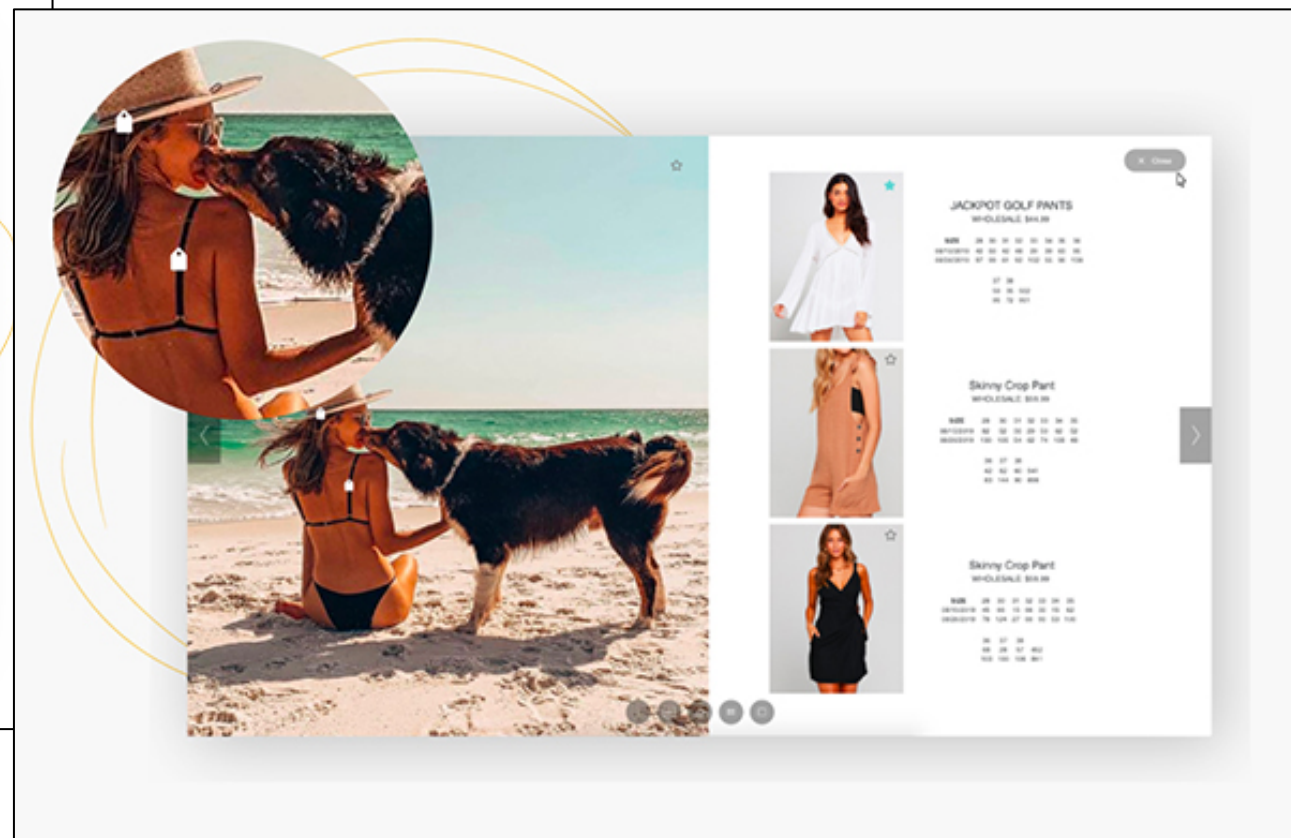
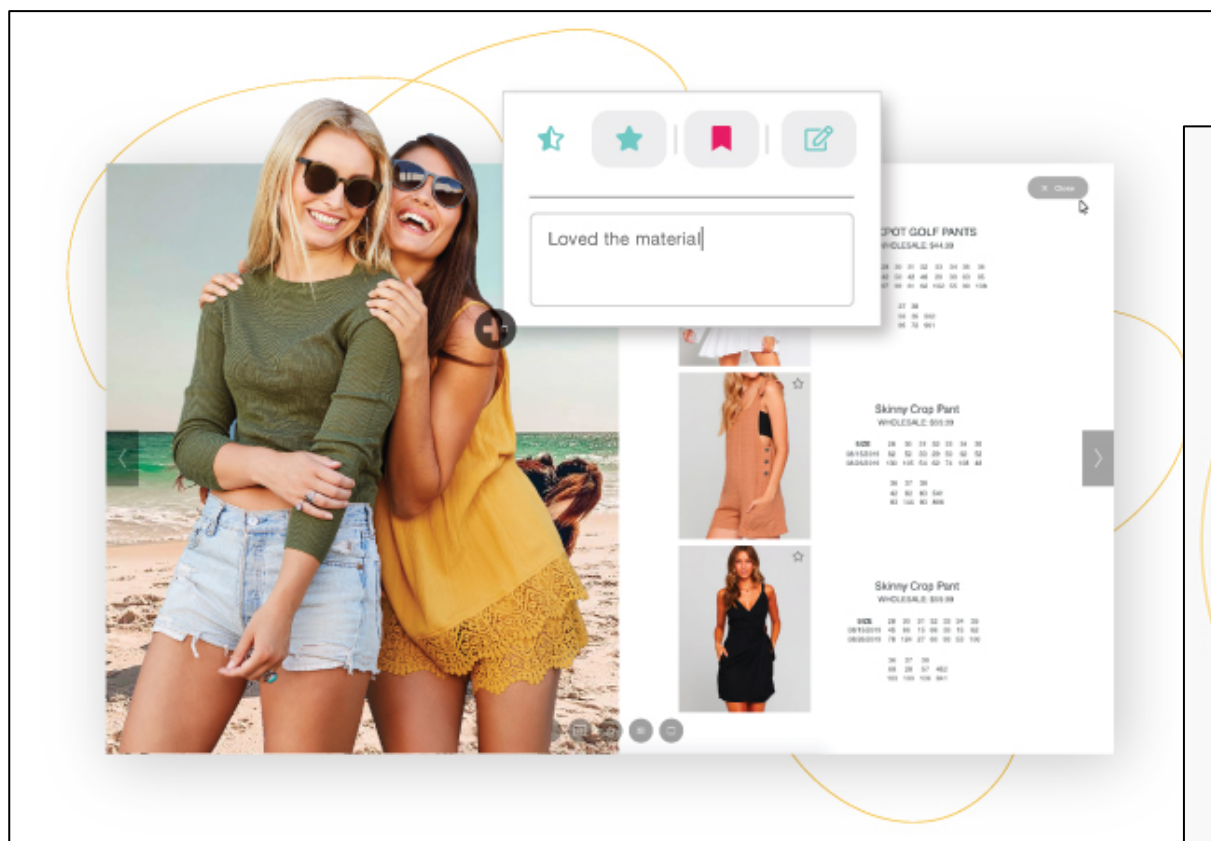


Bring Your Products to Life Digitally

Extend the in-person experience with RepSpark's interactive, flippable, clickable Digital Catalog. Allow buyers to Digitally mark up the catalog with notes, favorites, and ratings or directly place an order. See how to create one today!



Starting the Catalog from the Assortments

[Back To Assortments](#) [My Creations \(3\) ▾](#) [Share](#) [Create Order](#)

+

Create a New Line Sheet

+

Create a New Catalog New

My Wish List

My Wish List


Hansens

My Wish List

System created wish list.


+

 Add All Items to Cart




+

ALLISON COVER-UP
ALLCV20 POOLSIDE STRIPE
\$59.00




+

BEACHWOOD DRESS
BEADR20 BLACK
\$45.00




+

BEACHWOOD DRESS
BEADR20 SAND
\$45.00



+

BOOM BOTTOM BITSY
HEBMB20 MARLE FOG GREY
\$41.00



+

BOOM BOTTOM BITSY
LSBMB20 BLK/ NRO
\$40.00

1. Build an Assortment
2. Within the Assortments, click on My Creations.
3. Choose Create New Catalog or Select from a List of Catalogs Created from the Assortment

Starting the Catalog

1. Project Name will be the Saved Name of the Catalog

Time to Create

Set up your document in 3 easy steps:
1. Choose the Settings..
2. Select Cover Layout..
3. Select Product Layout..

Click here to load last saved settings

Step 1: Settings

Project Name

My Wish List

Page Settings

Each page will include the following. You can manually customize each page to add or remove items or change fonts.

Header Text


Enter Header Text


Font	Type Face	Weight	Size
Headline	Futura	Bold	25
Subheadline	Futura	Bold	20
Body Copy	Futura	Normal	15

Include on Each Page

☒ Page Numbers
☒ Logo
☒ Footer Text

Page Orientation





Enter Footer Text

Continue

2. This will be displayed throughout the catalog in the Header. Not required.

3. If custom fonts have been added and set as default, you will see them here. The product tile fonts can be changed inside the editor as well.

4. Page numbers will always be displayed on the right side of the page. The logo will appear in the upper right of the catalog. The footer text is displayed at the bottom of each page. This can be modified within the editor.

5. Page orientation will drive the available templates throughout the catalog. This cannot be changed once selected.

Selecting the Cover

1. Include or hide the cover page. If creating a quick linesheet, you may want to hide. Covers can be uploaded from a desktop or selected from items uploaded by the marketing team.

Time to Create ×

Step 2: Select Cover Layout.

This is the first page of the project. You can customize or change this later if you change your mind on the layout.

☒ Enable Cover Page

Cover Page

Full Page Image



1/3 Page Image



Only Text



Layout Content

Select the items you would like to be displayed under the cover page. You can manually customize each page to add or remove items as needed.

Text

- ☒ Headline
- ☒ Subheadline
- ☒ Body

Continue

Back

2. Select if you want a headline, subheadline or body copy to show. Most often users are uploading full images that are not modified within RepSpark for covers.

Selecting the Layouts, Display Options and Product Sorting

1. Choose from the layouts. If you are going to add each page manually and change the layout throughout the catalog, just choose the layout for the first page. This can be changed in the editor. If you are going to auto-upload the entire assortments of images, each page will be the same layout.

Time to Create

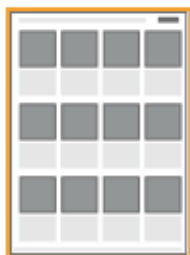


Step 3: Select Product Display Layouts

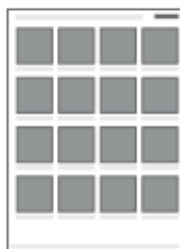
These pages will hold your products. **TIP: If you are looking to make customize pages it is easier to select one main layout and manually add a new design layout while editing.**

Product Layouts

Medium Text



1 Line Text



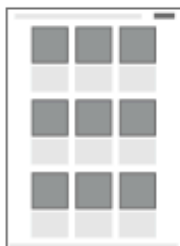
1 Box Large Text



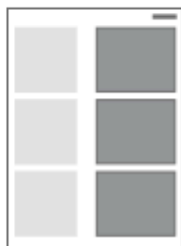
2 Image Box Large Text



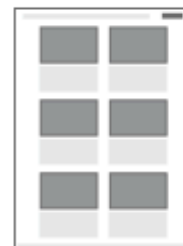
3x3 Medium Text



1 Box Large Text Inverted



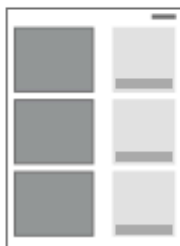
3x2 Medium Text



Medium Text With Icon



1 Box Large Text With Icon



1 Box Large Text Inverted With Icon



3x2 Medium Text With Icon



3x3 Medium Text With Icon

Full Screen

Full Screen

Full Screen

2. Choose the layout based on what product details you want to display. More details will require a larger text space.

3. Layouts displayed with the grey line below each product tile accepts the capability to add icons.

Selecting the Layouts, Display Options and Product Sorting (cont.)

1. Choose from the different display options.
 - Retail- retail price
 - Wholesale- wholesale price
 - Codes- product number, color code and season
 - Sizes- Available sizes
 - Product Category- Product Category
 - Dimension- Only select if your brand has multi-dimensional products
 - Long Description- This is the marketing description. Most brands do not include this in the product tiles but include in the product pop up that can be viewed as the user is flipping through the catalog.
 - Lookup Description- Other codes
 - Show Available Date only- This will show "Available" for all product immediately available and with show the first available date for all future product. If this is selected, the inventory options will not be selectable.

Layout Content

Select the items you would like to be displayed under the product image. You can manually customize each page to add or remove items as needed.

Display Options

- ☒ Retail
- ☒ Wholesale
- ☒ Product Number
- ☒ Codes
- ☒ Sizes
- ☒ Inventory
- ☒ Product Category
- ☒ Dimension
- ☒ Long Description
- ☒ Look Up Description
- ☐ Show Available Date only

Images

- ☒ Auto-populate into layout
- ☐ Manually add into blank layout

Inventory Options

- ☒ At Once
- ☐ As Of Certain Date
- ☐ Future WIP Dates

Pricing Tier :

Select Currency ▼

Sort Products By

Create sections based on how the products are categorized.

None ▼

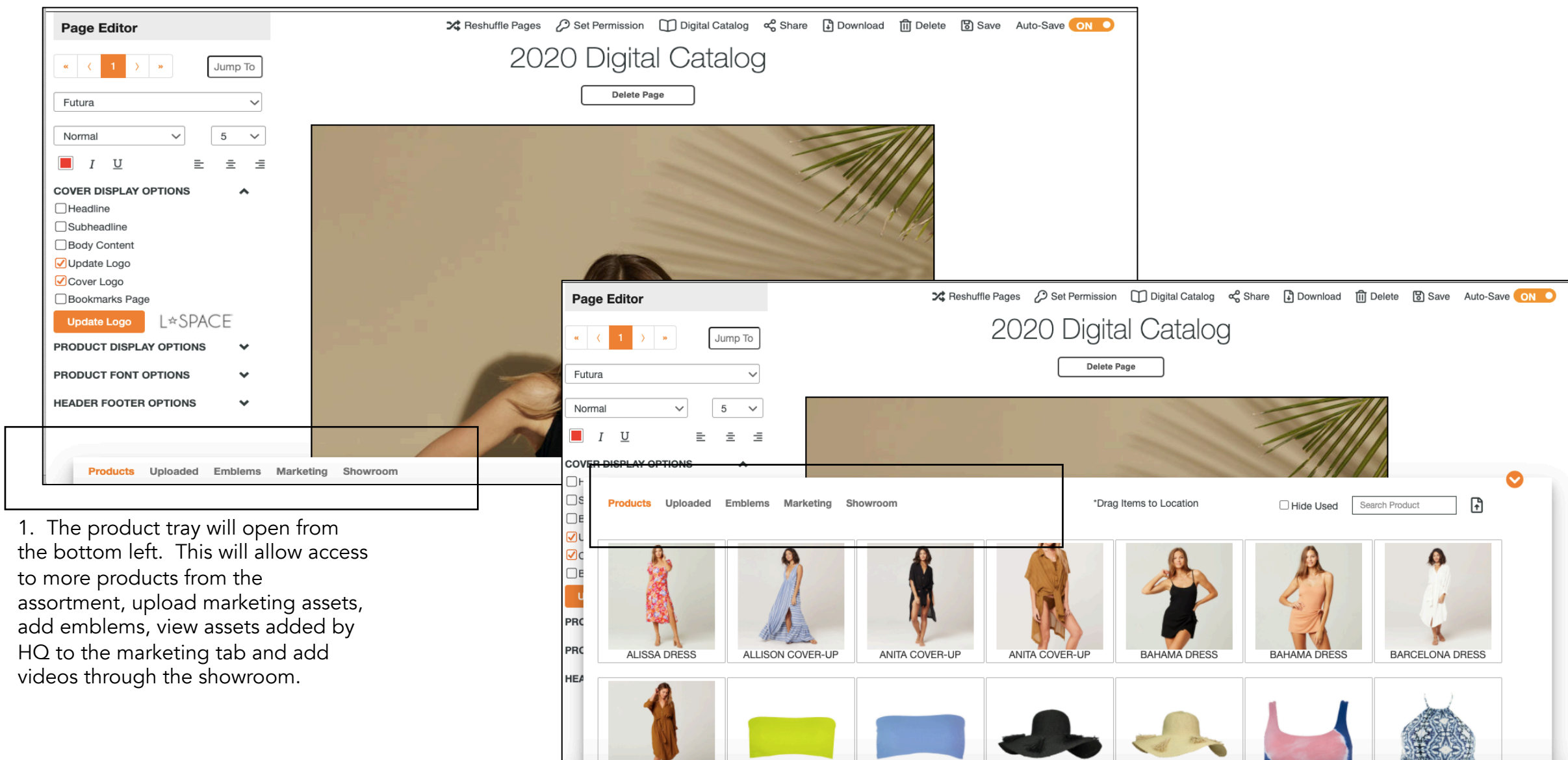
- ☐ Save selected settings for future use

Create

Back

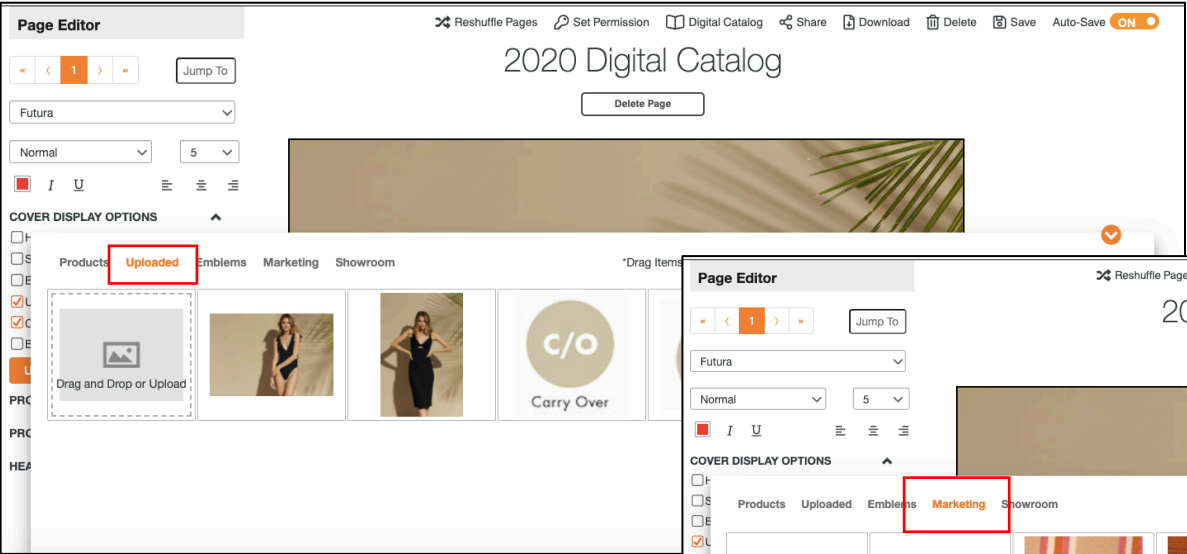
2. If you want to show inventory in the catalog product tiles, you can show at once (immediate), as of a certain date or the future line of dates. Inventory will also always be up to date in the product pop up that can be viewed as the user is flipping through the catalog.
3. Pricing Tier: Currency can be chosen to be displayed. This can also be changed within the catalog editor so you can copy a catalog and change the currency later.
4. Auto- Populate: This will populate all products in the assortment in the template selected above.
5. Manually Add: This will start the catalog blank and each product will be added one by one from the product tray.
6. Sort- This will sort the products in the catalog or in the tray by the selected option: Name, number, product category.
7. Save: This will save all settings in previous pages for the next use. This is a great feature for layouts for custom line sheets & using the Auto populate.

Catalog Editor: Asset Tray

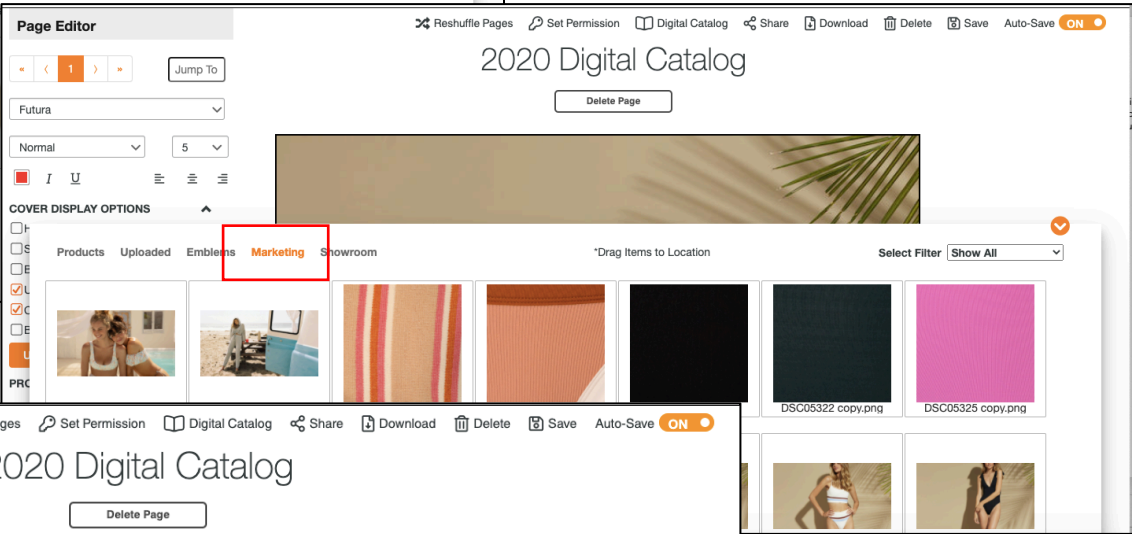


The screenshot displays the RepSpark Catalog Editor interface. The main window is titled "2020 Digital Catalog" and features a "Page Editor" sidebar on the left. The sidebar includes options for "COVER DISPLAY OPTIONS" (Headline, Subheadline, Body Content, Update Logo, Cover Logo, Bookmarks Page) and "PRODUCT DISPLAY OPTIONS". The "Update Logo" button is highlighted. The main content area shows a preview of the catalog page with a large image of a person's back and a palm frond. A "Delete Page" button is visible. The bottom navigation bar includes tabs for "Products", "Uploaded", "Emblems", "Marketing", and "Showroom". The "Products" tab is selected, and a product tray is open, displaying a grid of clothing items with labels: ALISSA DRESS, ALLISON COVER-UP, ANITA COVER-UP, ANITA COVER-UP, BAHAMA DRESS, BAHAMA DRESS, and BARCELONA DRESS. The product tray also includes a search bar and a "Hide Used" checkbox.

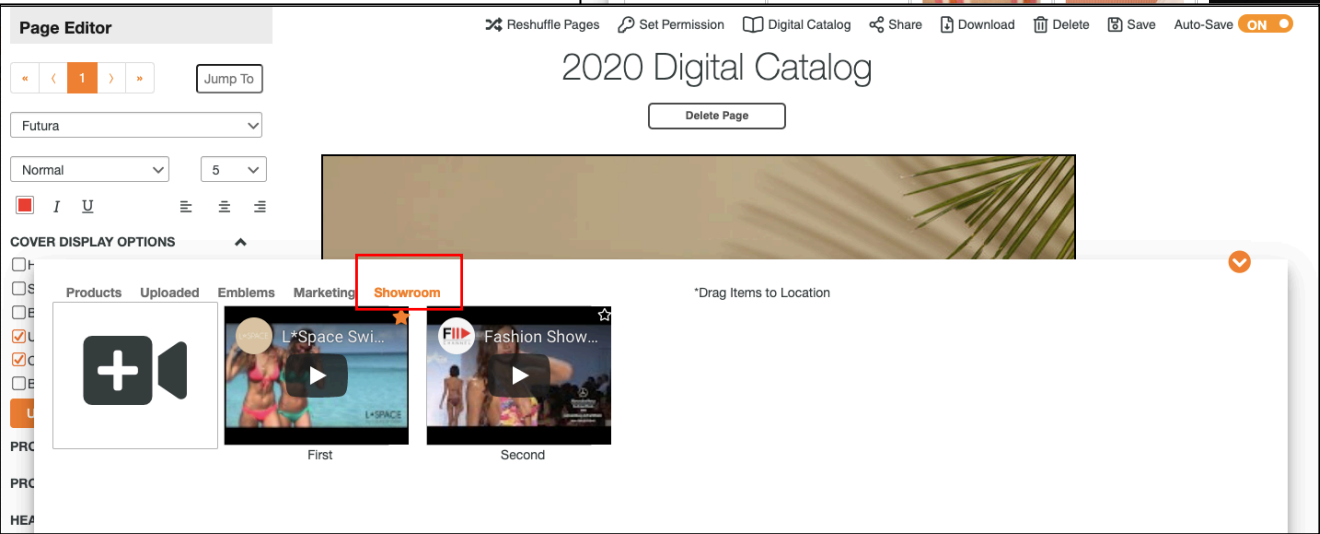
1. The product tray will open from the bottom left. This will allow access to more products from the assortment, upload marketing assets, add emblems, view assets added by HQ to the marketing tab and add videos through the showroom.



1. Add marketing images into the Uploaded tray for drag and drop into the cover and feature pages of the catalog.

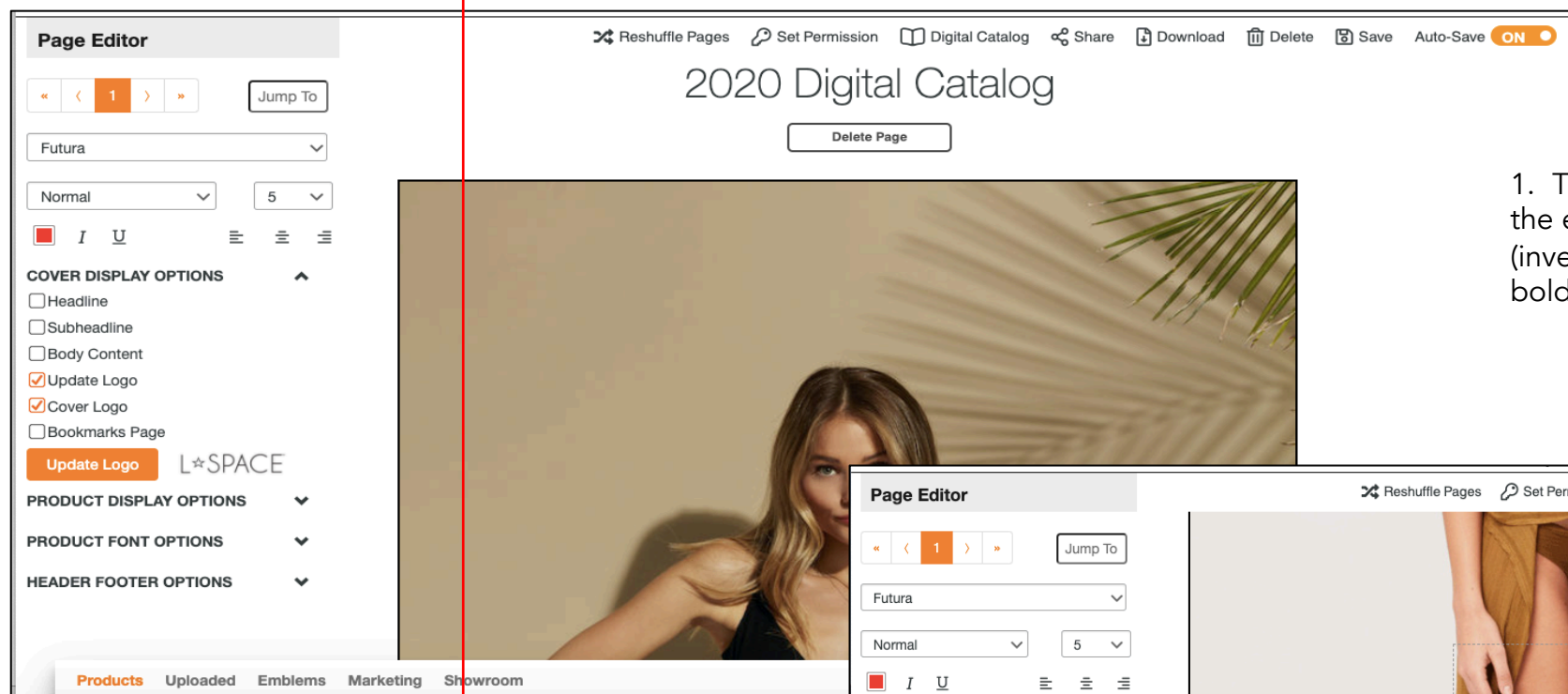


2. Access marketing assets added to the Marketing tab by admin.



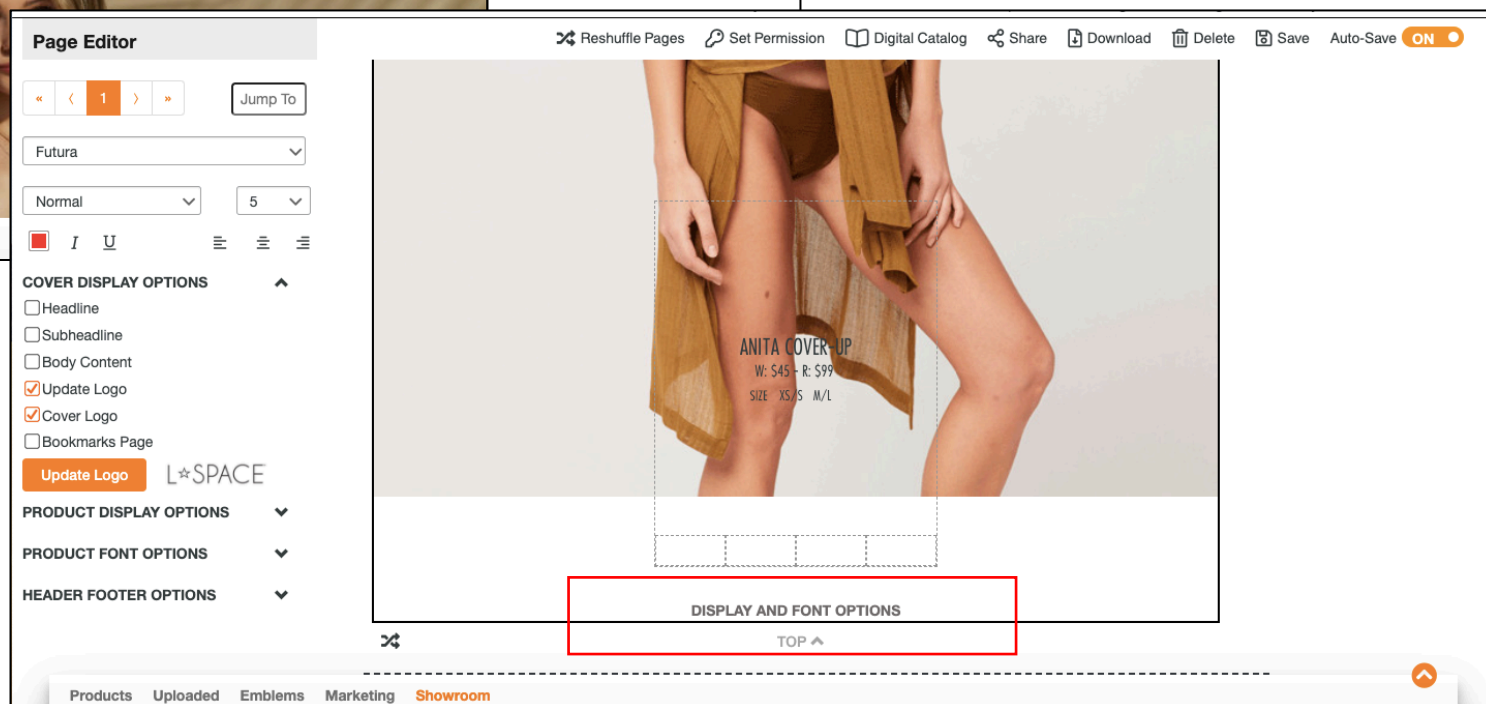
3. Add showroom videos to link to product pages for the Virtual Showroom.

Catalog Editor: Changing Display Options

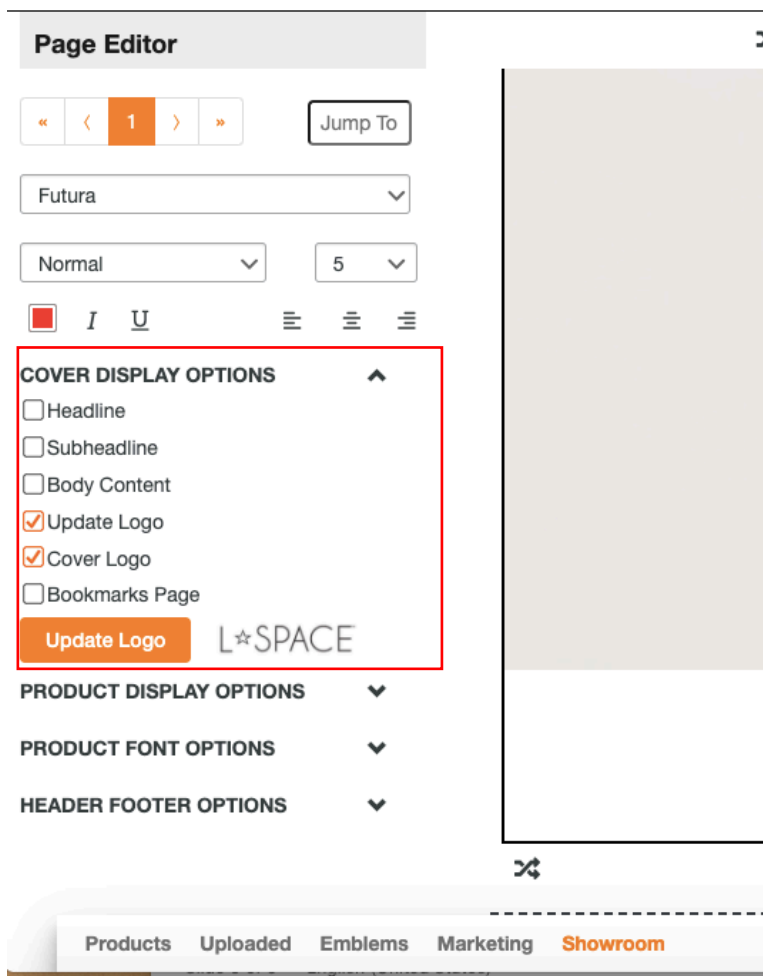


1. The sidebar options will change the set up of the entire catalog for Cover, Product Display (inventory, name, etc.), Product Font (font, weight, bold, etc.) and Header/Footer.

2. The display for each page can also be modified separately by clicking on the Display and Font options at the bottom of each product page.



Catalog Editor: Cover Display Options



These options are located in the top section of the left panel of the editor.

1. Headline- Adds a Free form text field as a headline on the cover page. This is good for Cover Titles if there is not one added to the uploaded image.
2. Subheadline- Adds a second Free form text field as a subheadline on the cover page.
3. Body Content- Adds a Free form text field for body copy.
4. Update Logo- Allows you to add a different logo- Used often if the line sheet or catalog is being created for a specific retail establishment.
5. Cover logo- Allows showing or hiding the brand logo in the center of the cover page

***Please note: The above are often selected as off as the cover image often contains all options above already.

1. Bookmarks page- If tabs/bookmarks are added to the catalog, this selection allows a bookmarks page to be inserted directly into the PDF download so a buyer can click into the section of the PDF they are most interested in once it is downloaded.

Best size images for covers:

The ideal image size for marketing, feature and cover pages is 2480 x 3508 pixels.

Catalog Editor: Product Display Options

PRODUCT DISPLAY OPTIONS

Display Options

- ☒ Retail
- ☒ Wholesale
- ☒ Product Number
- ☐ Codes
- ☒ Sizes
- ☐ Inventory
- ☐ Product Category
- ☐ Dimension
- ☐ Long Description
- ☐ Look Up Description
- ☐ Show Available Date Only

Number of Product Icons

Product Icon Area Height

Product Icon Area Position

Pricing Tier

Inventory Options

- ☒ At Once
- ☐ As Of Certain Date
- ☐ Future WIP Dates

[Remove all page settings](#)

These options are located in the second section of the left panel of the editor. Most options match the selections from the set up. This allows modification once information in the product tiles can be changed. This is also a good place to modify pricing tier, inventory, etc. if a catalog is copied to be used for a different currency or to hide pricing for a specific user base.




1. The number of icons ranges from 1-7.
2. Icons can be added 1 on top of the product detail area, 1 row on bottom of the product detail area, 2 rows on top of the product detail area, 2 on bottom of the product detail area or split with one on the top and one on the bottom. Icons can be added to each page by either dragging and dropping from the uploaded tray or adding directly into the page from the desktop.
3. Pricing tier- will show the product pricing in tier selected.
4. Inventory- If you want to show inventory in the catalog product tiles, you can show at once (immediate), as of a certain date or the future line of dates. Inventory will also always be up to date in the product pop up that can be viewed as the user is flipping through the catalog.

Catalog Editor: Product Font Options and Header/Footer Options

PRODUCT FONT OPTIONS ^




Heading

Helvetica ▾ Normal ▾ 20 ▾

☐ *I* U   

Description

Helvetica ▾ Normal ▾ 14 ▾

☐ *I* U   

Remove all page settings

HEADER FOOTER OPTIONS ^

Spring Catalog

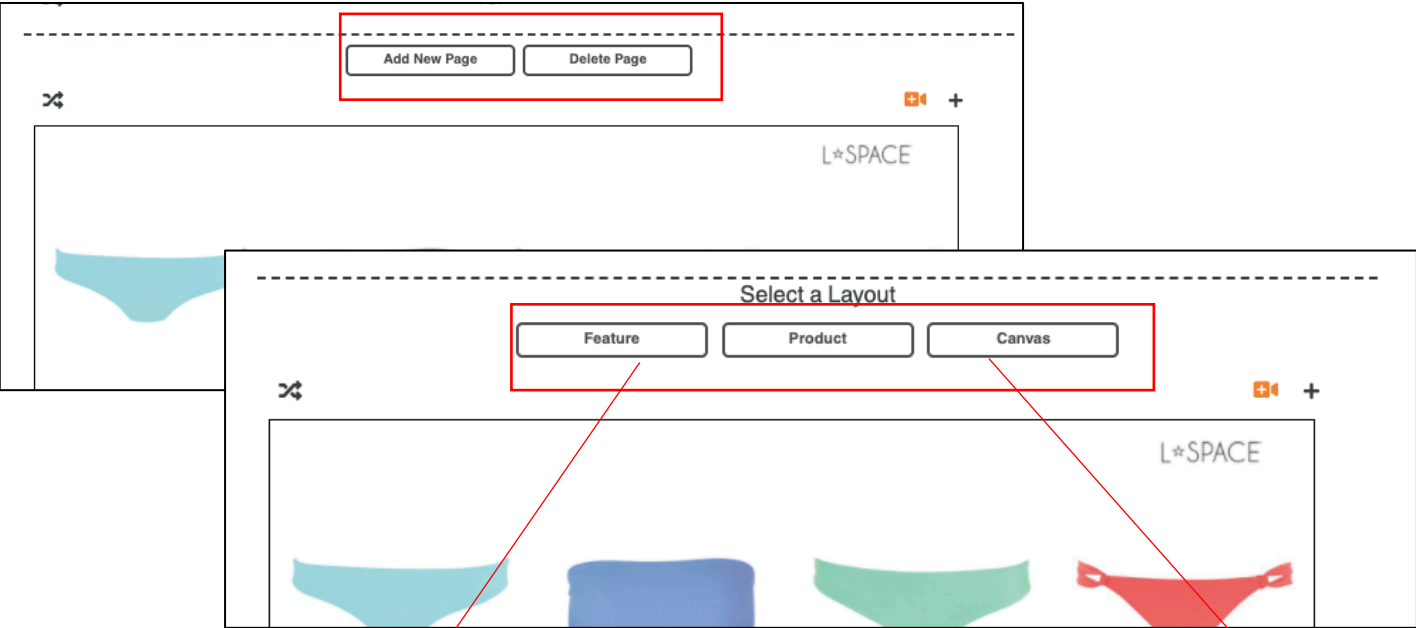
Copyright 2020

Apply

These options are located in the third and fourth section of the left panel of the editor. Most options match the selections from the set up. This allows modification once information in the product tiles can be changed, especially with regards to font size. Making changes in the left hand panel will change the entire catalog.

1. The Header font is the product name
2. The Description font is all other information added to the product tile.
3. There is sizing, fonts, weights, colors, etc.
4. There is an option to add a header and footer as well. This will be visible on each page. If you want to add this information per page if the information is different, there is also a spot to do that.

Catalog Editor: Adding a New Page

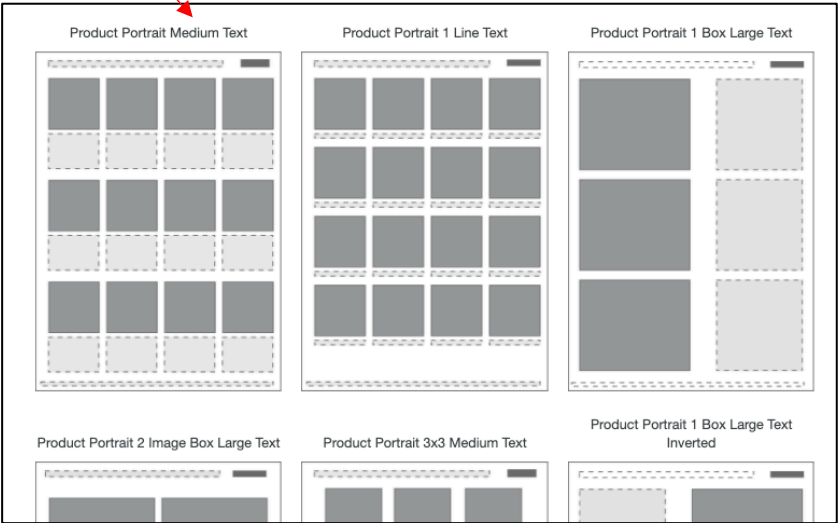
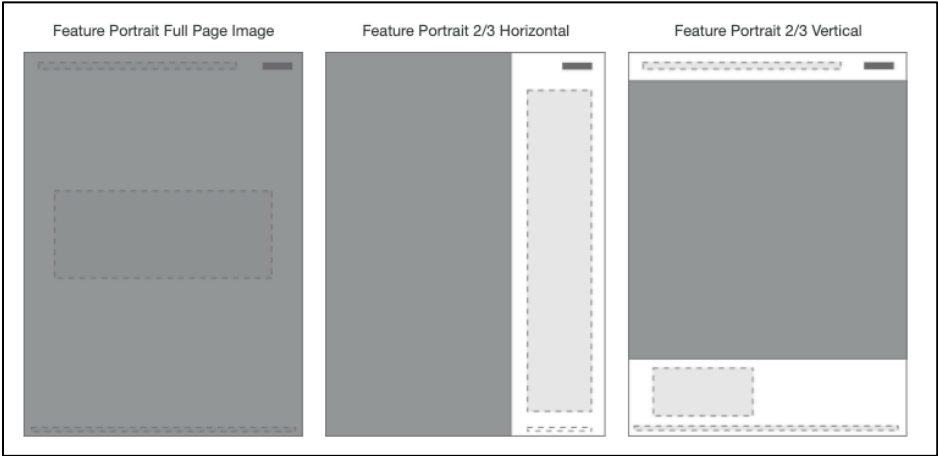


If the catalog is being built in the Manual mode, a new page will need to be added after the initial page is filled with product. At any time, a product or feature page can be inserted.

Once new page is selected, there will be the option of

1. Feature- This is for a marketing page or a separation page that is not a product template driven page. There is the capability to tag products on a feature page so that product has the same functionality as the products page. There are 3 options: Full page (most used) and two pages that allow free form text. **Note:** The ideal image size for marketing, feature and cover pages is 2480 x 3508 pixels.
2. Product- This will bring up the available templates for the landscape or portrait view of the catalog.
3. Canvas- This allows a free form drag and drop page. This is often used for a brand to "Shop the Look" or to overlay product images and logo/emblem images.

Choose which page should be added and then the desired layout. The page will be added above the selection.

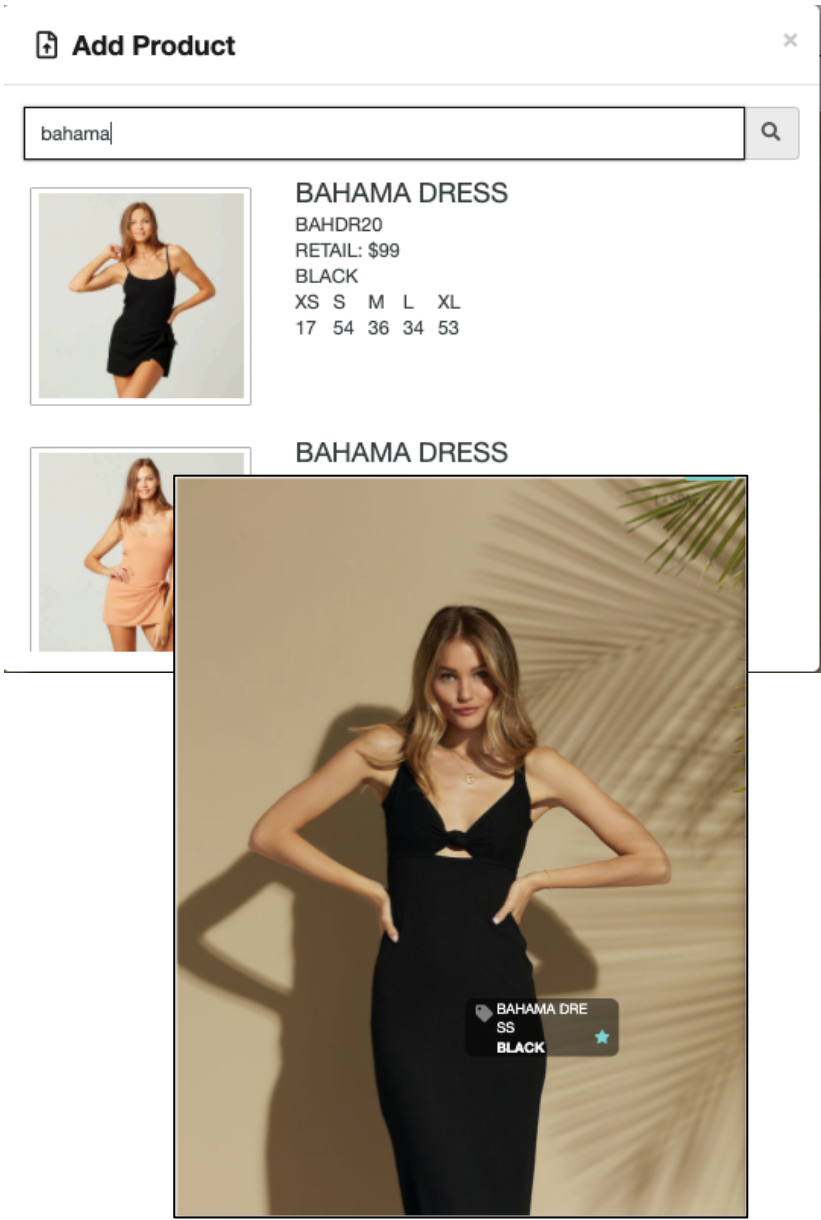


Catalog Editor: Tagging Product in a Feature Page

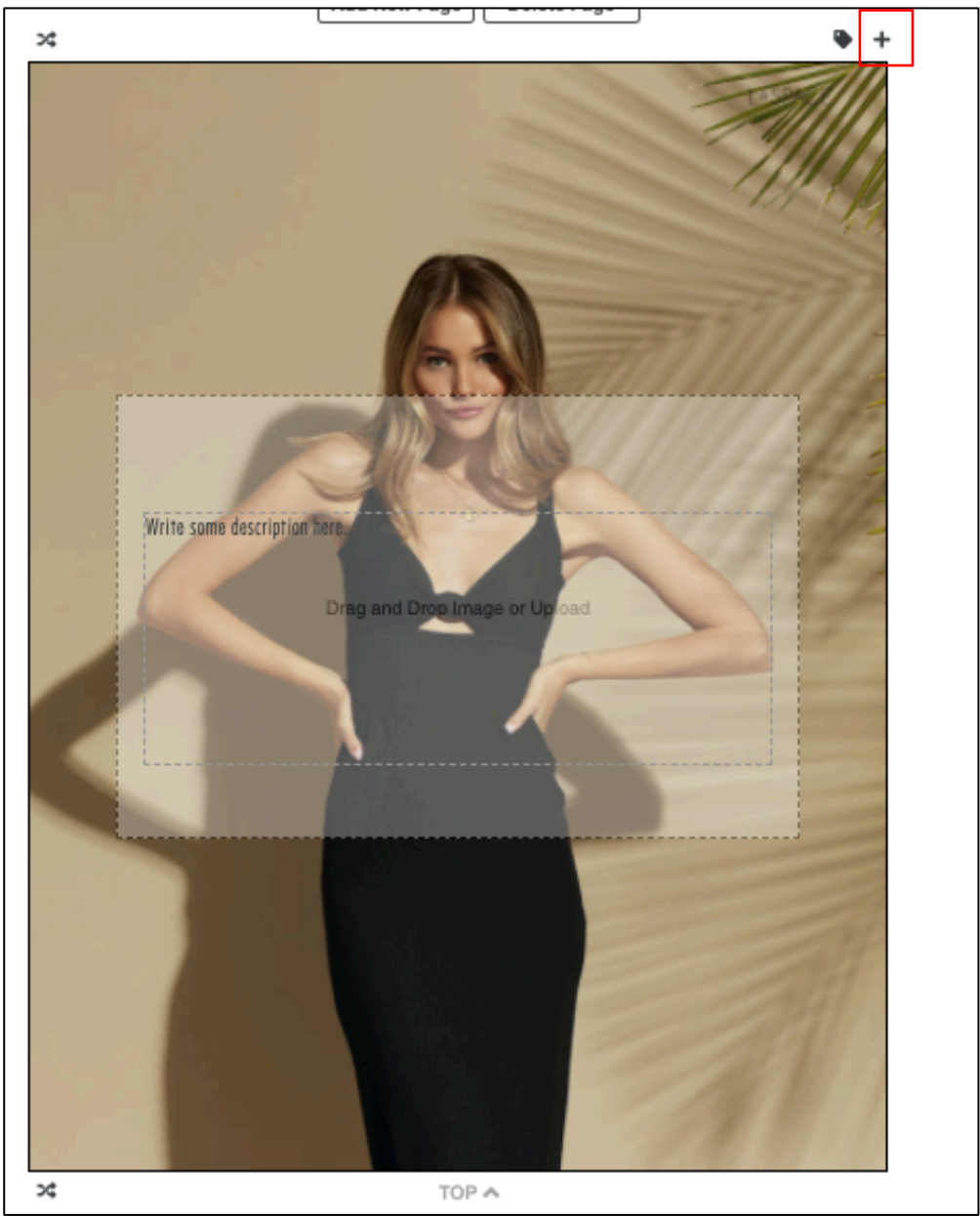


The feature page is added as a marketing page alongside a product page (oftentimes will have a hero image) that can help tell the brand story.

1. Adding a tag- Click on the price tag icon to tag one or multiple products on the marketing page. Tagging a product will allow the buyer to favorite, access the product pop up and add to cart like the products in the product pages. Once the tag icon is clicked, drag the cursor directly where you want the tag to sit on the page. Then, click. A box will pop up directing you to Add a product. Type in the product name and select the product to be tagged. Multiple tags can be used.
2. The tagged product can now provide the same interactions as the product pages.

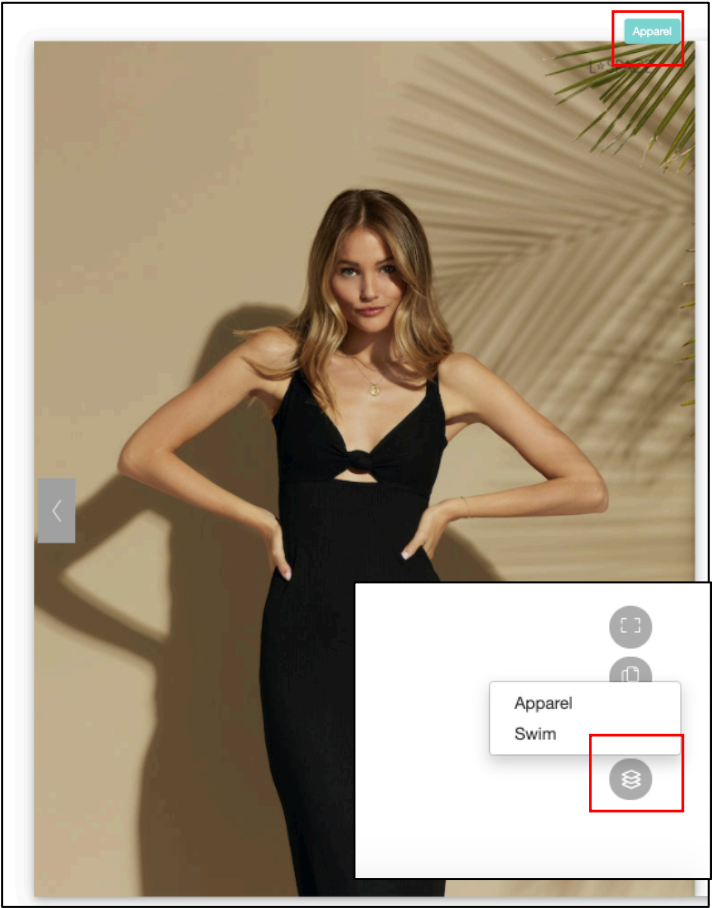


Catalog Editor: Adding a Tab to a Feature or Product Page

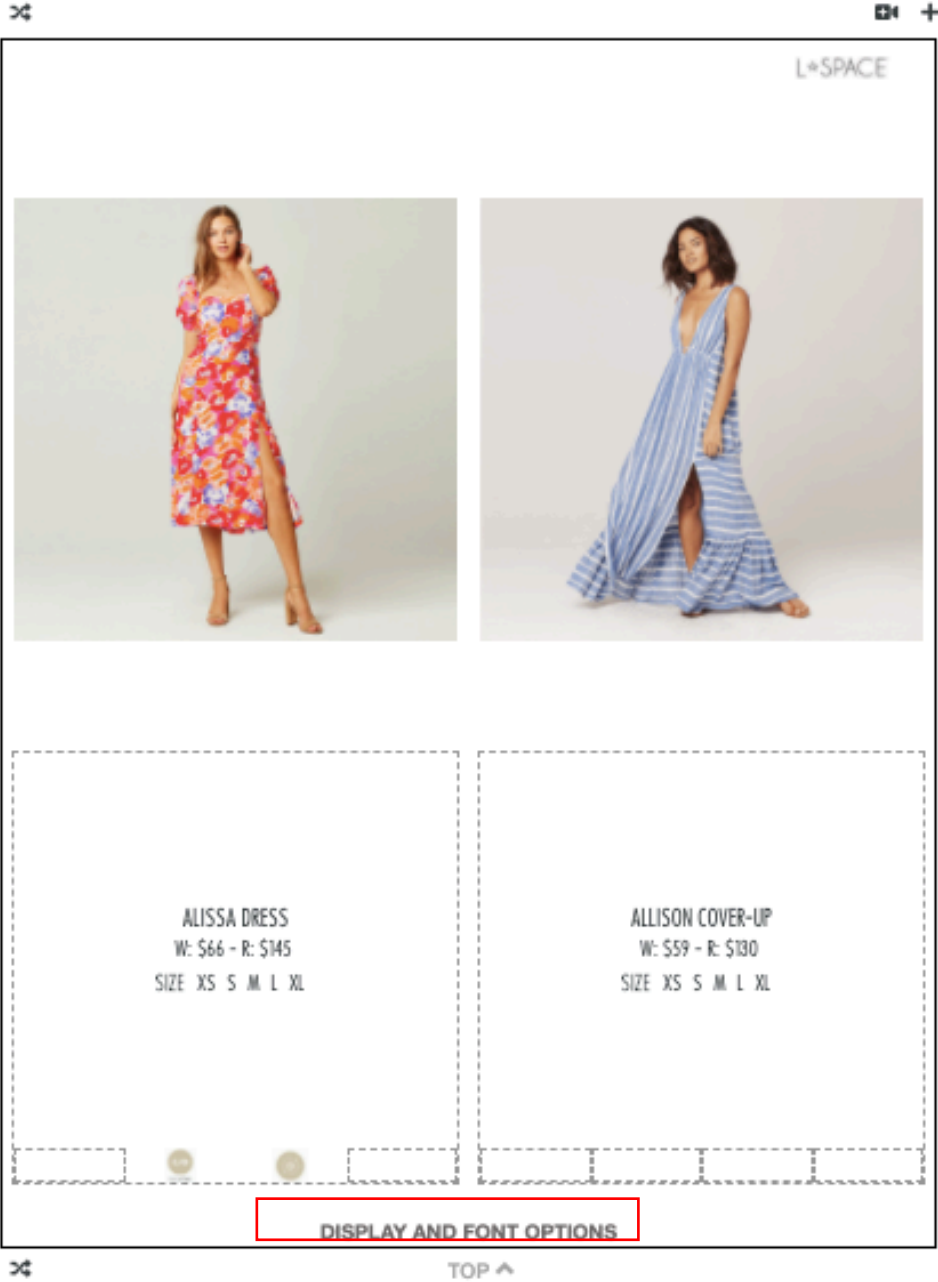


Tabbing can be added throughout the catalog to make it easier for a buyer to flip to a specific section. Tabs are often added to separate deliveries, gender or product categories.

1. Adding a Tab- Click on the plus icon at the top of the page. Then, type in the name of the tab. The tab will then appear at the top of the page (product page or feature page) within the editor.
2. When flipping through the catalog, the tab will appear at the top of the tabbed page and the different sections can be accessed from the tab icon in the catalog viewer.
3. If the bookmarks page has been selected in the cover section of the left panel options, a page insert will be added with each tab name so a buyer can easily flip through the downloaded PDF. This page will not be shown in the flappable digital view.



Catalog Editor: Editing the Options on a Single Product Page



To edit the icons on a single product page, click the “Display and Font Options” located at the bottom of each product page. This will bring up most of the the same options as the global left panel, but selections will only be for the single page. This will allow more info if there is more room, bigger font, more icons, etc.

Make the selections and click away. They will be applied as selections are changed.

Set Display and Font Options

Heading Font Options

HelveticaNormal20

Description Font Options

HelveticaNormal14

Remove page font options

Display Options

☒ Retail

☒ Wholesale

☒ Product Number

☐ Codes

☒ Sizes

☐ Inventory

☐ Product Category

☐ Dimension

☐ Long Description

☐ Look Up Description

☐ Show Available Date only

Inventory Options

☒ At Once

☐ As Of Certain Date05/28/2020

☐ Future WIP Dates

Number of Product Icons

4

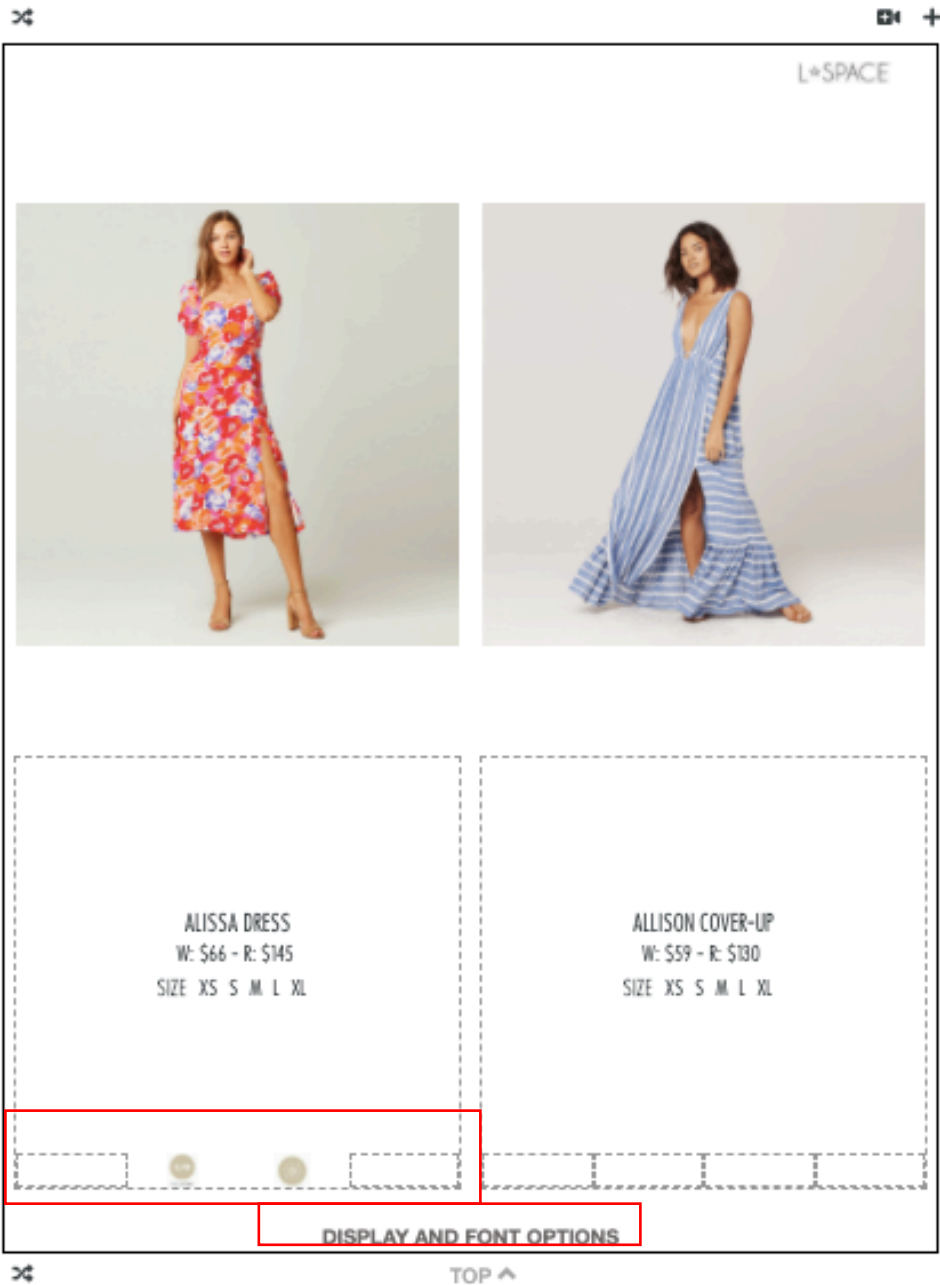
Product Icon Area Height

17

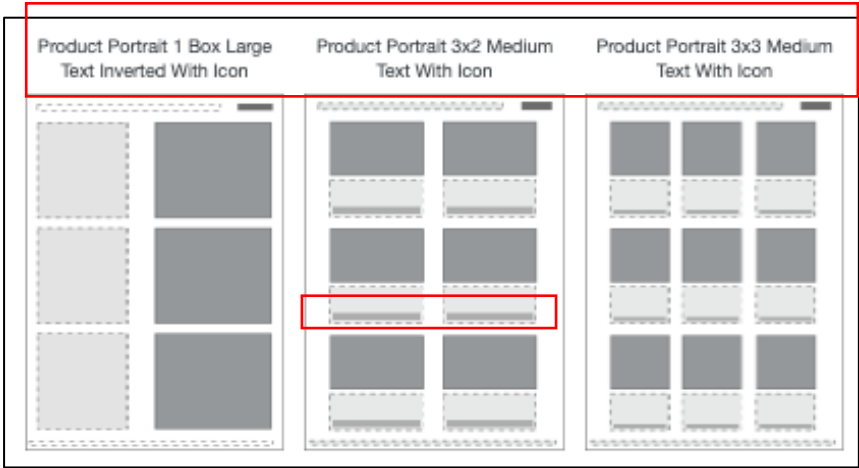
Product Icon Area Position

BOTTOM

Remove page display options



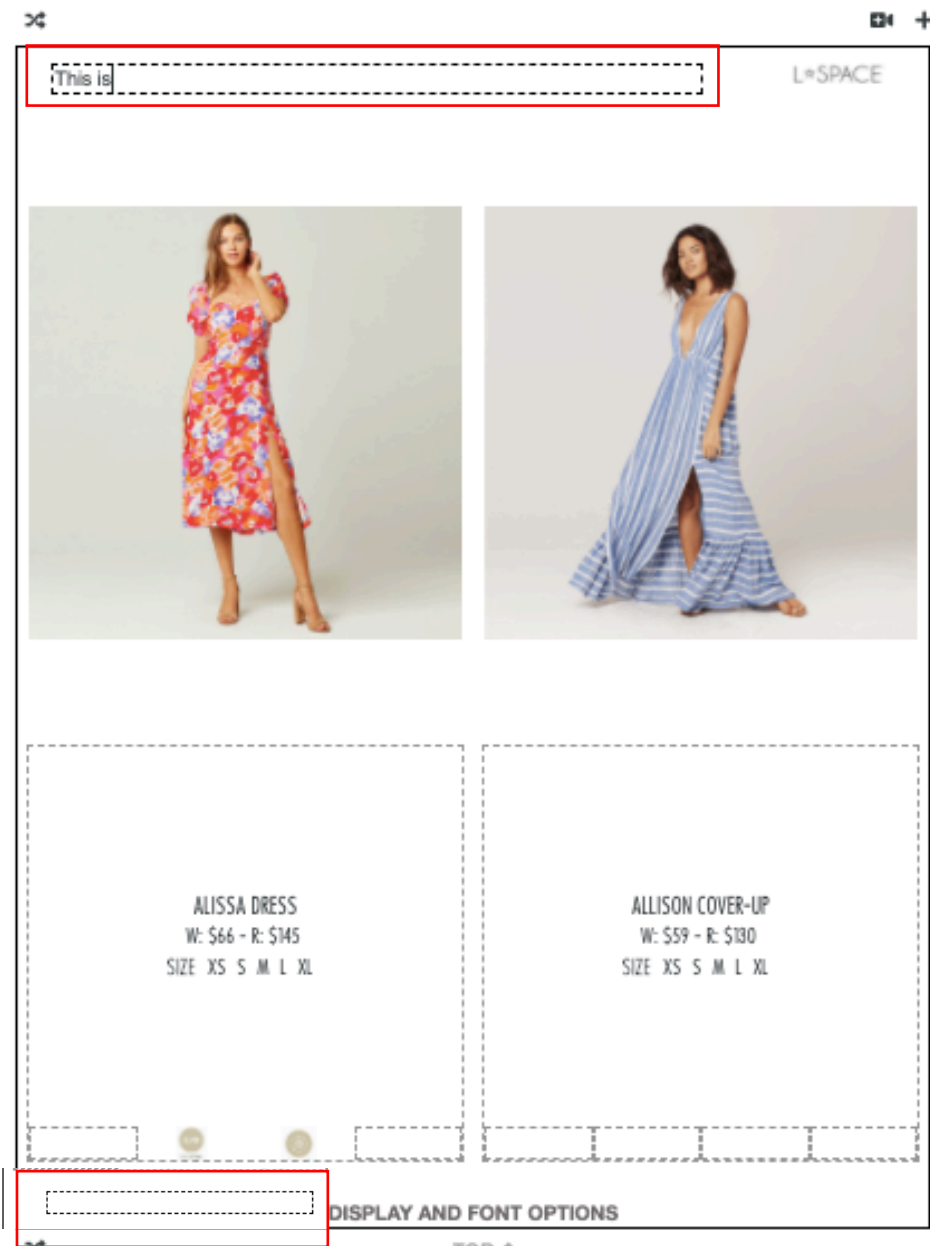
Icons to be added to any product page that allows icons. When selecting the page, choose one with a dark grey box or that says "With Icon" in the title. From the options on the left panel, choose the number of icons. Or, you can change the number of icons for just that page by using the "Display and Font Options" for that single page.



- There are 2 ways to upload an icon
1. Click on the icon area, and an option to drag and drop an image or add free form text will appear. Add the icon from the desktop or type in the free text and click Set Image.
 2. Simply upload the icon images into the uploaded tray area and drag and drop directly into the icon spot.
- The icons will center automatically in the catalog viewer.



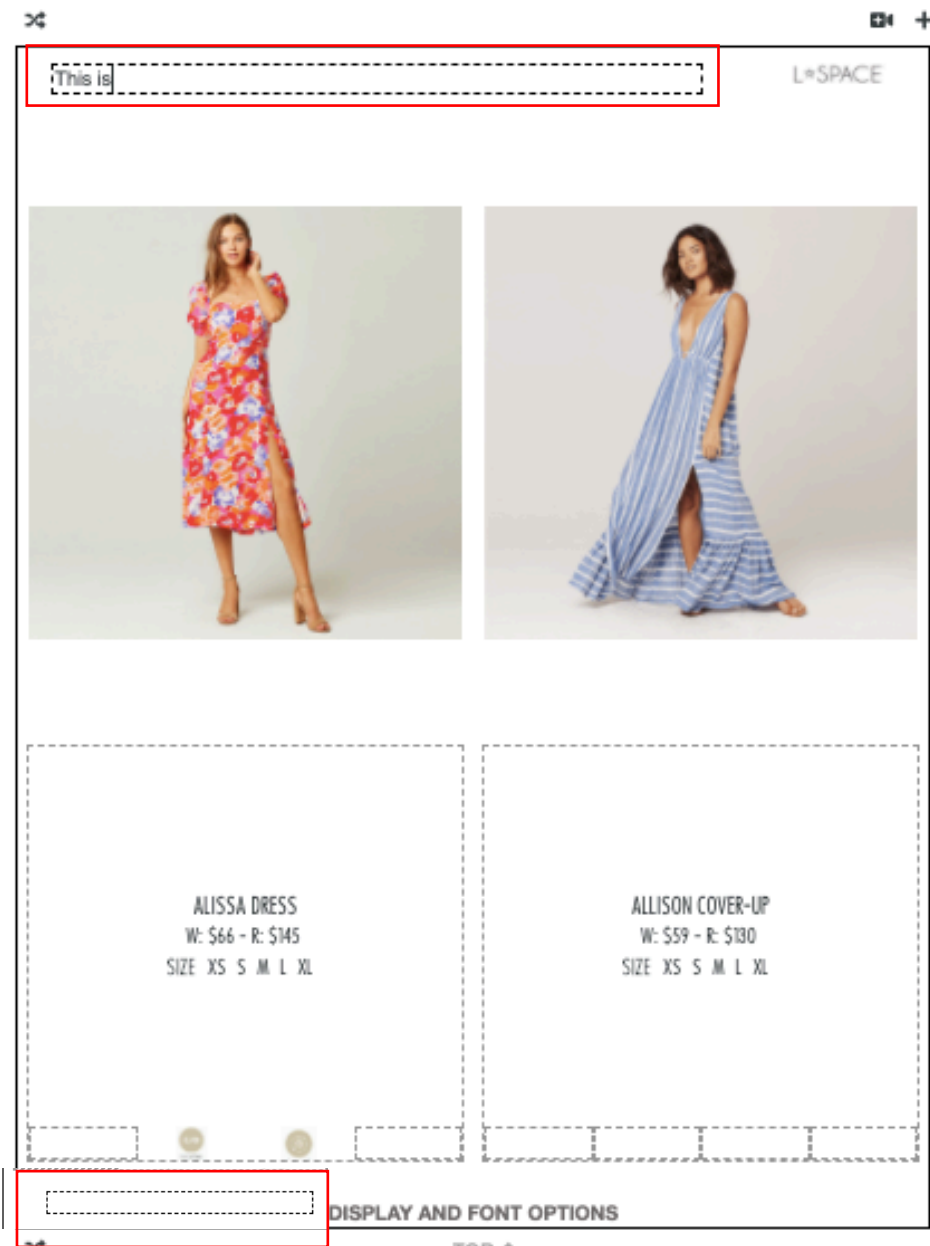
Catalog Editor: Adding a Header or Footer to the Product Page



To add a header to a single product page, just click in the upper left corner and a text box will appear. This area will allow 3 lines of text. While active, to change the font, center, weight, etc. use the left-hand global panel.

There is also a space to add a per page footer. Click on the bottom left hand corner of the page and a text box will appear. This area will allow 3 lines of text. While active, to change the font, center, weight, etc. use the left-hand global panel.

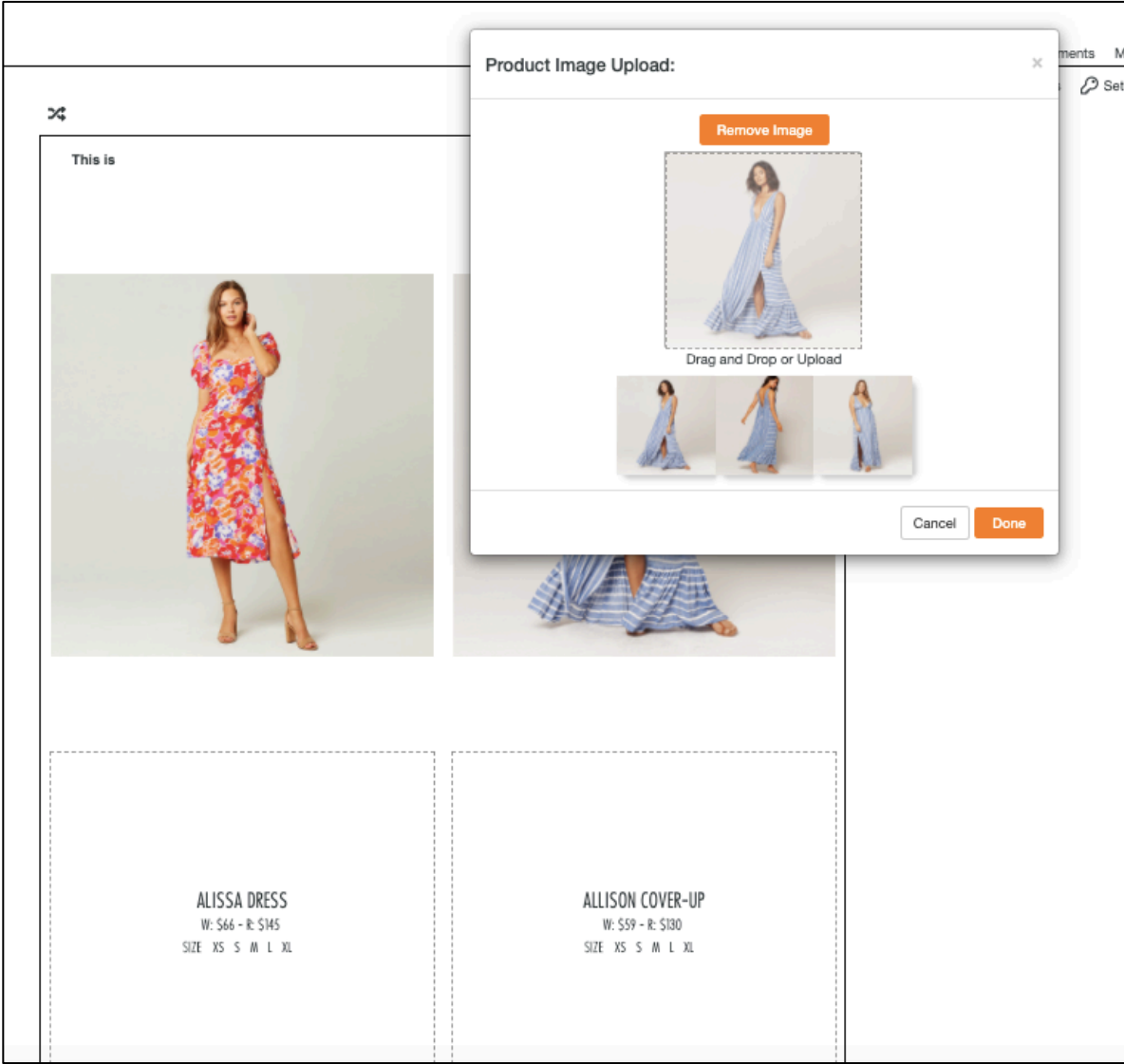
Catalog Editor: Adding a Header or Footer to the Product Page



To add a header to a single product page, just click in the upper left corner and a text box will appear. This area will allow 3 lines of text. While active, to change the font, center, weight, etc. use the left-hand global panel.

There is also a space to add a per page footer. Click on the bottom left hand corner of the page and a text box will appear. This area will allow 3 lines of text. While active, to change the font, center, weight, etc. use the left-hand global panel.

Catalog Editor: Choosing a Different Product Image



If the hero product image in the products page is not the one to focus on in the catalog, **double click** on the image once dropped into the product page. This will bring up a modal where the image can be deleted (a new one can be dragged in from the desktop) or a different image can be selected in place of the default image.

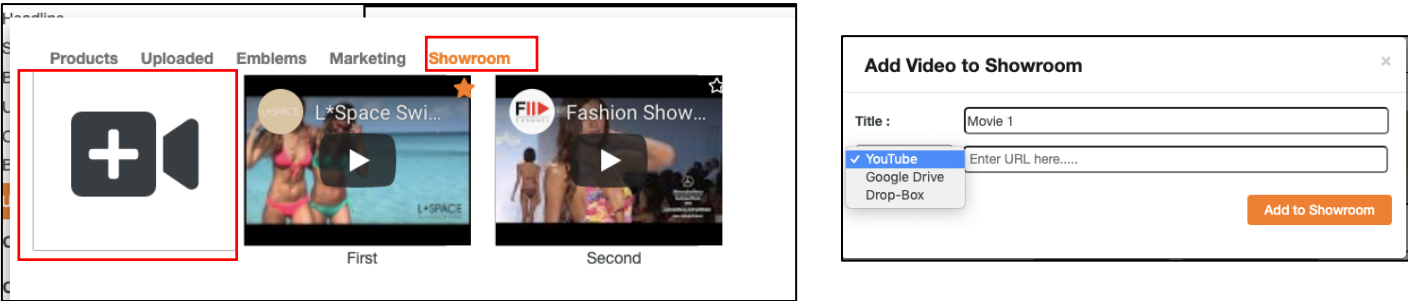
Make the selection (or add the new image) and click done.

Catalog Editor: Adding a Showroom Video



Adding the showroom video within the catalog will activate the showroom aspect of the catalog viewer.

First, add the video(s) that will be added to the products pages. Go to the showroom tab of the products tray, and click showroom. Then, click on the movie camera icon. Then, add a title, select YouTube, Google Drive or DropBox for the video source and paste the source url. Then click Add to Showroom.



You can use a single video or multiple videos within a single catalog, look book or product selection. Click the movie camera icon for **EACH** page of product that you want to be displayed while that video is playing. Select the video from those uploaded that apply to each page. This may span multiple catalog pages for a single collection video. Click done.

