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

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/](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 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.

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’. 
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.
5. Uploading Product Information
To start uploading your product information, you will need to download the Data CSV/XLS Template, which can be downloaded here as a CSV: https://standards.newhope.com/wp-content/uploads/2023/06/NHN_Pinto-CSV-Submission-Example-with-instructions.xlsx

This template will have 14 fields that you will be required to fill out for each SKU. Five of the fields are required to upload the CSV/XLS template (highlighted in red within the template) to the portal.

These are:
- **The Item Hierarchy** (example: unit)
- **The Product GTIN** (this should be a 14 digit number)
- **Manufacturer** (the manufacturer or supplier who makes the product)
- **The Brand** (this should be the brand name which provides the product)
- **The Product Name** (this should be the customer-facing name)

The other 14 fields can be completed directly on the Pinto Manager webpage.

Please note that once you have started the submission process within the Pinto Product Portal, you will not be able to save your work, so it is recommended to save all your information within the CSV/XLS template.

The CSV/XLS template is also recommended for brands uploading in bulk, such as with five or more SKUs.
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.

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

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 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, \textbf{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. \textbf{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.

\textbf{Still Have Questions?}
If you're unsure about any steps in this process, or are experiencing difficulties during this process, please reach out to \texttt{Standards@newhope.com} and a New Hope team member will be in touch.