



Handbook

Everything you need to know
to get you going

Welcome to *myHallmark*

Your source for the latest in new products, seasons trade information and merchandising tips and tricks from Hallmark.



How to Login and Navigate myHallmark

Registering

Enter the URL <http://trade.hallmarkcards.com.au> and select the **REGISTER** button (top right of the screen) and enter your details, ensuring you fill in all {Required} fields. Your Account Code is your Hallmark customer number (eg. 5012345) and it is used to assist your registration by verifying you have an active account with Hallmark Cards Australia.

Your email address is used to link your myHallmark account with your actual account and you can use any email address you like, however be aware that the account you specify is the account used by us for correspondence.

Are you an existing customer? Yes

Register for My Hallmark account

Account Code

Your Details

Email Address

Confirm Email Address

Company Name

Contact Name

Address

Town / City

County / State

Post Code

Country

Phone

User Name

New Password

Confirm Password

Password needs to be at least 8 characters, include both upper and lower case characters, a special character, and a number.

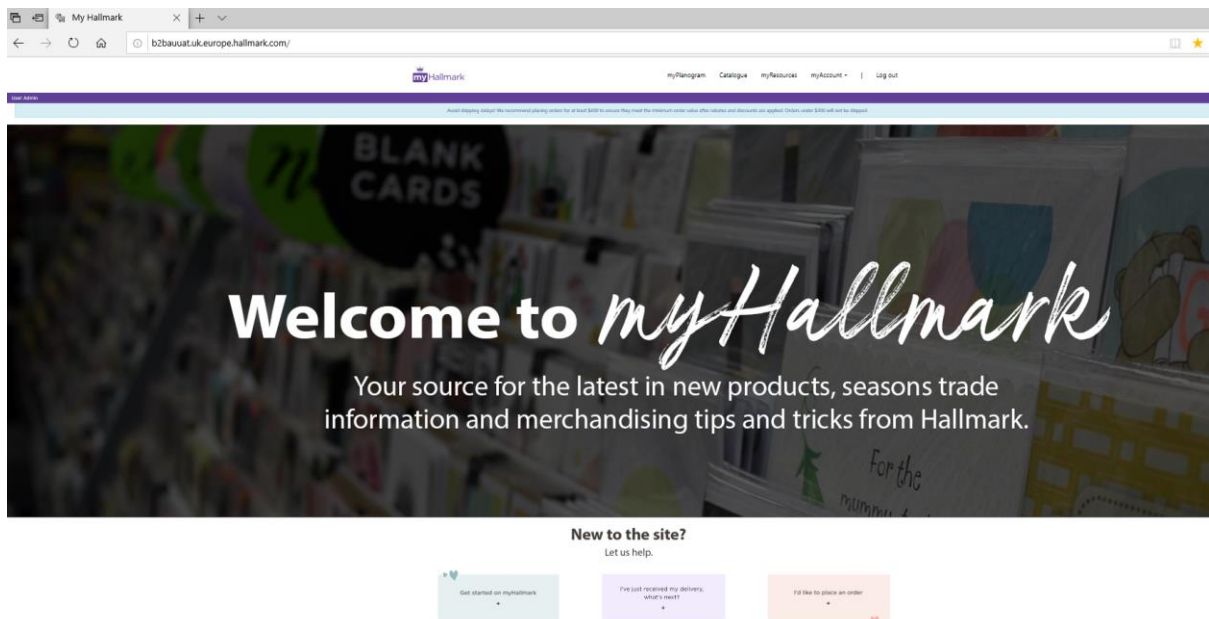
Please tick this box if you want to receive emails about our exciting offers and services especially for you



Home Page

The homepage is designed to give you full visibility of the myHallmark website and provides you with 7 options across the top of the screen.

- **myPlanogram** – this link allows you to view and shop using your current in store planogram
- **Catalogue** – this link provides you our entire catalogue of products, where you can add items to your checkout basket
- **myResources** – this link gives you access to a dedicated resource section providing information on Merchandising, Products and other details to assist in managing the category more effectively
- **myAccount** – this link allows you to view your store details, change your password, place orders multiple ways, view order history and shipment history
- **LOGOUT** – this link will log you out of the myHallmark website



MYPLANOGRAM

Upon selecting MYPLANOGRAM you will be shown a list of your current, live plans (or racks) that apply to your unique store, giving you the option to view each one individually.

From inside each plan (or rack) you are able to add items to your basket simply by clicking on the card shown in the plan.

The pockets highlighted in pink indicate pockets where there is a shared plan and those pockets do not belong to Hallmark ie. Competitor products. Please note you will not be able to order on these pockets.

After adding a product to your basket, it will be highlighted and will be visible with a green box.



Understanding Racks or Plans

The racks you see visible are the bespoke plans designed by our team for your specific store. Depending on the size of your display will directly correlate with how many plans you see. Racks are laid out based on RackCode in descending order from A-Z.

Everyday	EWA	ENGAGEMENT WEDDING ANNIVERSARY COUNTER
Everyday	FEM	FEMALE COUNTER
Everyday	FFS	FOREVER FRIENDS19
Everyday	FHS	FROM THE HALLMARK STUDIO16
Everyday	FRE	FEMALE RELATIONS COUNTER
Everyday	GAL	GALLERY17 III
Everyday	HBH	HAPPY BY HALLMARK19
Everyday	HF	100FOLD18
Everyday	HPJ	HAPPY JACKSON14
Everyday	HPS	HOT PRESS15
Everyday	INV	KIDS INNOVATION18
Everyday	INV	KIDS INNOVATION18
Everyday	JUV	JUVENILE COUNTER

Rackcode – defines the group of cards to which they belong

Description – provides details of what is included in the rack, by row, tiers and pockets

Eg.

Revision	RackCode	Description
Everyday	AGE	8R 15T 120P

8R 15T 120P means 8 rows, 15 tiers and 120 pockets

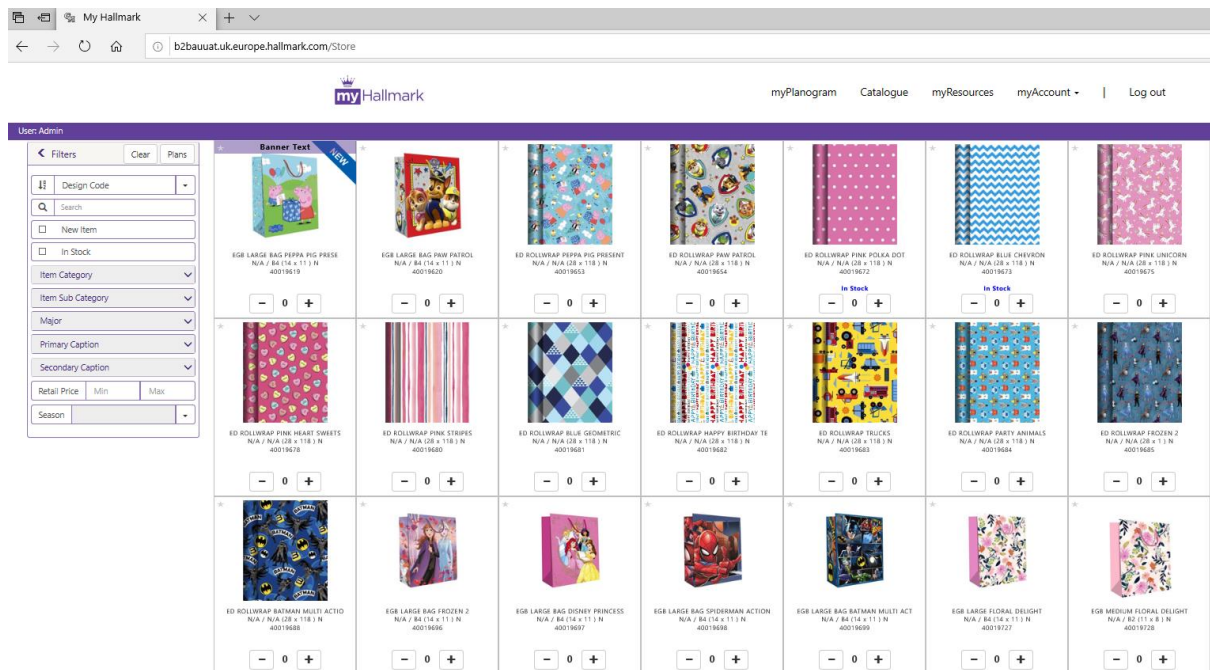


Catalogue

Upon selecting CATALOGUE you will be shown a page that provides you the ability to explore, view and add items from our entire Independents catalogue. Many of these products will already be in your current Planogram (visible using the MYPLANOGRAM link), however you may also find some new favourites or just the right product for that special customer.

On the left hand side of the page you have multiple filters you can use to make your search easier. Either use the Search bar or the multiple filters to drill down by Category, Major Caption, Minor Caption etc.

Eg. If you use the Search bar and type "Dad", all products with reference to Dad will be shown.



The screenshot shows the myHallmark web application interface. At the top, there's a navigation bar with 'myHallmark', 'myPlanogram', 'Catalogue', 'myResources', 'myAccount', and 'Log out'. Below this is a 'User Admin' section with a 'Filters' sidebar on the left. The sidebar includes options for 'Design Code', 'Search', 'New Item', 'In Stock', 'Item Category', 'Item Sub Category', 'Major', 'Primary Caption', 'Secondary Caption', 'Retail Price' (with 'Min' and 'Max' fields), and 'Season'. The main area displays a grid of 21 product cards. Each card features a product image, a title, a design code, and a stock status indicator (e.g., 'In Stock' or a quantity of '0'). The products include various designs like Peppa Pig, Paw Patrol, and Batman.

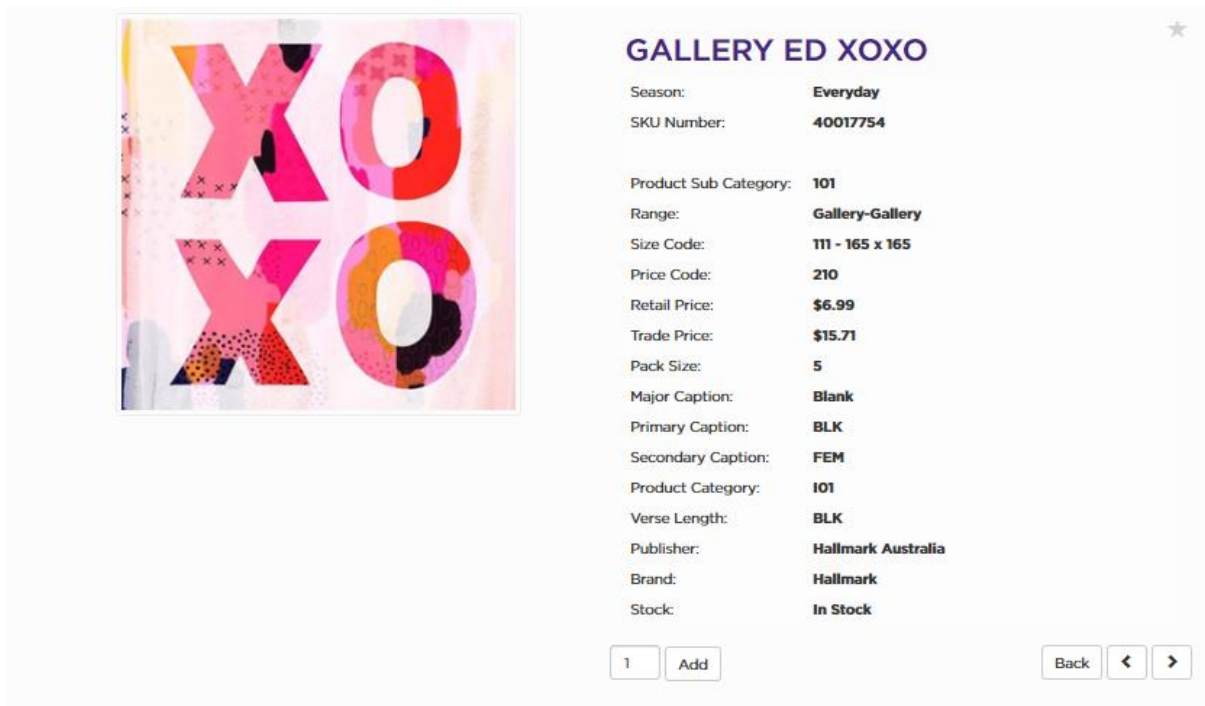
Note: Any products ordered through the CATALOGUE link (Open Buy) will not show pocket numbers on the associated tickets upon delivery.



Viewing Products

If you click on a product, this will open a window giving you more specific information about that product. You can also add products to your order (or basket) from this screen by clicking the **"Add"** button below the products details window.

You can also scroll through other products by clicking on the left and right (< or >) arrows located at the bottom of the product details window.









Season:	Everyday
SKU Number:	40017754
Product Sub Category:	101
Range:	Gallery-Gallery
Size Code:	111 - 165 x 165
Price Code:	210
Retail Price:	\$6.99
Trade Price:	\$15.71
Pack Size:	5
Major Caption:	Blank
Primary Caption:	BLK
Secondary Caption:	FEM
Product Category:	101
Verse Length:	BLK
Publisher:	Hallmark Australia
Brand:	Hallmark
Stock:	In Stock



Identifying pockets that are due for a sku replacement


The Gold Star ★ highlights a product on your plan that is identified or has been replaced since the installation of your plan. Clicking on the information ⓘ icon will show you the current design as well as the new design destined for that pocket.

<p>Pkt: 2 ⓘ</p>  <p>70th BirthdayMale A499SPB629894 190 HMAHMK 17/03/2020 In Stock</p> <p>- 0 +</p>	<p>Pkt: 17 ⓘ</p>  <p>70th BirthdayFemale A599SPB639434 200 HMAHMK 13/12/2019 In Stock</p> <p>- 0 +</p>	<p>Pkt: 32 ⓘ</p>  <p>40th BirthdayMale A699SPB650630 210 HMAHMK 25/07/2019 In Stock</p> <p>- 0 +</p>
<p>★ Pkt: 3 ⓘ</p>  <p>70th BirthdayOpen A499SPB660333 190 HMAHMK 12/04/2018 In Stock</p> <p>- 0 +</p>	<p>★ Pkt: 18 ⓘ</p>  <p>70th BirthdayFemale A499SPB659936 190 HMAHMK 04/11/2019 In Stock</p> <p>- 0 +</p>	<p>Pkt: 33 ⓘ</p>  <p>40th BirthdayMale A499SPB639145 190 HMAHMK 20/02/2020 In Stock</p> <p>- 0 +</p>

Rack Code: AGE - 8R 15T 120P Pocket: 3 ×


Caption: Milestone Ages
Size Code: 70 - 202 x 138

Plan Design



Plan Design: A499SPB660333

Current Design



Current Design: A399SPB648130

- 0 +

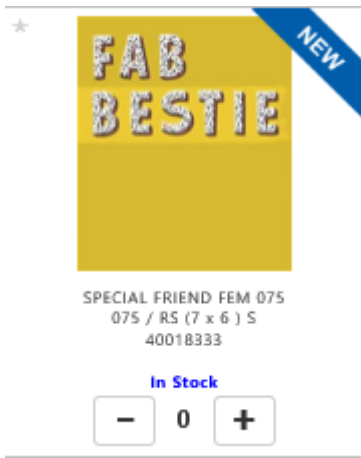
Close

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

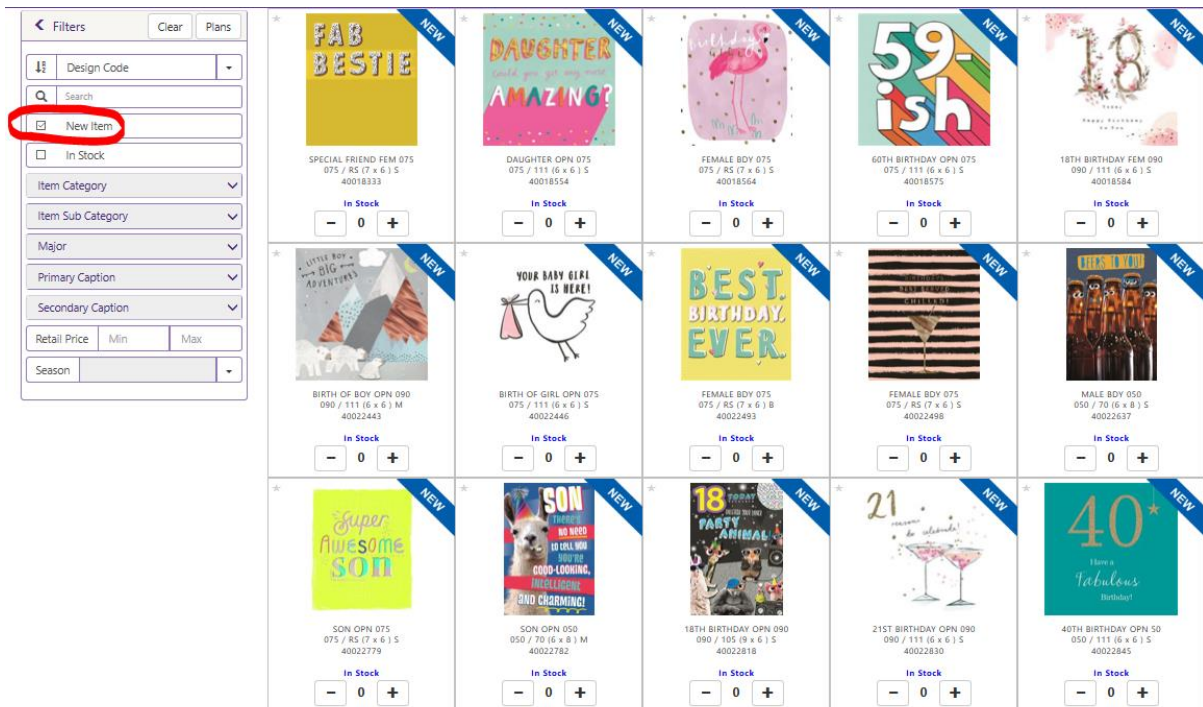


Identifying NEW products released

The **NEW** banner indicates a new product to the Hallmark list of products. This is visible in the Catalogue tab and highlights NEW products only.



You are also able to search for only new products by selecting the tick box in the left hand menu of the Catalogue tab. This will filter out all products and only return those that are **NEW**.















Identifying the last order date of a product

While ordering products you are able to identify the last time the product (or pocket) was ordered by looking for the date stamp of the last order for that product shown on the file of each planned product under the myPlanogram tab only.

To help you find this feature, please go to the myPlanogram tab and select any of the Rack or Plans and on each product file you will see a date, this indicated the last time the product was ordered from Hallmark Cards.

myPlanogram: Select Rack ▾ Print Order by Design

AGE - 8R 15T 120P

<p>Pkt: 1 </p>  <p>70th BirthdayMale A599SPB641759 200 HMAHMK 12/10/2020 In Stock</p> <p>- 0 +</p>	<p>Pkt: 16 </p>  <p>70th BirthdayFemale A699SPB650637 110 HMAHMK 21/08/2020 In Stock</p> <p>- 0 +</p>	<p>Pkt: 31 </p>  <p>40th BirthdayMale A699SPB650630 210 HMAHMK 01/03/2018 In Stock</p> <p>- 0 +</p>
<p>Pkt: 2 </p>  <p>70th BirthdayMale A499SPB650638 190 HMAHMK 23/05/2018</p>	<p>Pkt: 17 </p>  <p>70th BirthdayFemale A599SPB651918 200 HMAHMK 13/11/2019 In Stock</p> <p>- 0 +</p>	<p>Pkt: 32 </p>  <p>40th BirthdayMale A899SPB650631 130 HMAHMK 21/09/2020 In Stock</p> <p>- 0 +</p>



Printing Racks or Planograms





To assist with ordering and self-merchandising products, you are able to print off any and all racks located in the myPlanogram tab.

To do this, simply click on the myPlanogram and select a Rack (or Planogram), ie. AGE.

After the planogram opens, simply click on the Print button located at the top of the screen, from there select the printer and a copy of the Planogram will be printed for reference.












AGE - 8R 15T 120P

 <p>Pkt: 1</p> <p>70th BirthdayMale A599SPB641759 200 HMAHMK 12/10/2020 In Stock</p> <p>- 0 +</p>	 <p>Pkt: 16</p> <p>70th BirthdayFemale A699SPB650637 110 HMAHMK 21/08/2020 In Stock</p> <p>- 0 +</p>	 <p>Pkt: 31</p> <p>40th BirthdayMale A699SPB650630 210 HMAHMK 01/03/2018 In Stock</p> <p>- 0 +</p>	 <p>Pkt: 46</p> <p>40th BirthdayFemale A899SPB635755 130 HMAHMK 14/09/2020 In Stock</p> <p>- 0 +</p>
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Checkout Basket

The checkout basket  is located in the top right corner of the main page and appears once a product has been selected for purchase. The number count will increase or decrease as you add or remove products to purchase. In order to view items in your basket, click on the icon and the details will appear.

Card	Season	Description	Item	Pocket	Qty	Your Cost
	Bulk Everyday	GALLERY ED XOXO	40017754		<input type="text" value="1"/>	\$15.71 
	Bulk Everyday	EGB LARGE BAG PEPPA PIG PRESE	40019619		<input type="text" value="1"/>	\$13.49 
	Bulk Everyday	ED ROLLWRAP PEPPA PIG PRESENT	40019653		<input type="text" value="1"/>	\$43.17 
	Bulk Everyday	EGB BOTTLE TRIANGLES ON BLUE	40019821		<input type="text" value="1"/>	\$13.49 

Season	Dispatch From	PO Number/Order Reference	Cost
Bulk Everyday	<input type="text" value="29/05/2020"/>	<input type="text"/>	\$85.86

Item Total:	\$85.86
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[View Terms and Conditions](#)

If you require/wish to enter a PO or Order number for reference purposes, you will see a box at the bottom of the checkout basket screen where you can enter this. Once you have checked your order and it ready to be placed, simply click on the Place All Orders button.

You will be prompted to Submit your order and agree to the Terms and Conditions as per below.

Confirm Order Submission ✕

By submitting this order you accept our [Terms and Conditions](#)

[View Terms and Conditions](#)



myAccount

This menu gives you the ability to view details that we hold for you and the ability to access additional features.

Your Details – shows you details of your account

Change Password – should you need to change your password you can do this here

SKU or Barcode Entry – to place an order by sku or barcode (eg. 40017754)

Pocket Entry – to place an order by pocket (eg. AGE2)

Upload Order – upload an order using a .csv file

Order History – shows the order history for your store

Shipment History – shows the orders that have been shipped for your store

