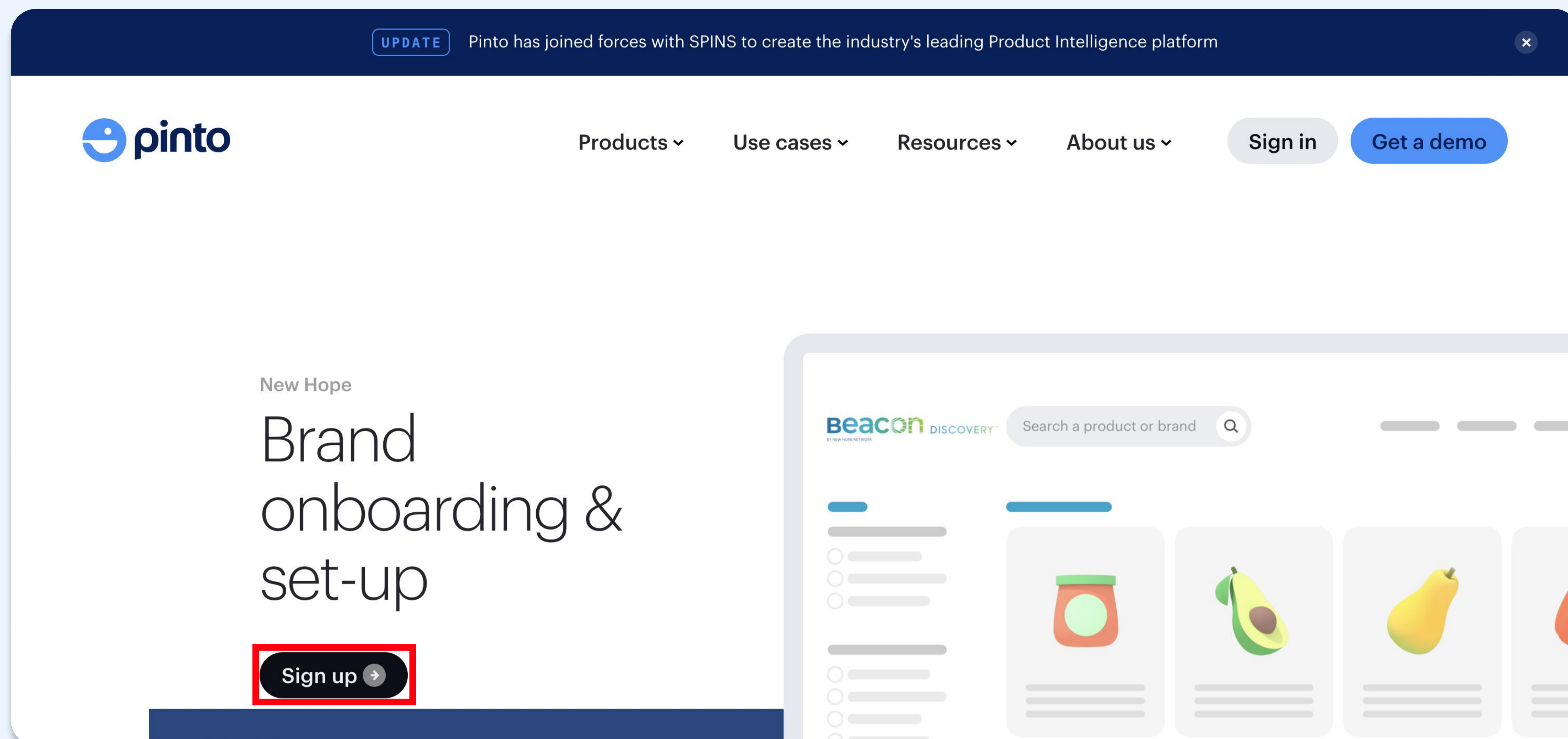


If you are already a Pinto Partner, please complete step 1, then skip to the section titled '9. Already a Pinto Partner'.

1. How to get to Pinto

Upon submission of the Standards application, you will be redirected to Pinto's site to create an account.

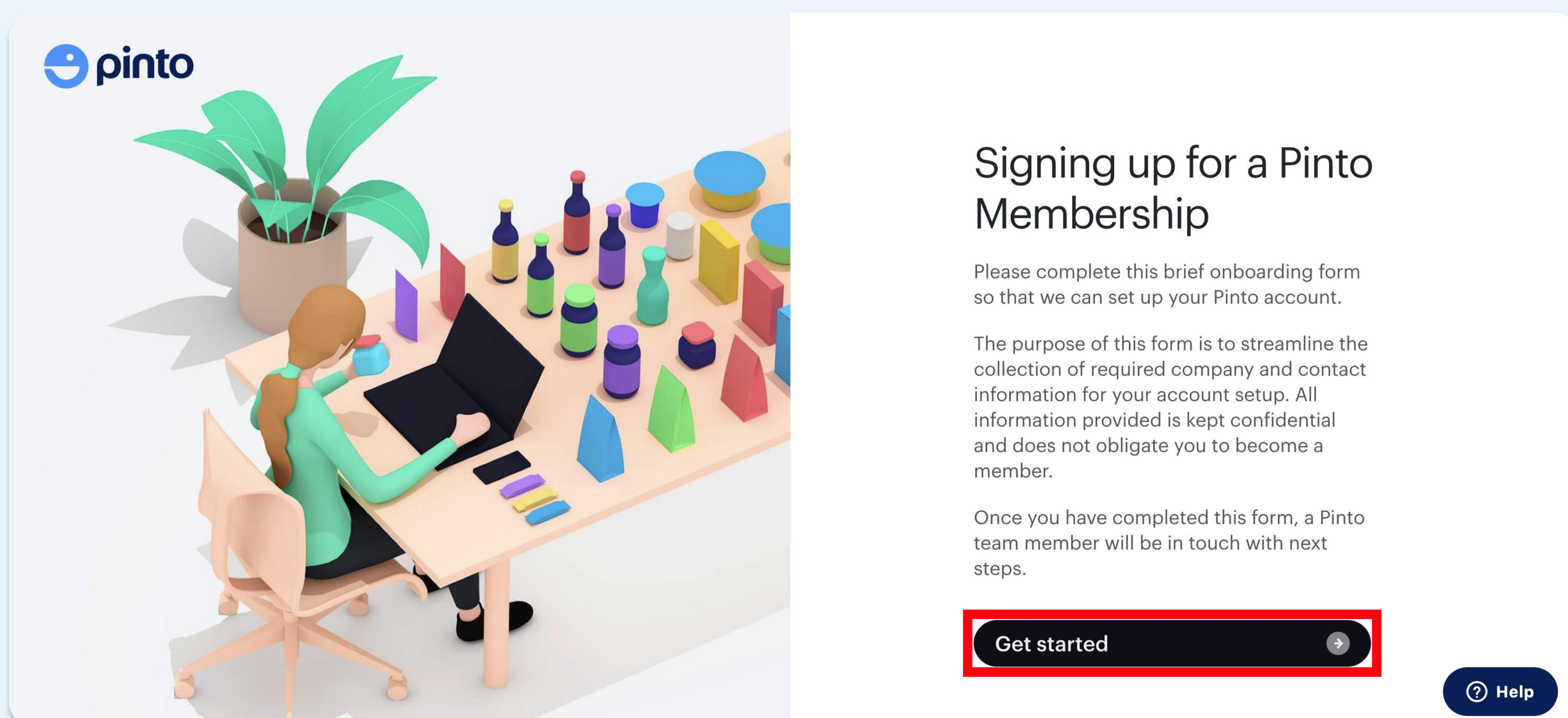
You can also access this page via this link: pinto.co/new-hope-network



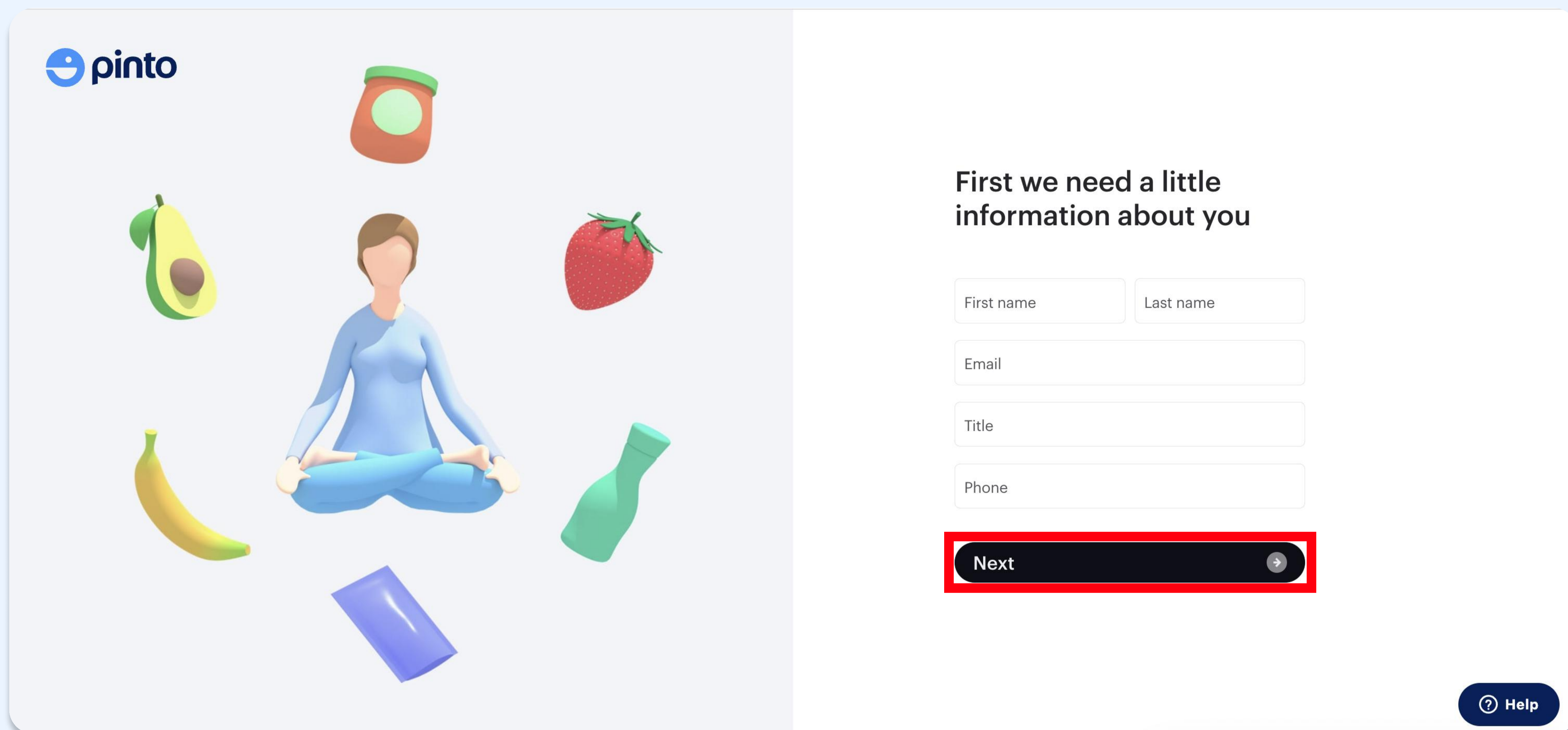
2. Creating a Pinto account

Upon submission, you will receive a confirmation email from Standards@newhope.com with instructions on how to complete your account setup. Your Beacon Discovery subscription includes a subscription to Pinto Manager, and will be active and included for the term of your subscription.

The link to register your account with Pinto can also be accessed here: <https://app.pinto.co/sign-up/request?partnerName=new-hope-network>



After selecting 'Get Started', fill out your personal information and select 'Next'.



pinto

First we need a little information about you

First name Last name

Email

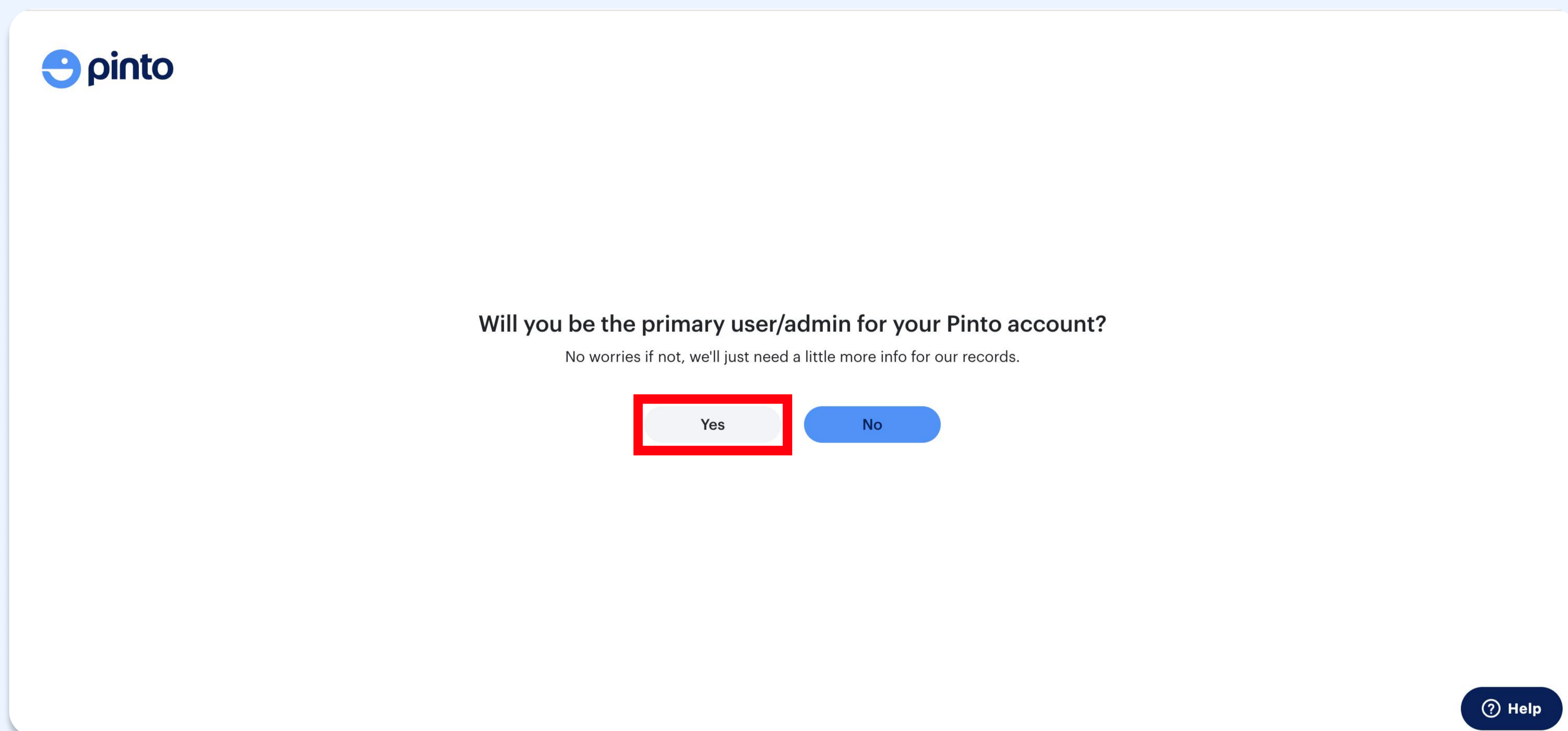
Title

Phone

Next

Help

Pinto will ask if the personal information you provided is for the primary user/admin of the account. If so, select 'Yes' to move forward. If not, select 'No' and provide the admin's contact information.



pinto

Will you be the primary user/admin for your Pinto account?
No worries if not, we'll just need a little more info for our records.

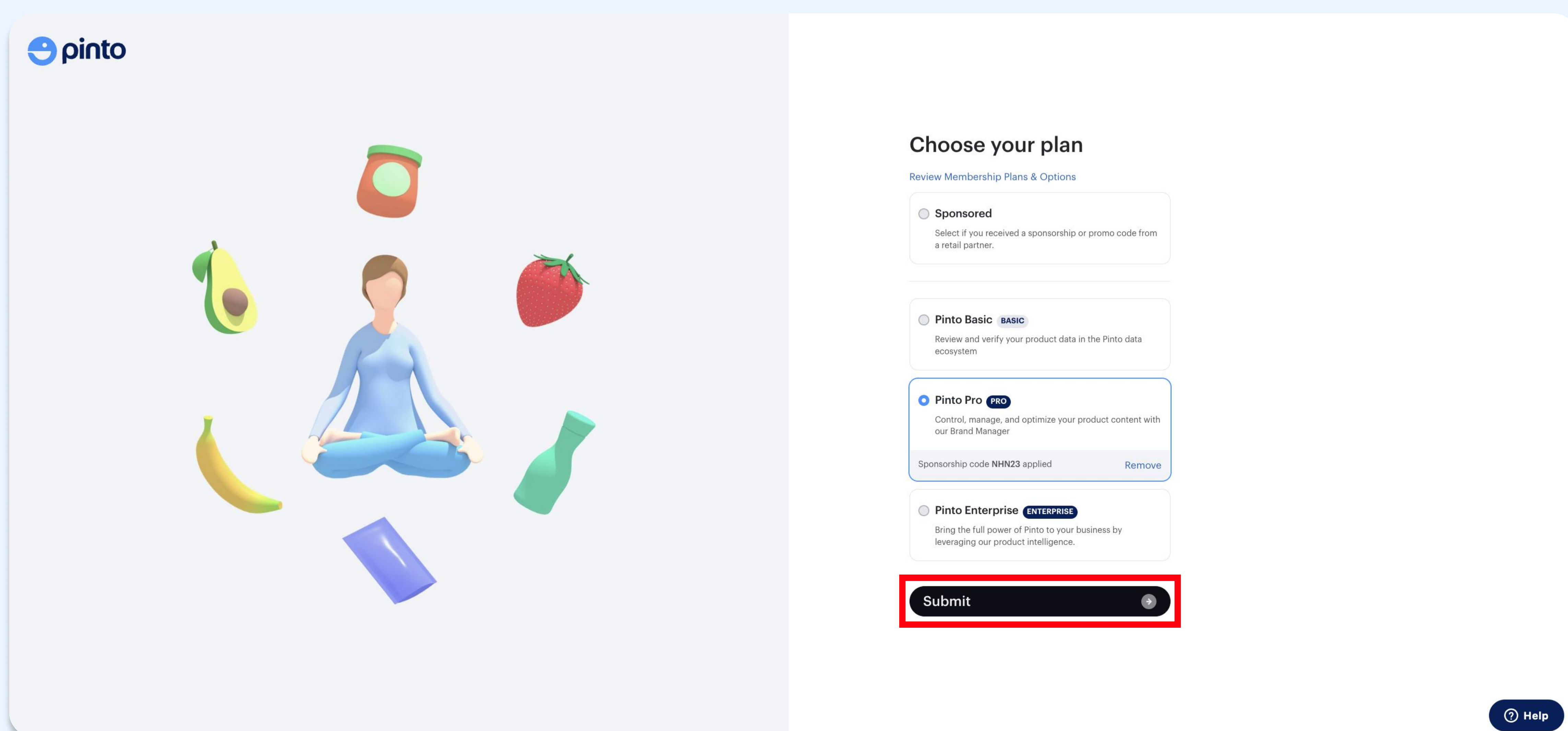
Yes No

Help

From there, you will provide company-specific information for the account. This is also where you will identify that you were referred to by a third party. Select '**Yes, I was referred by New Hope Network**'.

You will also need to specify the total # of SKUs your company has and how many your company is looking to upload to Pinto.

The last selection to make when creating your account is ensuring that your account plan is pre-selected for the Pinto Pro Plan. From there, select 'Submit'.



pinto

Choose your plan
Review Membership Plans & Options

Sponsored
Select if you received a sponsorship or promo code from a retail partner.

Pinto Basic **BASIC**
Review and verify your product data in the Pinto data ecosystem.

Pinto Pro **PRO**
Control, manage, and optimize your product content with our Brand Manager.
Sponsorship code NHN23 applied Remove

Pinto Enterprise **ENTERPRISE**
Bring the full power of Pinto to your business by leveraging our product intelligence.

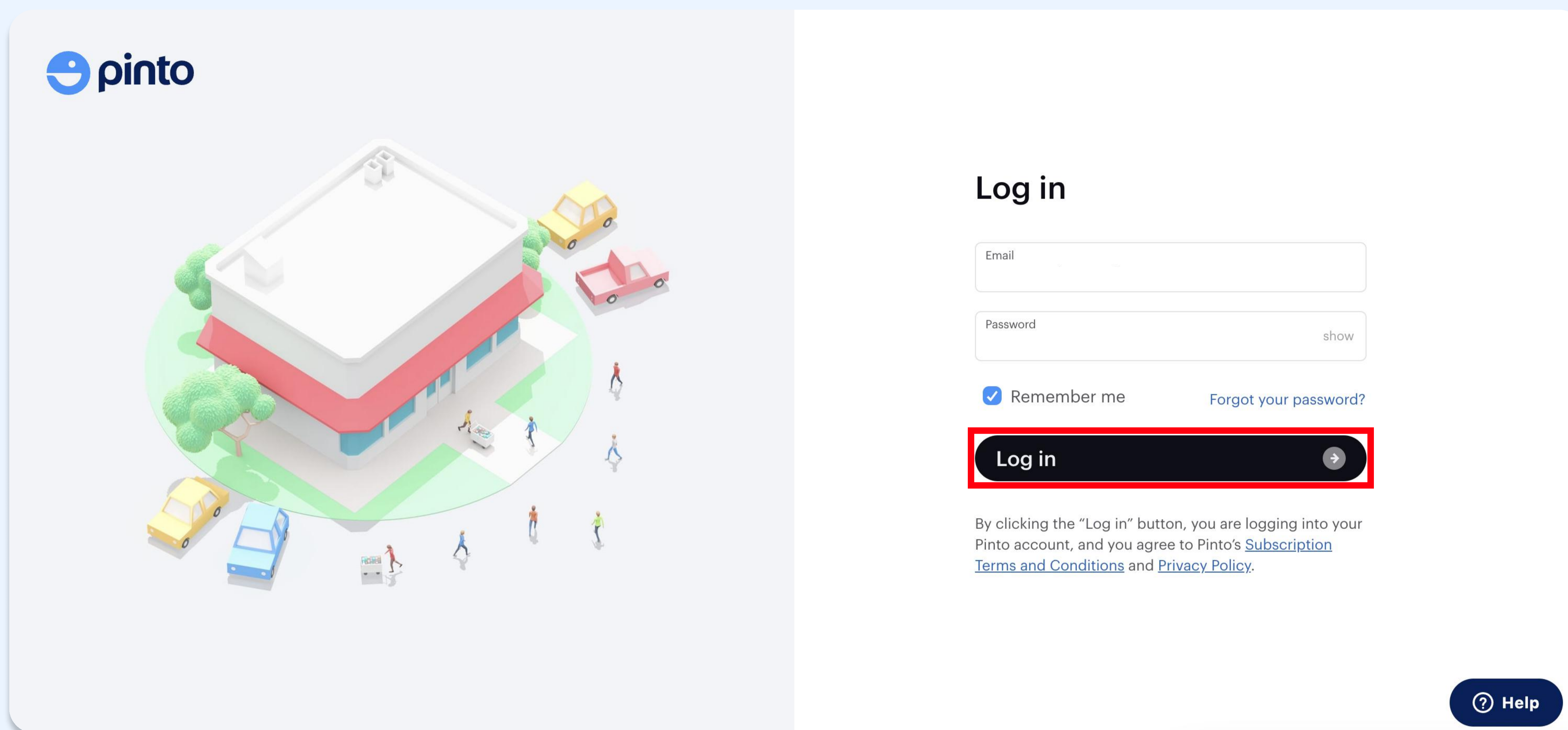
Submit

Help

3. Receive Pinto Login Credentials

After creating an account, Pinto will verify your identity within **24 hours** and you will receive a **welcome email with your login credentials from hello@pinto.co**.

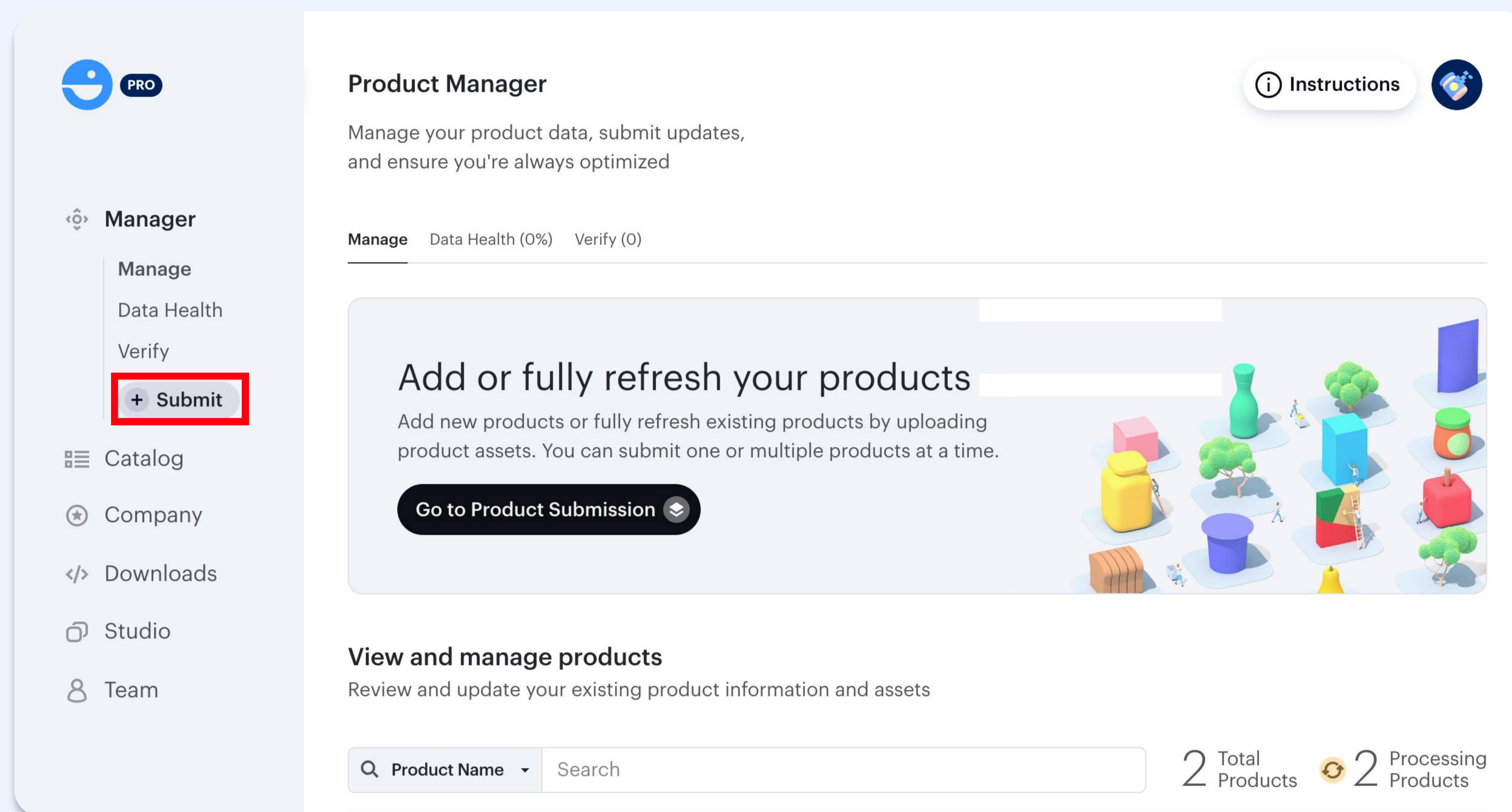
Once you have this information, you can login via this link: app.pinto.co/log-in



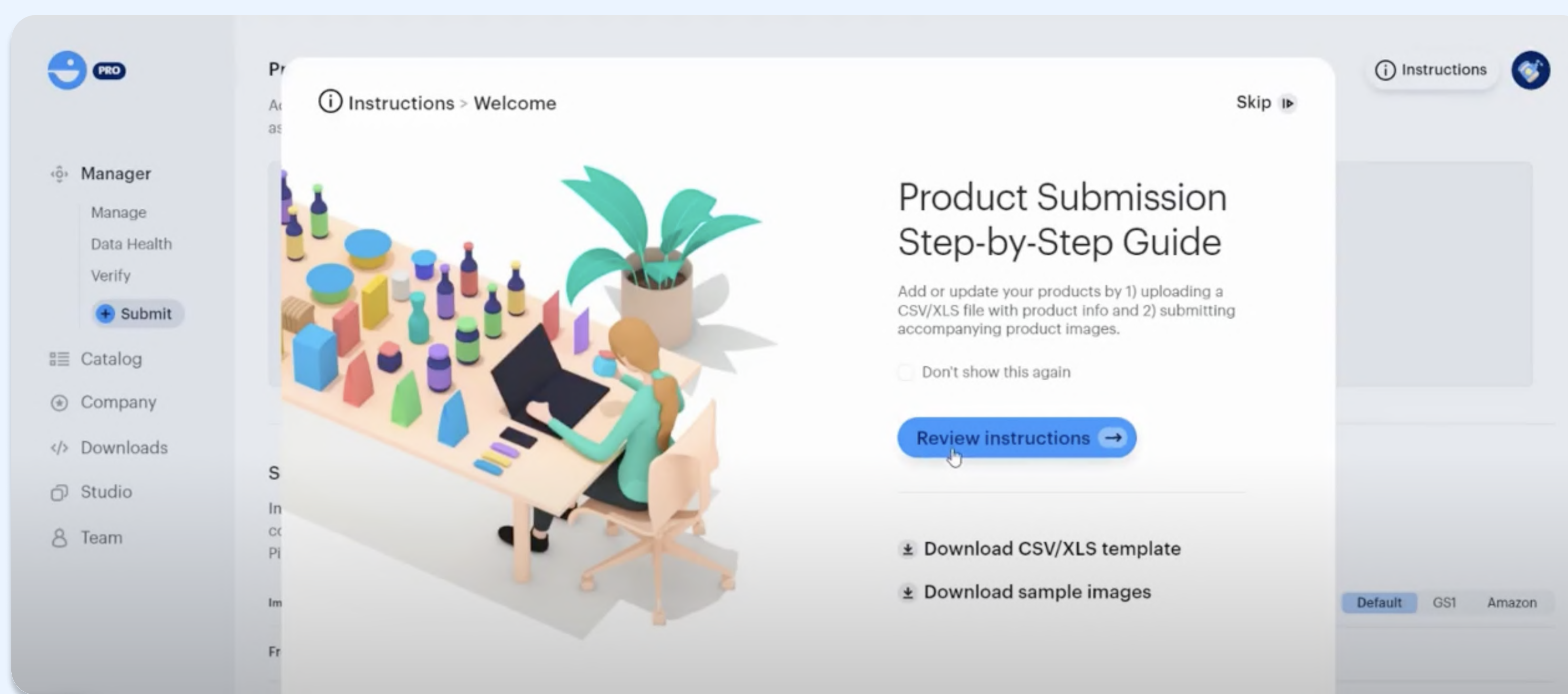
4. Enter the Product Portal

After logging into Pinto to upload your products, you will see the homepage. **You may see some products below within your account already.** If this is the case, you do not need to include these products in the initial submission process. You can make updates to those existing products through the portal.

More instructions on how to do this on '9. Already a Pinto Partner/Existing Products on Pinto'.



The first time you view the 'Submit' page, a Product Submission Step-by-Step Guide will pop up on your screen. **These instructions are not specific to NHN** so please follow the instructions and templates provided within this guide instead of the information provided on the Pinto Manager platform.



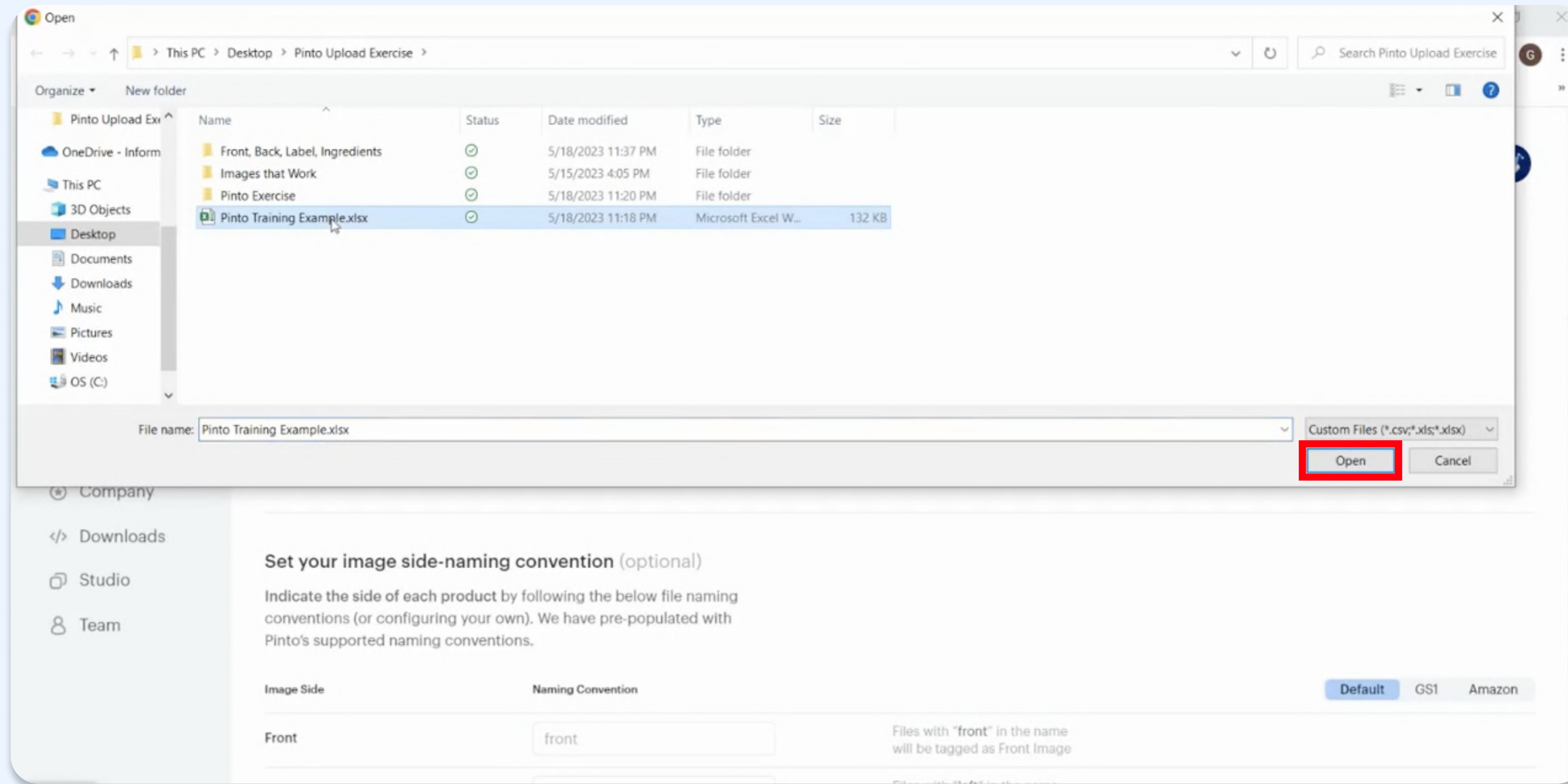
The CSV/XLS Template has multiple pages. **Be sure to fill out all product information on the 'Sample Clean CSV' page.** The other two pages serve to provide additional information and the formatting required for each question. In the screenshot below, you can see all 19 data points required for each SKU.

Column	Title	Description	Attribute Type / Size	Accepted Values	Requirement
item_hierarchy	Item Hierarchy	Is product a unit, innerpack, case, pallet?	Accepted Value List	unit; innerpack; case; pallet	required
GTIN	GTIN	Product GTIN	string 14		required
manufacturer	Manufacturer Name	Manufacturer (supplier or parent company) who makes this product	string		required
brand	Brand Name	same as the manufacturer. Use "unbranded" if the brand doesn't exist)	string		required
product_name	Product Name	Customer-facing product name	string		required
e_commerce_product_description	E-Commerce Product Description	Paragraph of marketing copy describing the item's features and benefits and related words that customers are likely to search for	string		required
response_id	Response ID	The custom response ID assigned to you by New Hope Network	string		required
height_inch	Height (inch)	Height in inches - must be a number (IMPERIAL)	float		required
width_inch	Width (inch)	Width in inches - must be a number (IMPERIAL)	float		required
depth_inch	Depth (inch)	Depth in inches - must be a number (IMPERIAL)	float		required
weight_oz	Weight (oz)	Weight in ounces - must be a number (IMPERIAL)	float		required
msrp	MSRP	Manufacturer Suggested Retail Price	string		required
launch_year	Launch Year	Year product launched. If unknown, put company founded year.	string		required
nhn_beacon	Beacon	should be marked as "True" for now.	string	true / false	required
additional_sizes	Additional Sizes	Additional sizes offered - if you have multiple sizes for a single product, we want you to just provide one product submission, i.e. if you have a 16oz, 32oz, and 64oz size, we just need one product and the rest to go under additional sizes.	string		optional

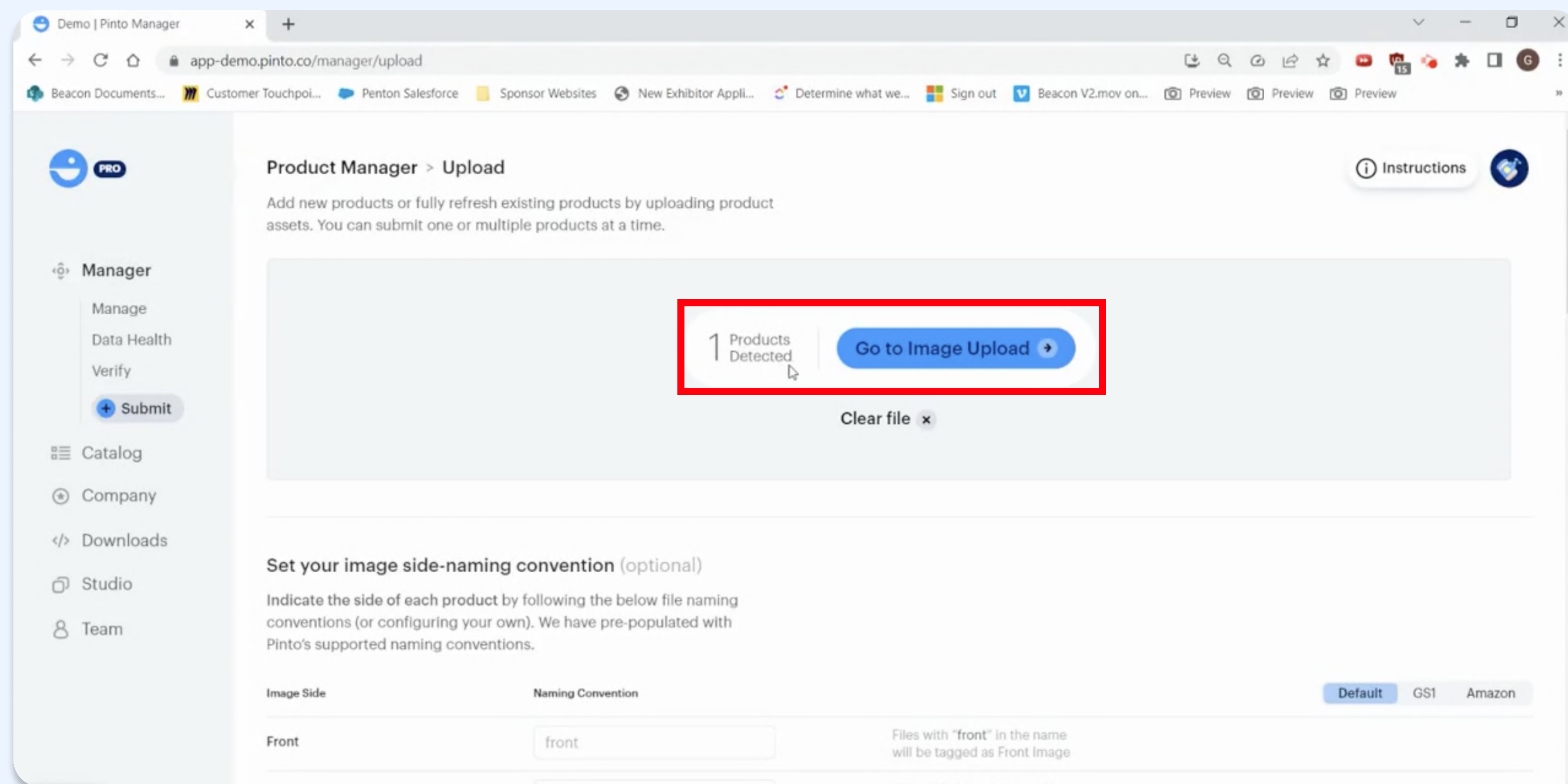
Once again, if you only fill out the required fields in red in the CSV/XLS Template, you will need to input all additional SKU-specific information directly into the Pinto Manager webpage, which we will cover in the next steps. For now, fill out the template, save your changes and then follow the steps below.

Now that you have filled out the CSV template for each of the SKUs you are planning to upload, return to the 'Submit' page in the product portal and select 'Upload CSV/XLS Template'.

Navigate to where the CSV/XLS Template is located on your computer and select 'Open'.



With the template uploaded, you should see the correct number of products detected based on the number of SKUs you intended to upload. From there, select 'Go to Image Upload' to move to the image upload portion of the process.



6. Product Image Upload

To upload product imagery for each SKU, you'll need either:

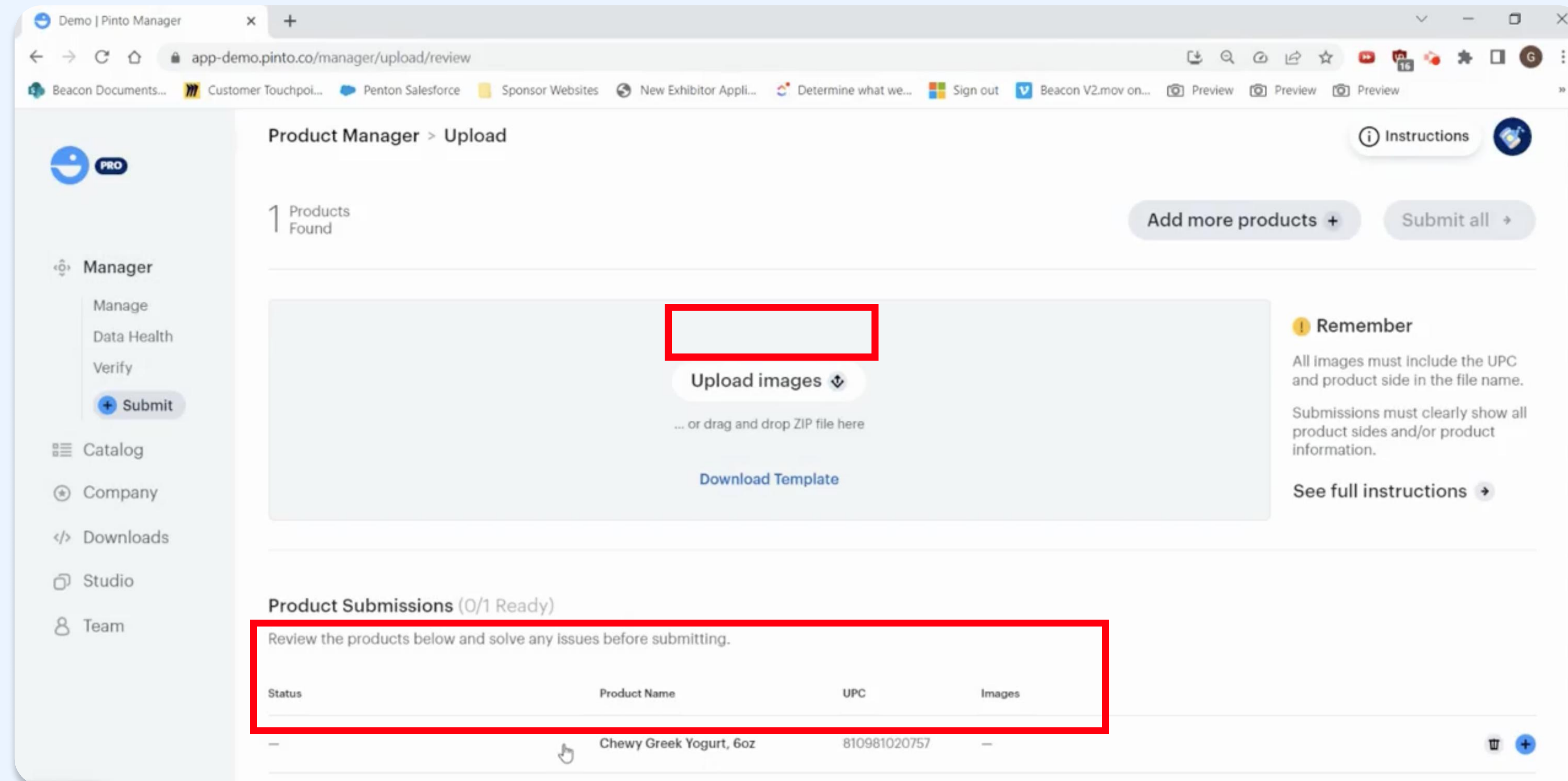
The front packaging image and the label flat for all of your products (preferred) OR images of ALL sides of the product packaging that contain text or images.

If you choose to submit all sides of the product packaging, you will need to follow a specific procedure noted below.

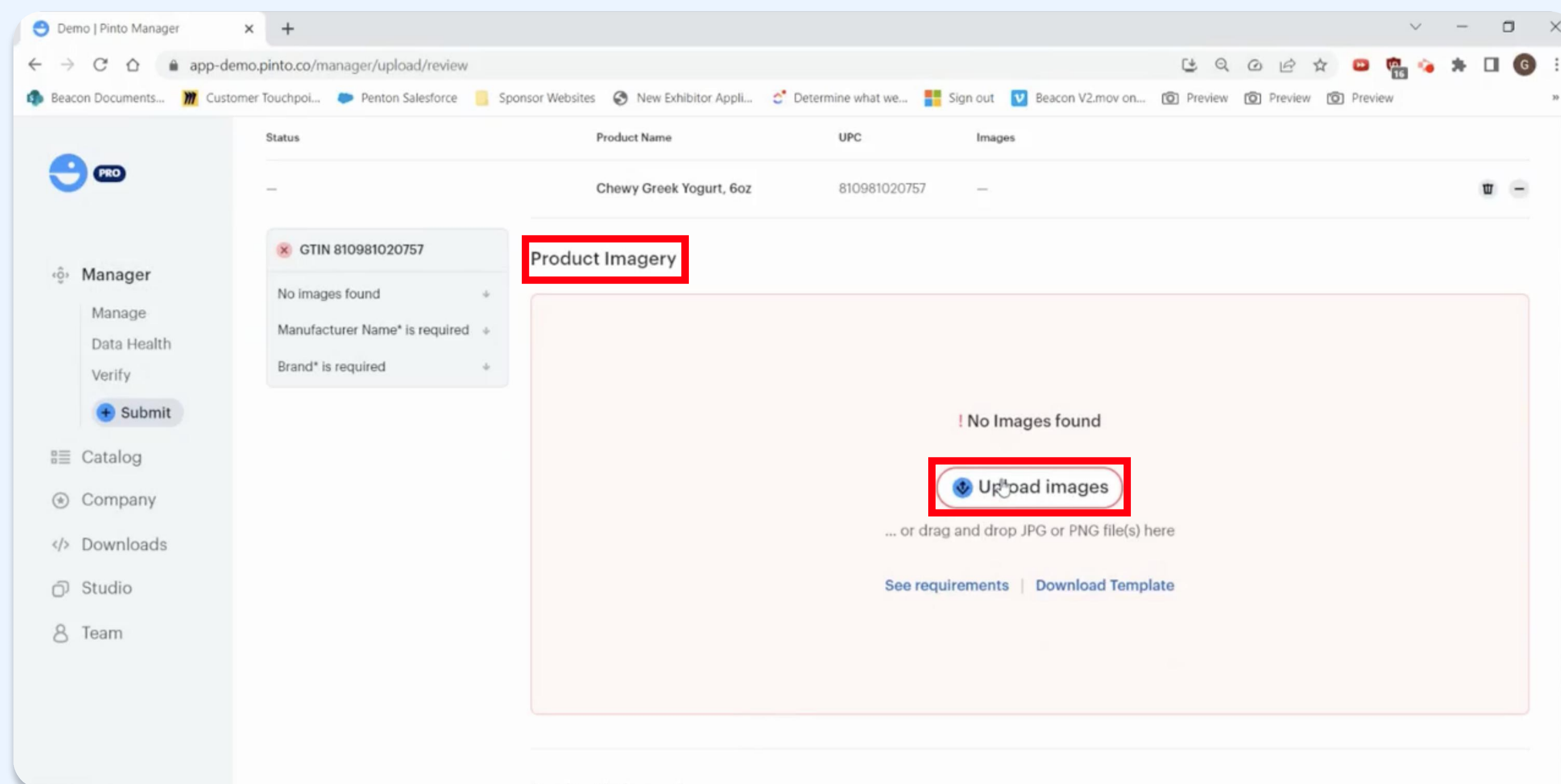
The image types that are supported by Pinto for upload are:

JPG, JPEG, and PNG. PDF is supported, but only for label flats. The first three are preferred for all images.

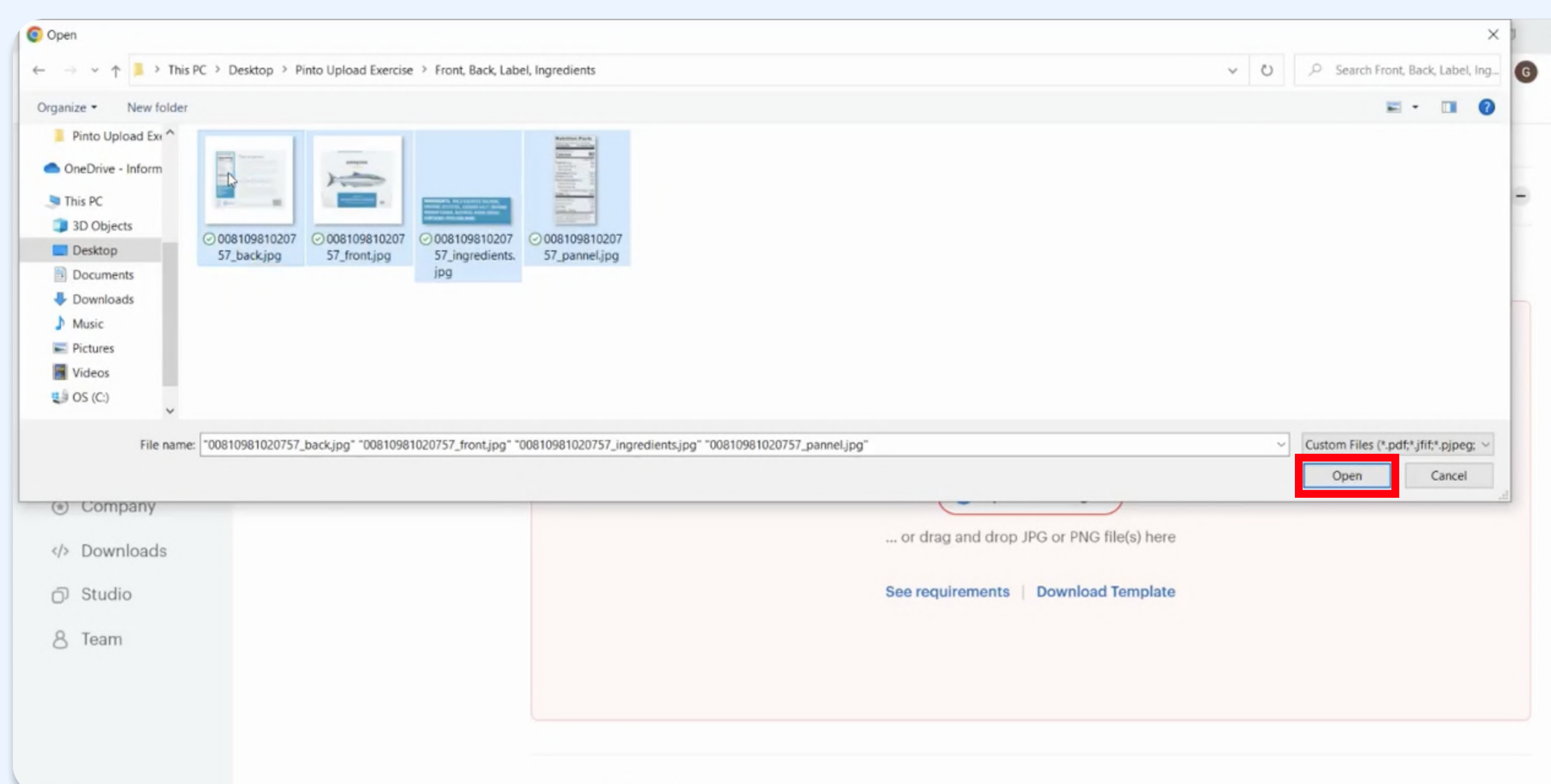
You can select 'Upload Images' as shown in the screenshot below to upload a ZIP file containing all your product images or select each uploaded product individually further down the page.



Clicking on the product listing will open the 'Product Imagery' section. Select 'Upload Images'.



Navigate to where the product images are saved for that specific SKU, select all of them and then 'Open'. Please note the required naming convention followed in the screenshot below.

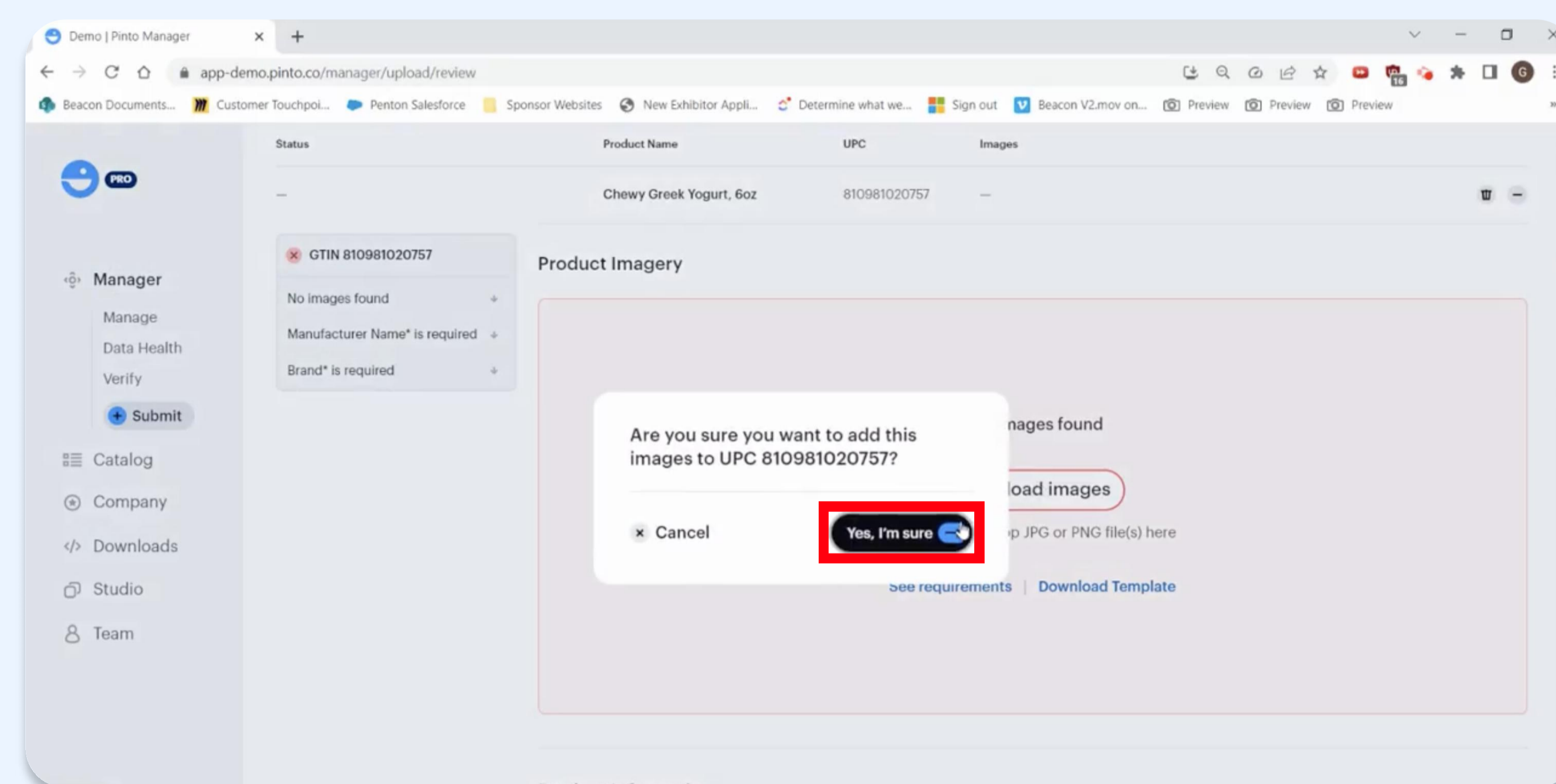


The specific requirements are outlined here:

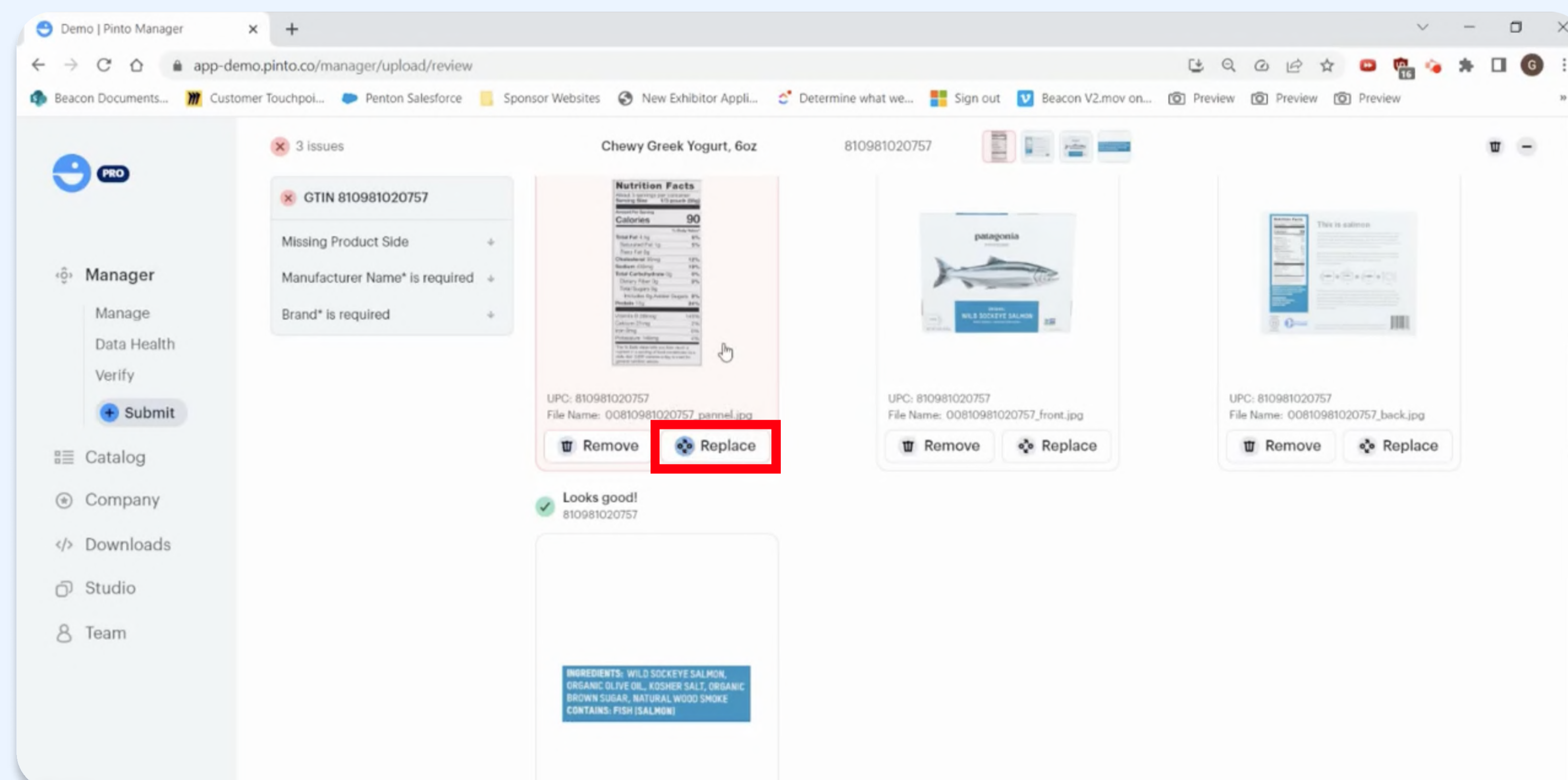
Example naming format: 00123456789012_front or 00123456789012_C1N1

Description	GS1 "side"	Pinto "side"	Case - Front	C1NA; A1NA	case-front
Front	C1N1; A1N1	front	Case - Right	C8NA; A8NA	case-right
Left	C2N1; A2N1	left	Case - Back	C7NA; A7NA	case-back
Top	C3N1; A3N1	top	Case - Left	C2NA; A2NA	case-left
Right	C8N1; A8N1	right	Case - Top	C3NA; A3NA	case-top
Bottom	C9N1; A9N1	bottom	Case - Bottom	C9NA; A9NA	case-bottom
Back	C7N1; A7N1	back	Innerpack - Front	C1NB; A1NB	innerpack-front
Other	X3CC; XDC0; X1C1; C3C0; C3C1; X1CC	other	Innerpack - Right	C8NB; A8NB	innerpack-right
Fact Panel	L2; CNN1	factPanel	Innerpack - Back	C7NB; A7NB	innerpack-back
Ingredients	L4; CIN1	ingredients	Innerpack - Left	C2NB; A2NB	innerpack-left
Fact Panel & Ingredients	L5	factPanelIngredients	Innerpack - Top	C3NB; A3NB	innerpack-top
Full Label Flat	L1	fullFlat	Innerpack - Bottom	C9NB; A9NB	innerpack-bottom
Preparation Instructions	L8	preparation instructions	Innerpack - Front Left	C1LB; A1LB	innerpack-front-left
Pet Feeding Instructions	L9	petFeedingInstructionsIngredients	Innerpack - Center	C1CB; A1CB	innerpack-center
QR Code	L6	qrCode	Innerpack - Front Right	C1RB; A1RB	innerpac-front-right
Certification Logos	L7	certificationLogos	Innerpack - Fact Panel	L2NB; CNNB	innerpack-fact-panel
Barcode	L3	barcode	Innerpack - Ingredients	L4NB; CINB	innerpack-ingredients
Marketing - Front Left	C1L1; A1L1	front-left	Innerpack - Barcode	L5NB	innerpack-barcode
Marketing - Front	C1C1; A1C1	front	Lifestyle		lifestyle
Marketing - Front Right	C1R1; A1R1	front-right			

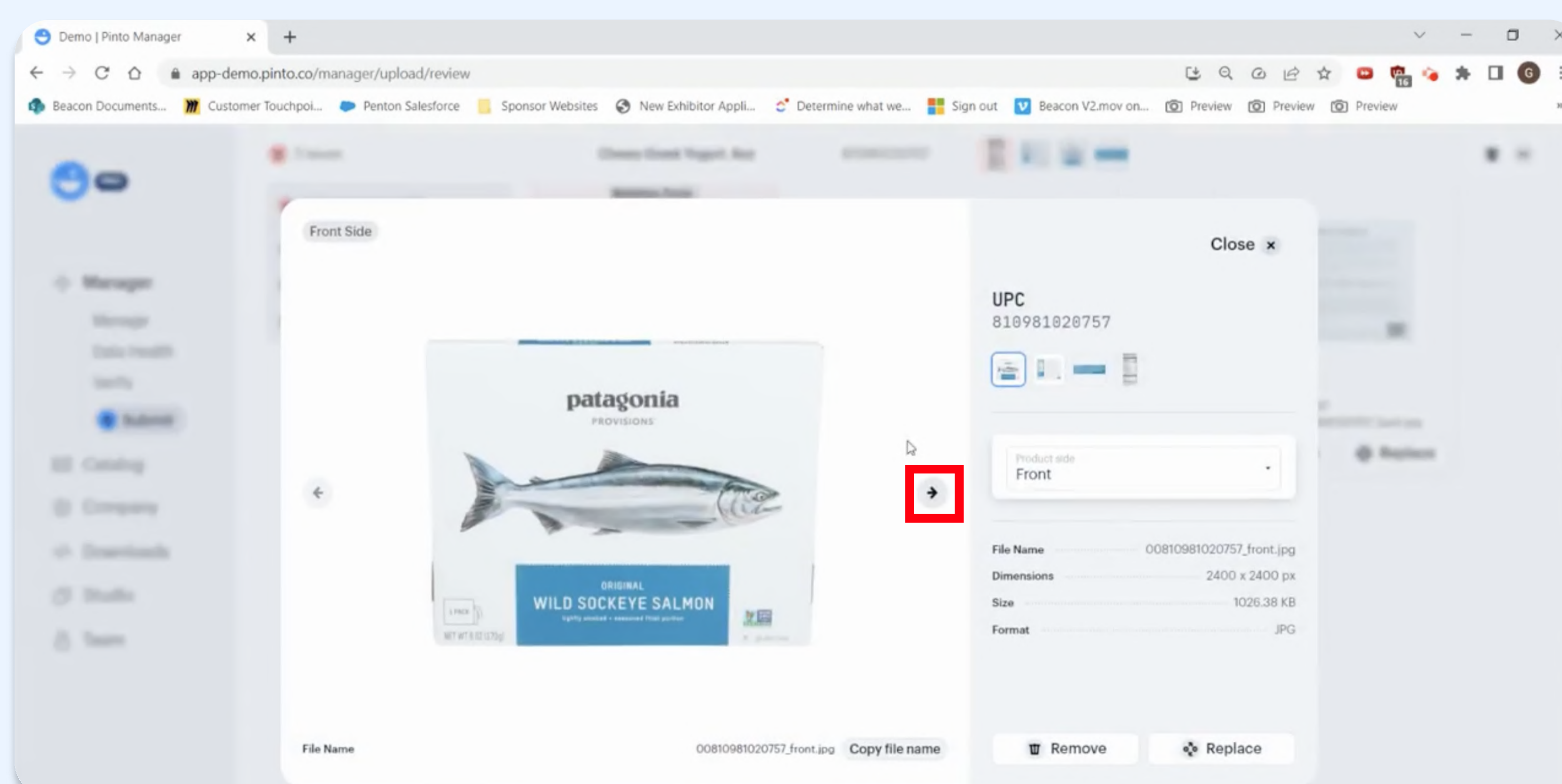
After uploading those images for that specific SKU, select 'Yes I'm sure'.



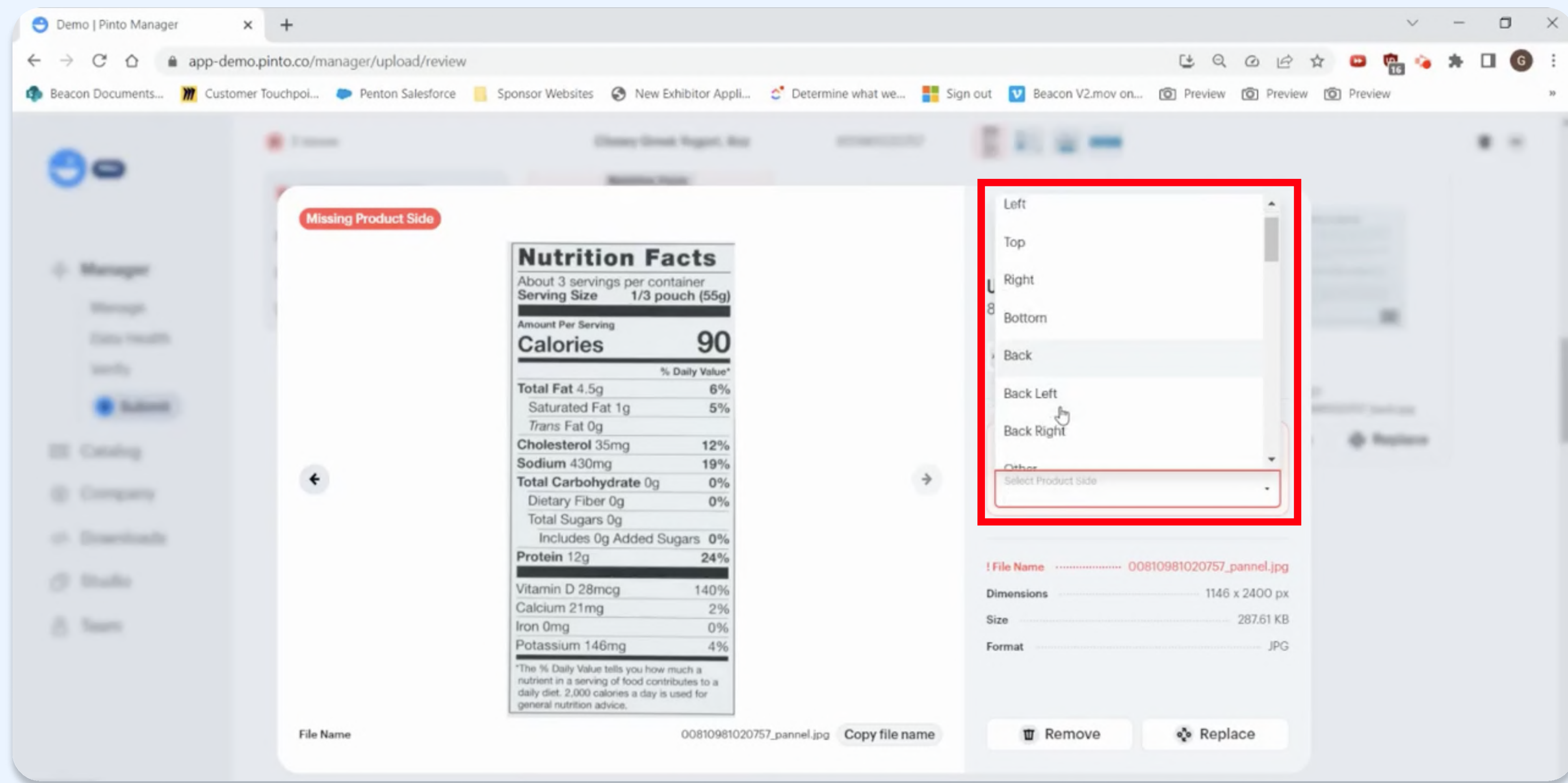
You will then see each of your uploaded images. If there is an error, the product image will be highlighted in red. To identify and resolve the issue, select 'Replace'.



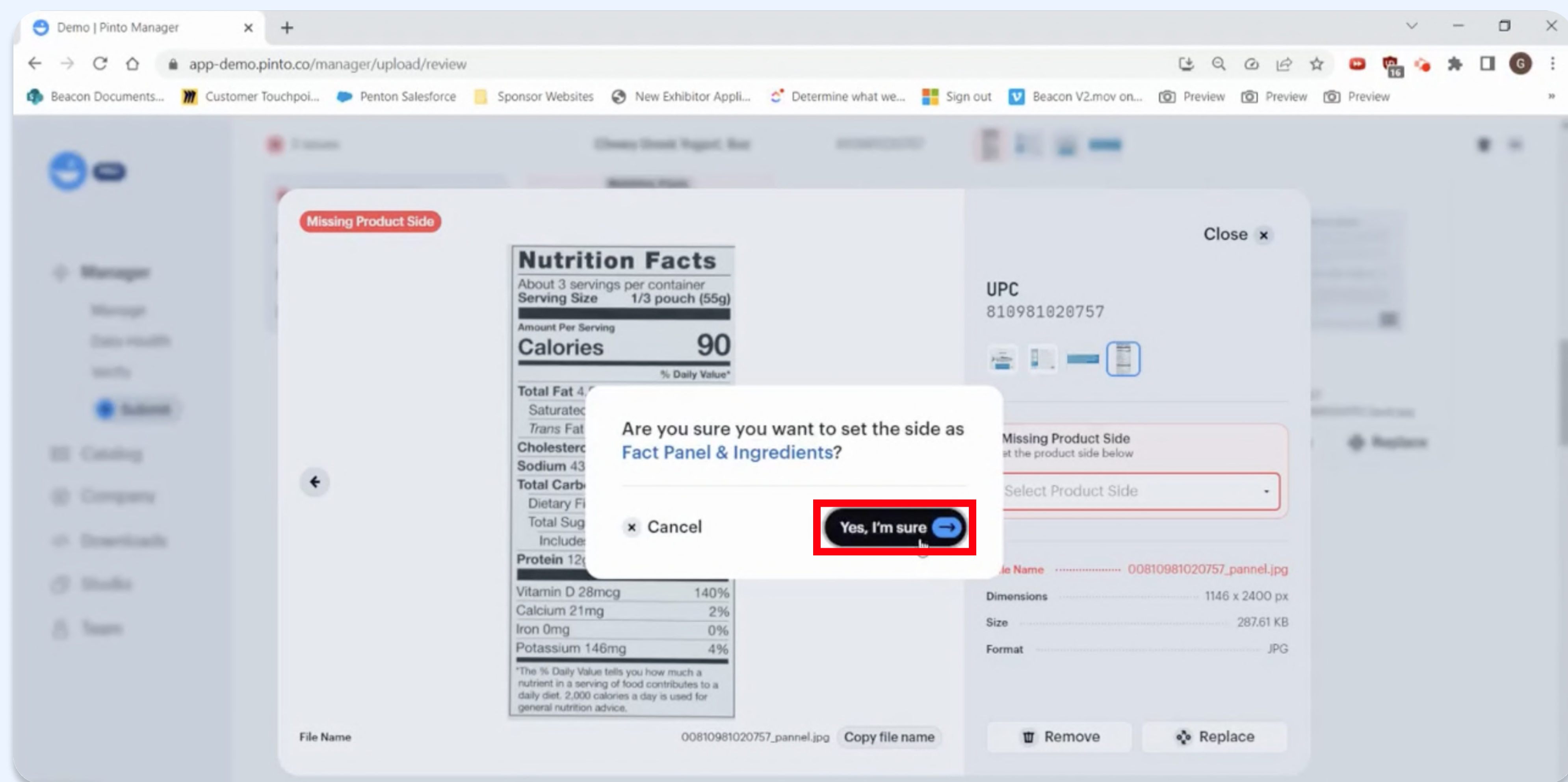
Here, you can review each of your uploaded images to verify they are accurate. Select the arrow to move between images.



In this example, the naming convention for this image was misspelled. The type of error is highlighted in the top left of the product image, e.g., 'Missing Product Side'. To correct this error, you can select the correct image side.

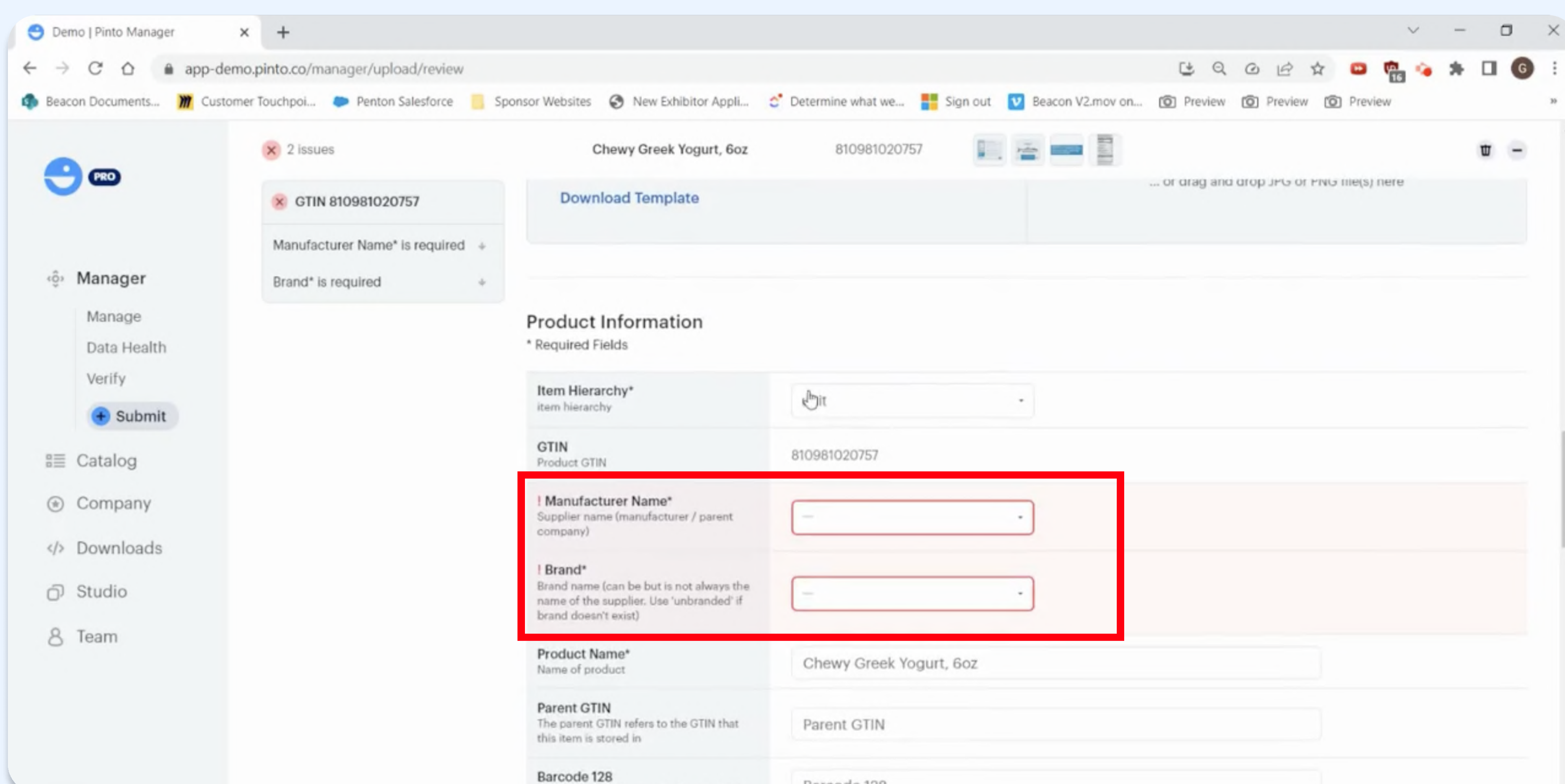


To confirm this change, select 'Yes, I'm sure'.



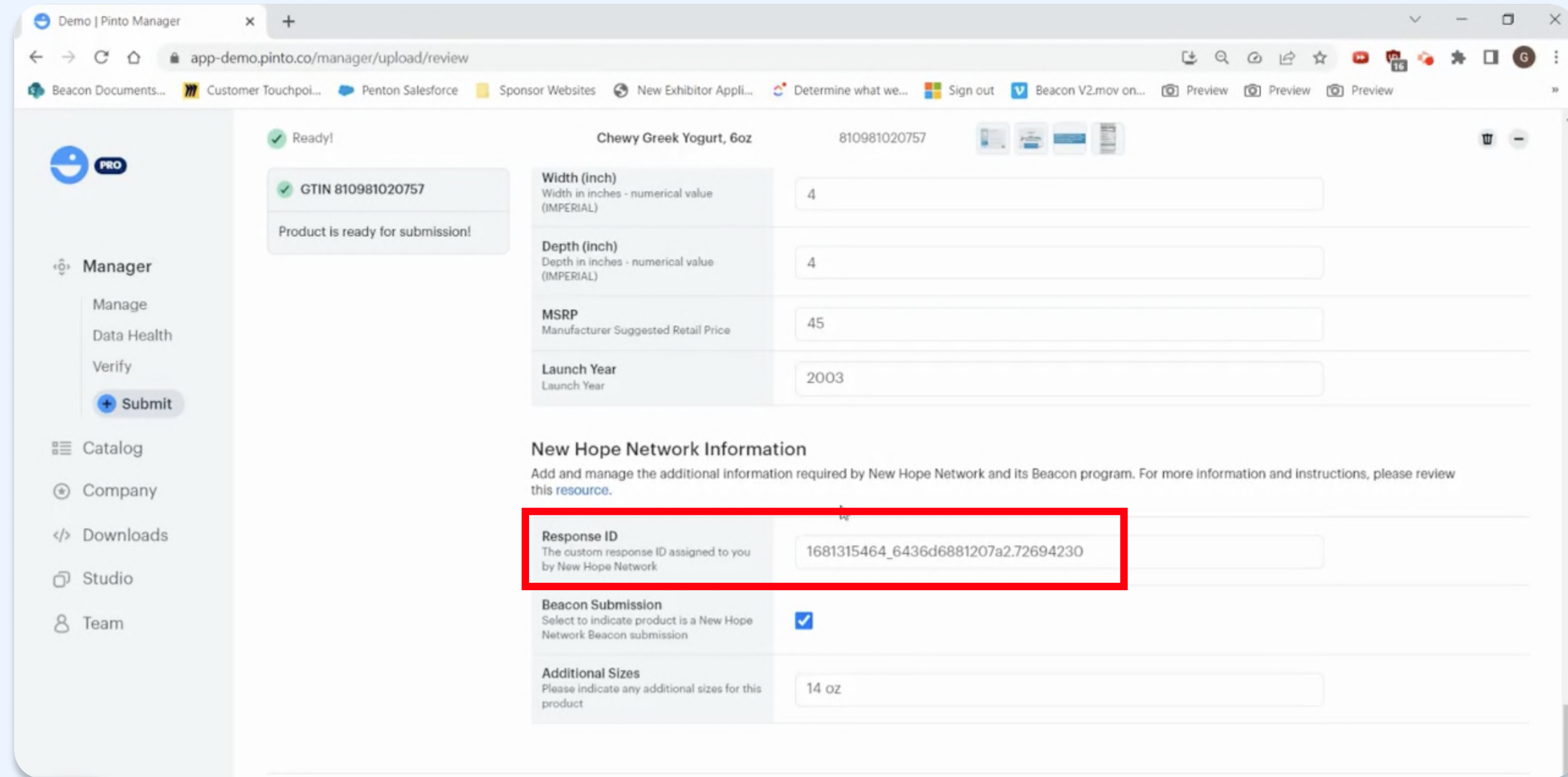
Please Note: If you do not have a label flat for your image, you can rename your Fact Panel or Ingredients image as a Full Label label. This will allow you to submit your images through. **If you do not include ALL sides of the product packaging that contain text or images**, your application will be initially rejected by the Standards Team and you will be asked to submit the rest of your images for your products.

Select 'Close' in the top right to exit the product image editor and scroll down the page to the 'Product Information' section. If there were any errors in the uploaded product information from the CSV/XLS Template, you can fix them here.



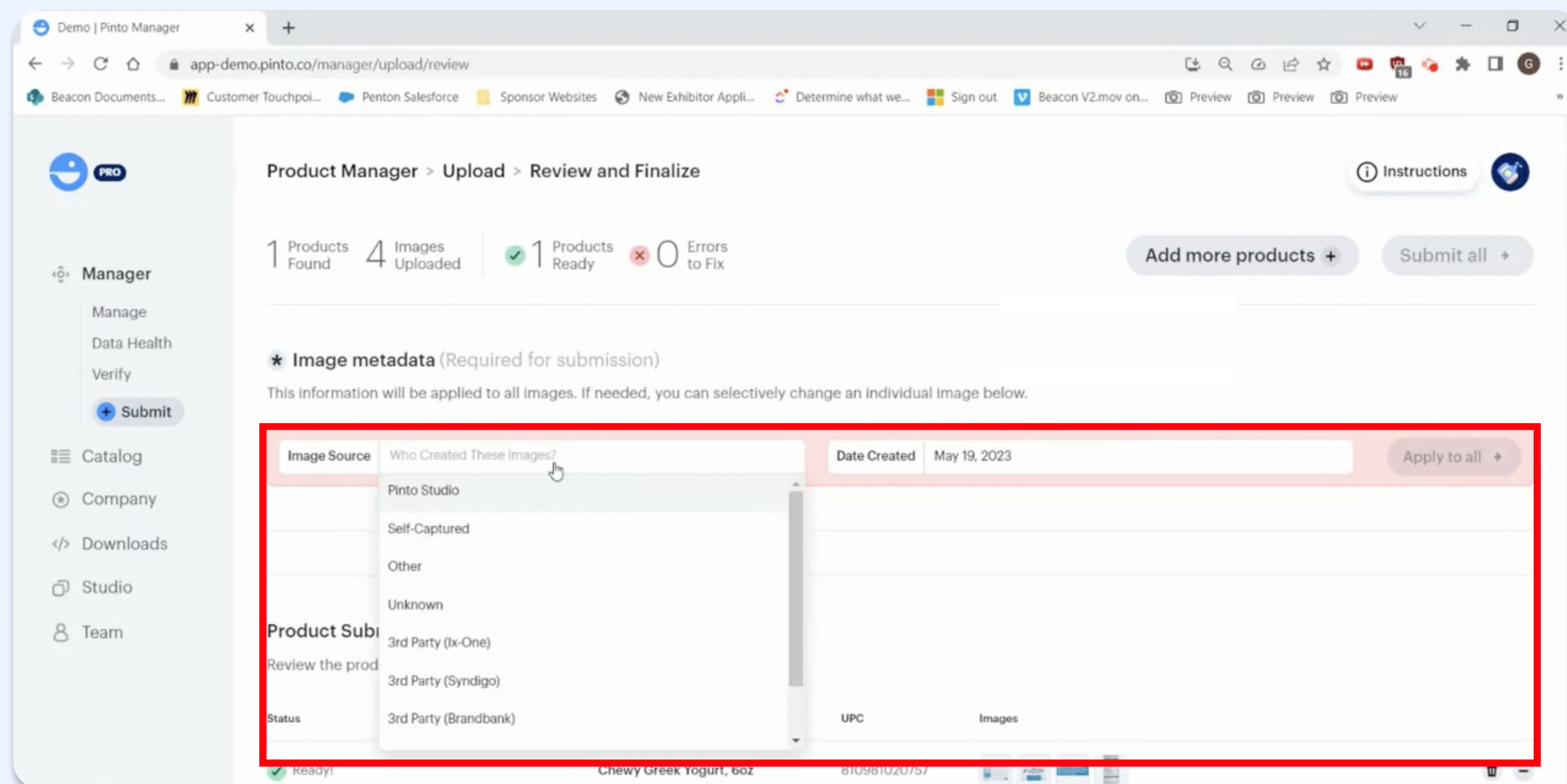
Near the bottom of the page is the 'New Hope Network Information' section. Ensure that the **Response ID**, which is a 34-digit alphanumeric code that you should have received via email after the completion of the Standards application, is entered correctly here.

The same Response ID will be used for each of your products getting uploaded.

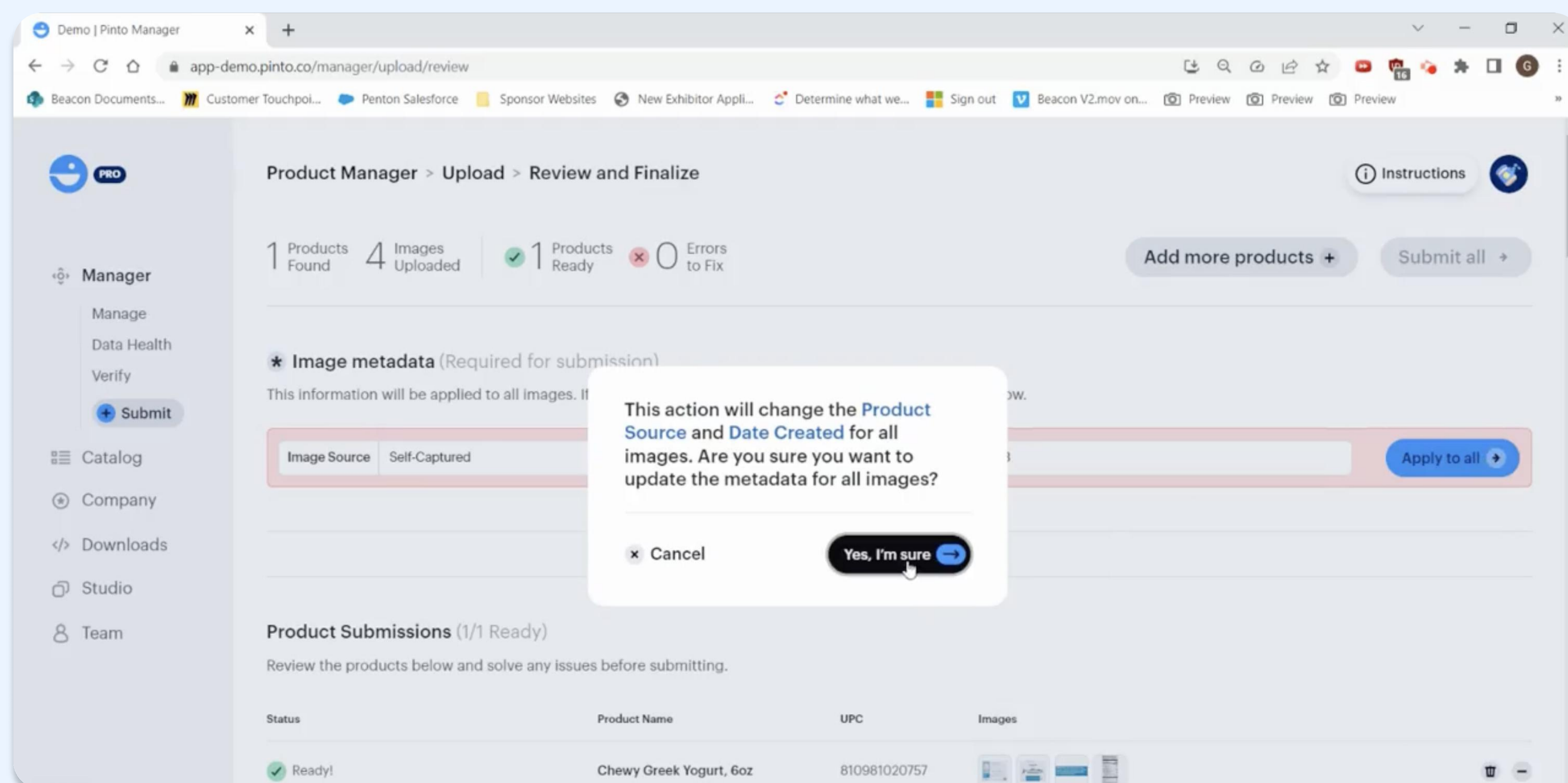


7. Image Source Creation

Now you need to select the image source of who created these images and select the date created. It will automatically default to today, but if you have that additional information, you can feel free to change it to the correct date.

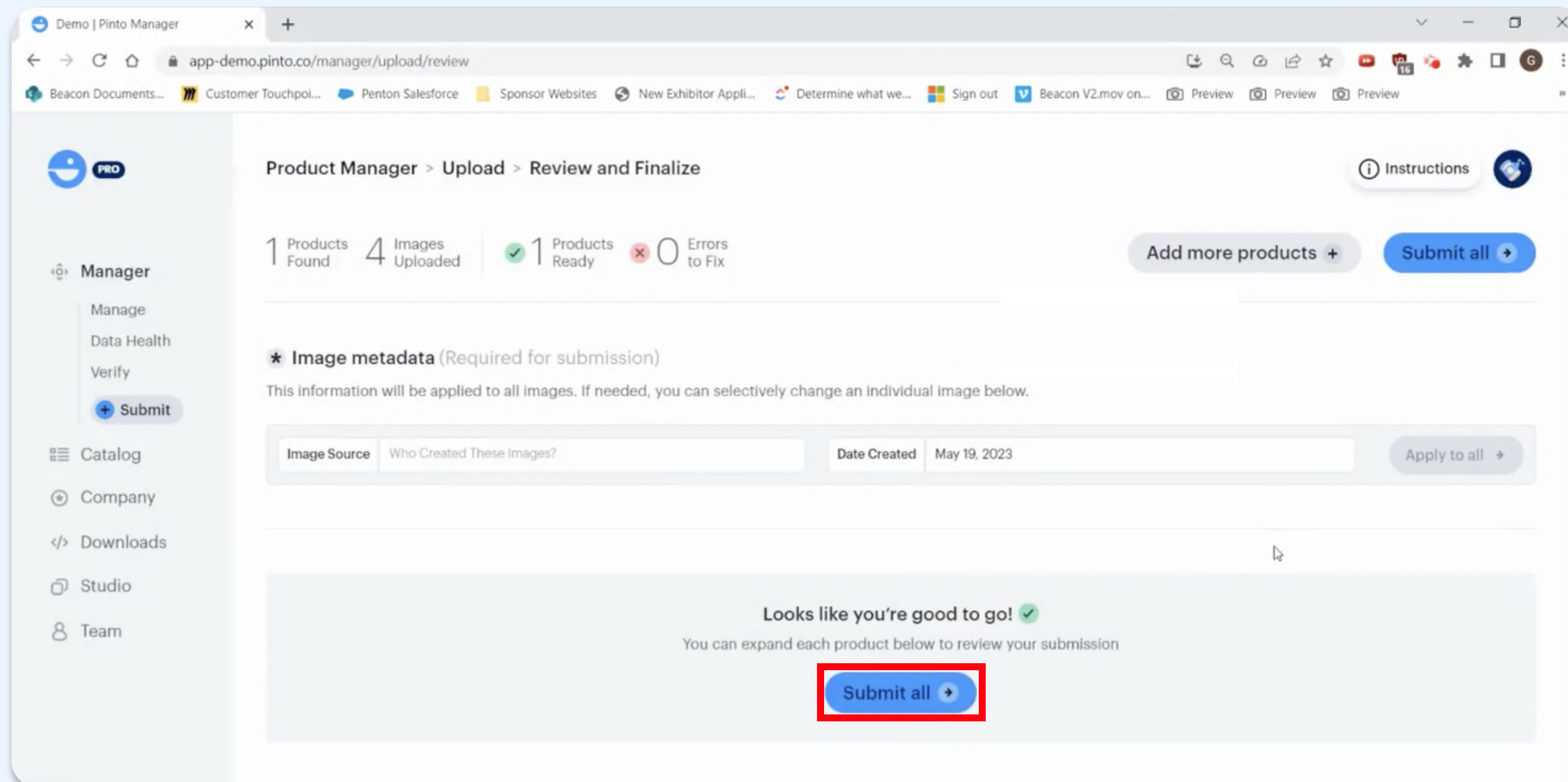


Once that is selected, you'll want to select apply to all so that it applies to all of your SKUs.

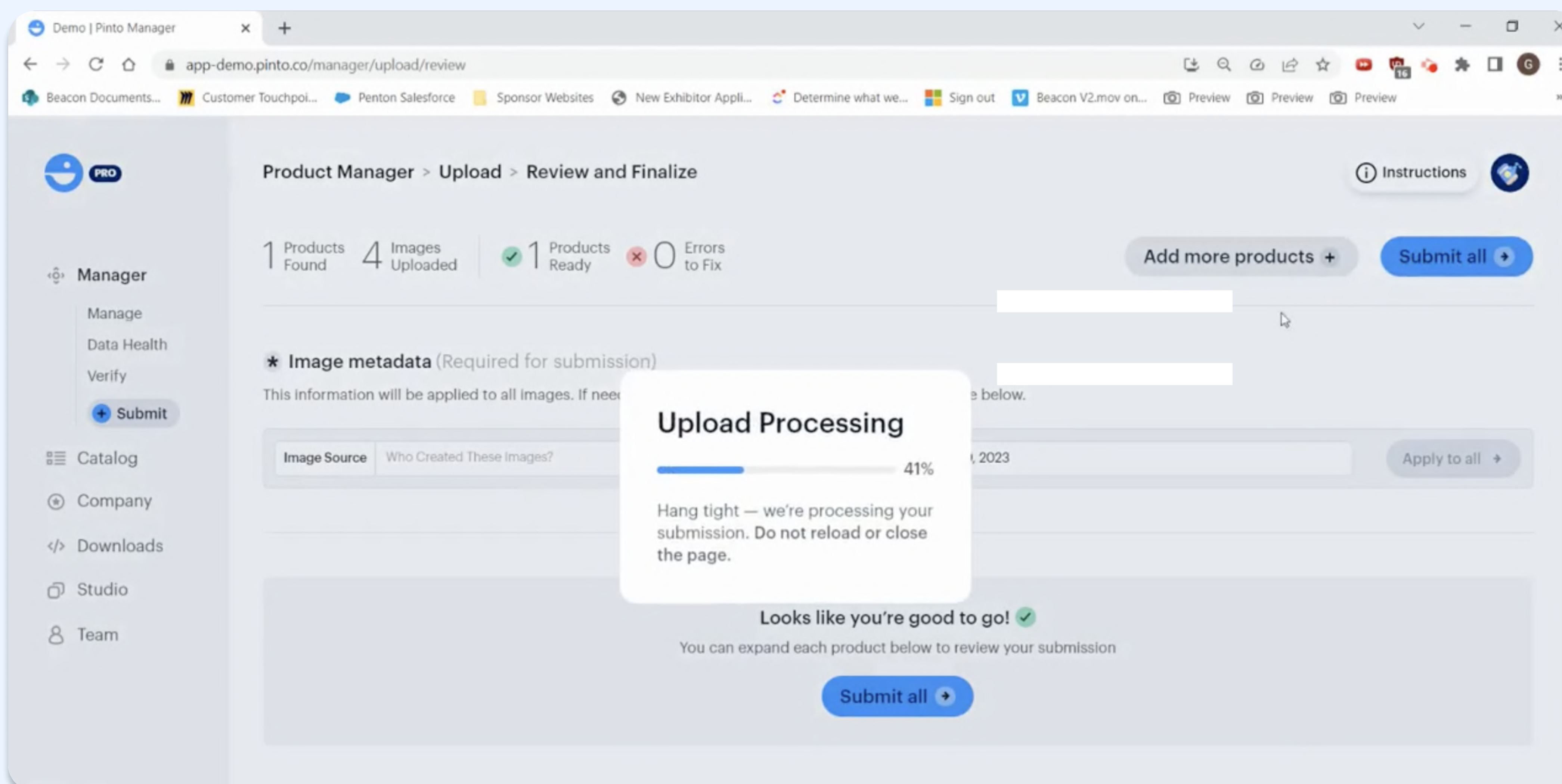


8. Final Review and Submission

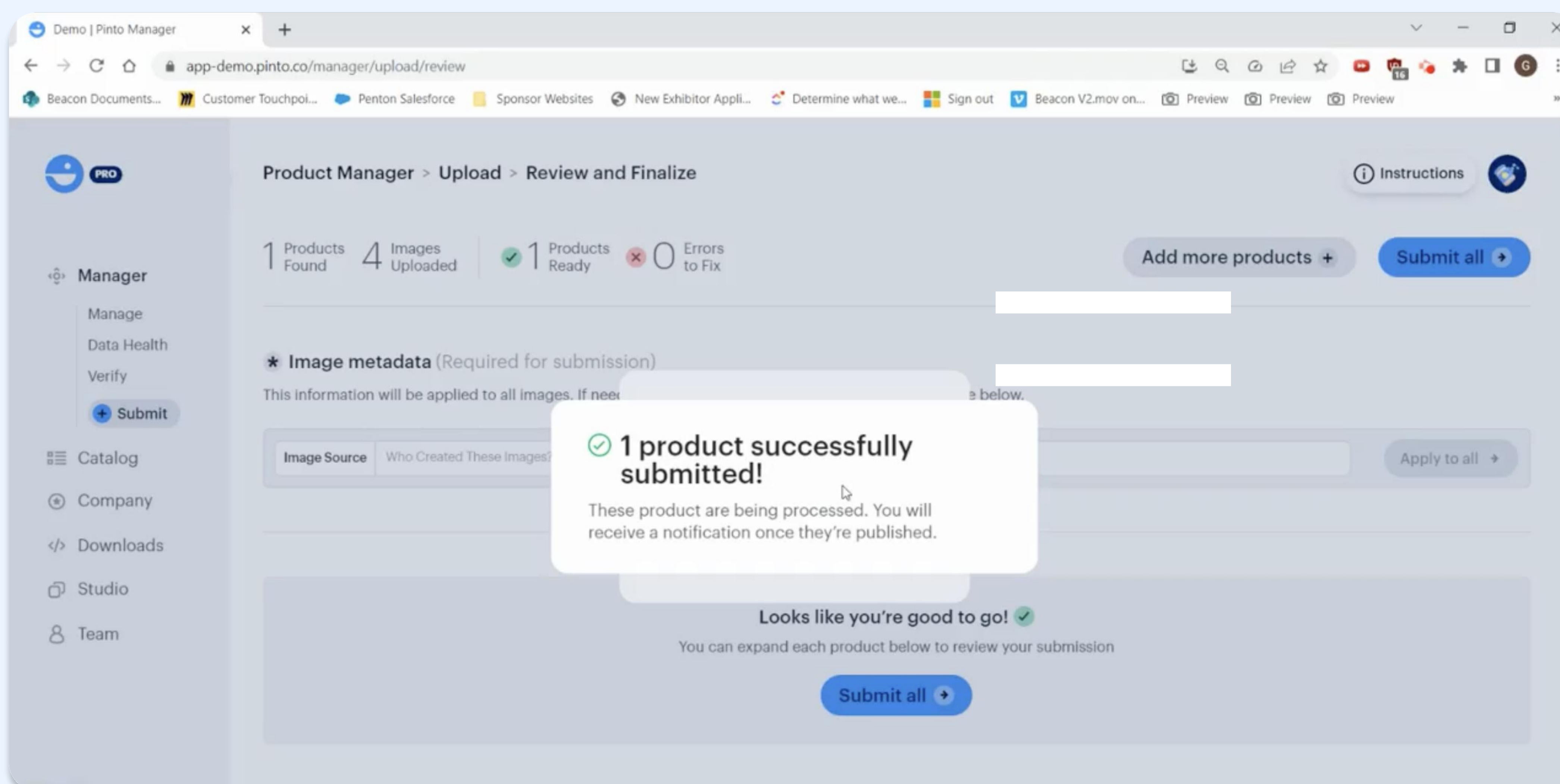
Almost there! The final step is to select the 'Submit All' button. This will then begin the uploading process for your products.



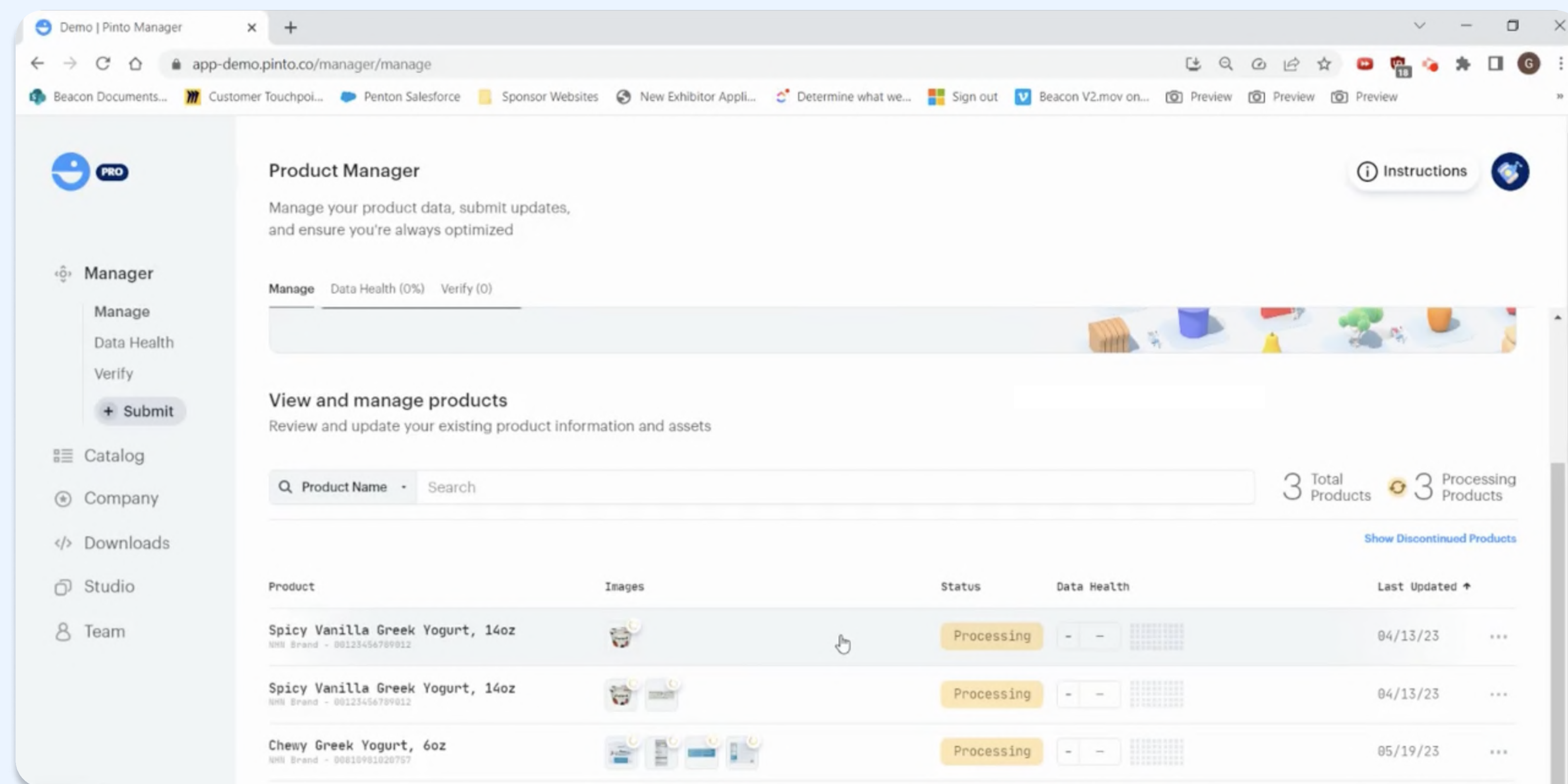
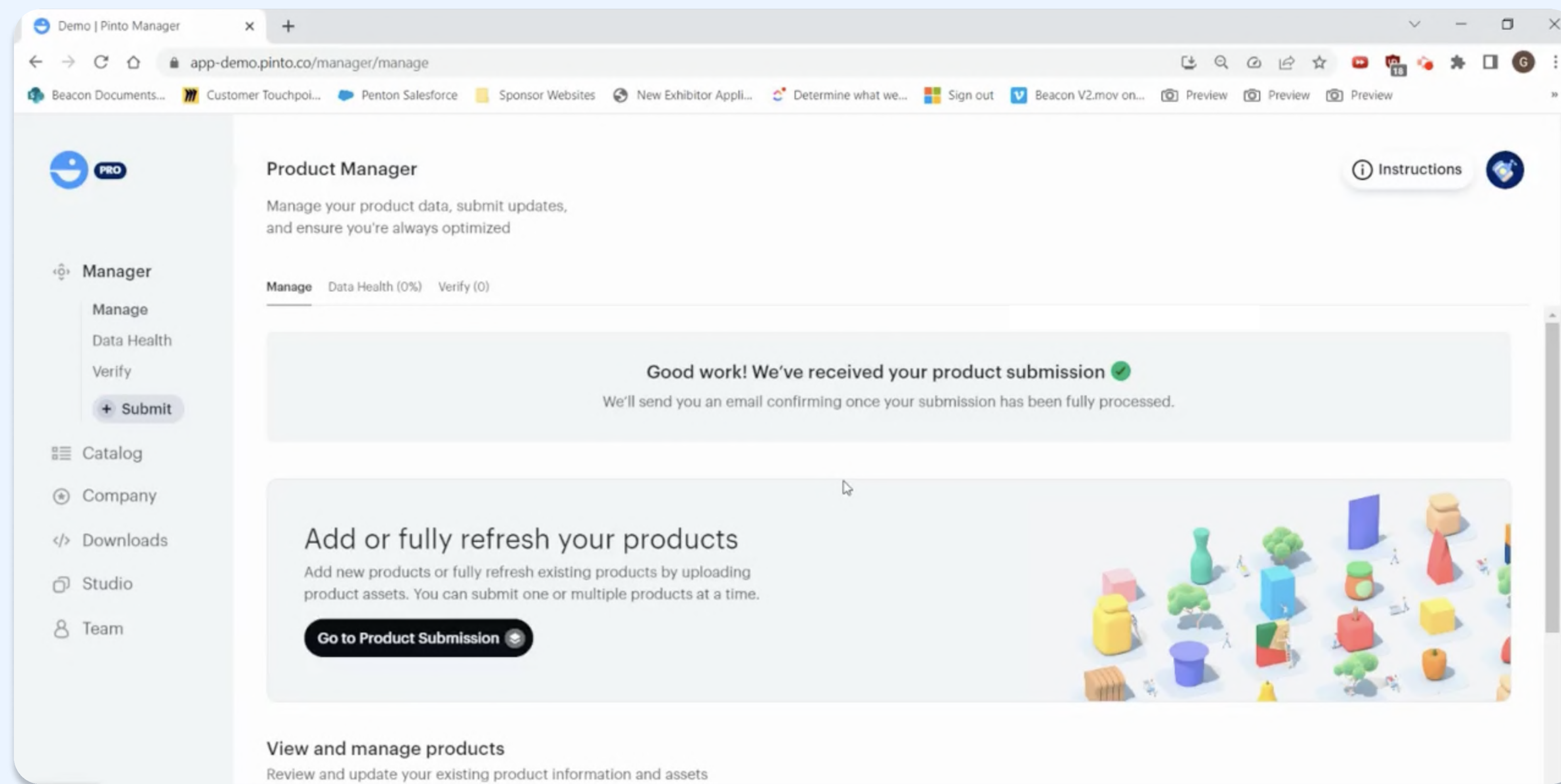
Depending on the number of SKUs you are uploading, processing will take a few minutes.



You will get a confirmation that your products have been submitted.



This will then take you back to the main Pinto page where if you scroll further down the page you can see all the products that have been submitted.



9. Already a Pinto Partner/Existing Products on Pinto

Login to your Pinto Manager account to upload any additional products you'd like to submit to Beacon Discovery.

Click into each product to add the five fields unique to New Hope:

- **Response ID** - 34-digit alpha-numeric ID number that was to sent to your email after completing the standards application form. The same ID will be used for each product.
- **MSRP (USD)** - The price that a product's manufacturer recommends it be sold for at the point of sale. If unavailable put 'N/A'.
- **Launch Year** - Year in which the product is launched.
- **NHN Beacon** - During this early adoption phase, you may input "True" for all products; however, please note that once Beacon Discovery becomes fully live, we will be limiting displays to 5 products. Additional products can stay on Beacon Discovery for a fee which can be discussed with your sales representative later.
- **Additional Sizes (Optional)** - Additional sizes offered - if you have multiple sizes for a single product, we want you to just provide one product submission, i.e. if you have a 16oz, 32oz, and 64oz size, we just need one product and the rest to go under additional sizes.

If you are missing any of the required fields, Pinto Manager will flag the field for you to edit within the product update.

Please Note: If you do not have a label flat for your image, you can rename your Fact Panel or Ingredients image as a Full Label label. This will allow you to submit your images through. If you do not include ALL sides of the product packaging that contain text or images, your application will be initially rejected by the Standards Team and you will be asked to submit the rest of your images for your products.

At the end you will be able to select "Save Changes" and it will process all the updated information accordingly for the Standards Team to review.

10. Now What?

Pinto will analyze all uploaded information, **which takes around 3-4 days.**

From there, the Processing Status associated with each product will change to 'Active' status, which means the New Hope Network Standards Team can begin to review all of your application materials. **This part of the process takes 5-7 days.**

The Standards Team will notify you via email that all products have been approved, or explain what changes need to be made.

Still Have Questions?

If you're unsure about any steps in this process, or are experiencing difficulties during this process, please reach out to Standards@newhope.com and a New Hope team member will be in touch.