



# 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](https://trade.hallmark.co.uk), select the register button (top left) and enter your details.

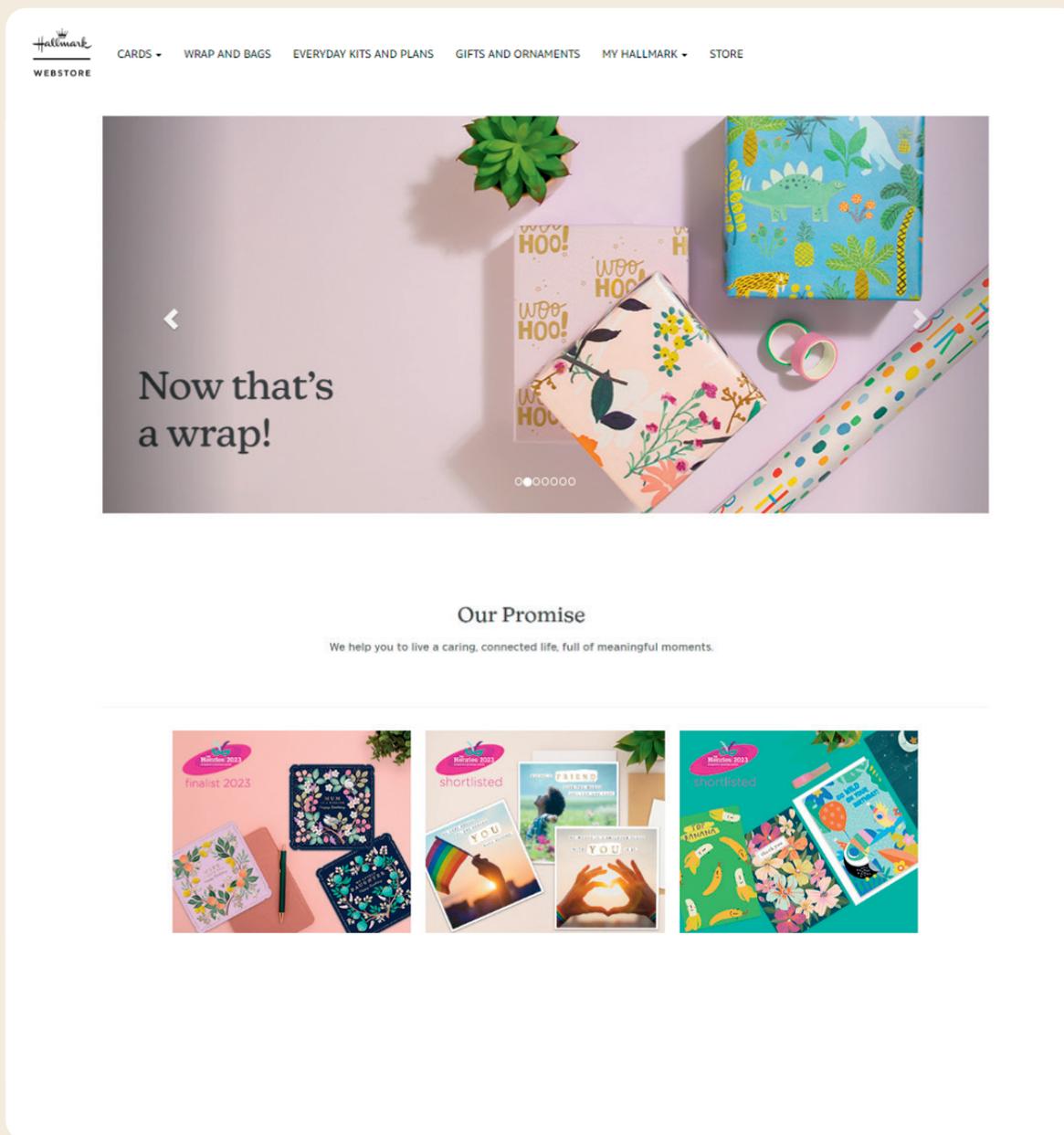
If you are a new customer, please click the register button (top left).



## 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 homepage
- Cards - Click here to go to cards for different celebrations, care & support, brands, genre and seasons.
- Wrap & bags- this will take you to our wrap and bag landing page.
- Everyday Kits & Plans - an easy way to get to kits & plans only. You can then filter on the page.
- Gifts & Ornaments
- My Hallmark- Hub for all your account details. Options, brochures and search.
- Store - Takes you to all SKU information





### 3. Search

Search is on the left hand side of your screen when you are looking at a product.

- 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.
  - Season
  - Caption
  - Primary Caption
  - Range
  - Price Code



CARDS ▾
WRAP AND BAGS
EVERYDAY KITS AND PLANS
GIFTS AND ORNAMENTS
MY HALLMARK ▾
STORE

WEBSTORE

Filters Clear

Design Code ▾

Search

Season Everyday ▾

Caption (Female, Milestone Ages, Gen) ▾

Primary Caption ▾

Range ▾

Price Code ▾



UNISEX OPEN 075  
075 / 49 (7 x 5 ) S  
25585588

In Stock

-
0
+



UNISEX OPEN 075  
075 / 49 (7 x 5 ) S  
25585587

In Stock

-
0
+



SON OPEN 075  
075 / 111 (6 x 6 ) S  
25585584

In Stock

-
0
+

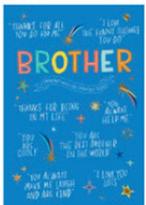


SOMEONE SPECIAL OPEN 050  
050 / 70 (8 x 6 ) L  
25585534

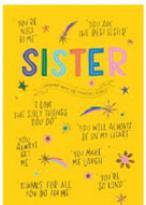
-
0
+



FRIEND OPEN 050  
050 / 70 (8 x 6 ) L  
25585533



BROTHER OPEN 050  
050 / 70 (8 x 6 ) L  
25585532



SISTER OPEN 050  
050 / 70 (8 x 6 ) L  
25585531



MUM OPEN 050  
050 / 70 (8 x 6 ) L  
25585530

Hallmark helps you live a caring,  
CONNECTED LIFE  
full of meaningful moments

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## 4. View Products

If you click on a product, this will open a screen giving your 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.

The screenshot shows the Hallmark Webstore interface. At the top, the Hallmark logo is on the left, and navigation links for 'CARDS', 'WRAP AND BAGS', 'EVERYDAY KITS AND PLANS', 'GIFTS AND ORNAMENTS', 'MY HALLMARK', and 'STORE' are on the right. The main content area features a large image of a card with the text 'LET'S DO THIS' on a pink-to-orange gradient background. Below this are two smaller images: a solid orange square and a smaller card with the text 'BREAK THE RULES'. To the right of the main image is a product information table for 'UNISEX OPEN 075'. Below the table are '1' and 'Add' buttons, and a 'Back' button with left and right arrows. At the bottom of the page, there is a Hallmark logo with the tagline 'CONNECTED LIFE full of meaningful moments', a copyright notice '© 2023 - Powered By Card Manager', and links for 'Privacy', 'Contact', and 'FAQ'.

**Hallmark**  
WEBSTORE

CARDS ▾ WRAP AND BAGS EVERYDAY KITS AND PLANS GIFTS AND ORNAMENTS MY HALLMARK ▾ STORE

**UNISEX OPEN 075** ★

Season	Everyday
Design	25585588
Product Sub Category	101
Range	Break the Rules-Break the Rules
Size Code	49 - 183 x 127
Price Code	075
RRP	£2.65
Pack Size	6
Major Caption	General
Primary Caption	USX
Secondary Caption	OPN
Gender	Hallmark Brand
Verse Length	SHR
Sales Group	Hallmark
In Stock	In Stock

1 Add Back < >

*Hallmark helps you live a caring.*  
— CONNECTED LIFE —  
*full of meaningful moments*

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# 5. Plans

When selecting **'Everyday Kits & 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.

**Hallmark** WEBSTORE | CARDS | WRAP AND BAGS | EVERYDAY KITS AND PLANS | GIFTS AND ORNAMENTS | MY HALLMARK | STORE

Filters

- Design Code
- Search
- Season
- Caption
- Primary Caption
- Range
- Price Code
- Not Applicable

8FT PLAN FATHERS DAY 2024 8FT N/A / N/A (0 x 0) N PLAN24741FDY In Stock	6FT PLAN FATHERS DAY 2024 6FT N/A / N/A (0 x 0) N PLAN24740FDY In Stock	4FT PC PLAN FATHERS DAY 2024 4FT PC N/A / N/A (0 x 0) N PLAN24739FDY In Stock	4FT PLAN FATHERS DAY 2024 4FT N/A / N/A (0 x 0) N PLAN24738FDY In Stock	2FT PC PLAN FATHERS DAY 2024 2FT PC N/A / N/A (0 x 0) N PLAN24737FDY In Stock	2FT PLAN FATHERS DAY 2024 2FT N/A / N/A (0 x 0) N PLAN24736FDY In Stock	1M PLAN FATHERS DAY 2024 1M N/A / N/A (0 x 0) N PLAN24735FDY In Stock	No image available FATHERS DAY 2024 1FT N/A / N/A (0 x 0) N PLAN24734FDY In Stock
1FT PLAN EASTER 2024 1FT X13 ROW N/A / N/A (0 x 0) N PLAN24733EAS In Stock	1FT CELLO PLAN EASTER 2024 1FT X13 ROW CELLO N/A / N/A (0 x 0) N PLAN24732EAS In Stock	2FT PLAN EASTER 2024 2FT X13 ROW N/A / N/A (0 x 0) N PLAN24731EAS In Stock	2FT CELLO PLAN EASTER 2024 2FT X13 ROW CELLO N/A / N/A (0 x 0) N PLAN24730EAS In Stock	4FT PLAN EASTER 2024 4FT X13 ROW N/A / N/A (0 x 0) N PLAN24729EAS In Stock	4FT CELLO PLAN EASTER 2024 4FT X13 ROW CELLO N/A / N/A (0 x 0) N PLAN24728EAS In Stock	12FT PLAN MOTHERS DAY 2024 12FT N/A / N/A (0 x 0) N PLAN24727MDY In Stock	10FT PLAN MOTHERS DAY 2024 10FT N/A / N/A (0 x 0) N PLAN24726MDY In Stock
8FT PLAN MOTHERS DAY 2024 8FT N/A / N/A (0 x 0) N PLAN24725MDY In Stock	6FT PLAN MOTHERS DAY 2024 6FT N/A / N/A (0 x 0) N PLAN24724MDY In Stock	4FT PC PLAN MOTHERS DAY 2024 4FT PC N/A / N/A (0 x 0) N PLAN24723MDY In Stock	4FT PLAN MOTHERS DAY 2024 4FT N/A / N/A (0 x 0) N PLAN24722MDY In Stock	2FT PC PLAN MOTHERS DAY 2024 2FT PC N/A / N/A (0 x 0) N PLAN24721MDY In Stock	2FT PLAN MOTHERS DAY 2024 2FT N/A / N/A (0 x 0) N PLAN24720MDY In Stock	No image available MOTHERS DAY 2024 1M N/A / N/A (0 x 0) N PLAN24719MDY In Stock	No image available MOTHERS DAY 2024 1FT N/A / N/A (0 x 0) N PLAN24718MDY In Stock

*Hallmark helps you live & celebrate.*  
CONNECTED LIFE  
Full of meaningful moments

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6.

The Gold Star highlights any SKU's on your plan that may have been replaced since you had the plan installed.

Therefore if you order that pocket you will be sent the updated design.

Clicking on the information (i) will show you the current and new design.



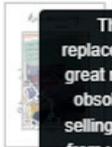
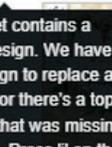
CARDS ▾ WRAP AND BAGS EVERYDAY KITS AND PLANS GIFTS AND ORNAMENTS MY HALLMARK ▾ STORE PLANS

WEBSTORE

ANA - ANNIVERSARY

Select Rack ▾

Print

<p>Pkt: 85 ⓘ</p>  <p>Annive 25 125 HMKHMK 16/11/2021</p> <p>- 0 +</p>	<p><b>★</b> Pkt: 86 ⓘ</p> <p>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</p>  <p>Annive 090 HMKHMK 16/11/2021 <b>In Stock</b></p> <p>- 0 +</p>	<p>Pkt: 87 ⓘ</p>  <p>AnniversaryYour 25537114 125 HMKHMK 16/11/2021 <b>In Stock</b></p> <p>- 0 +</p>	<p>Pkt: 88 ⓘ</p>  <p>AnniversaryYour 25524375 075 HMKHMK 16/11/2021 <b>In Stock</b></p> <p>- 0 +</p>	<p>Pkt: 89 ⓘ</p>  <p>AnniversaryYour 25449705 090 HMKHMK 16/11/2021 <b>In Stock</b></p> <p>- 0 +</p>	<p>Pkt: 90 ⓘ</p>  <p>AnniversaryYour 25468693 035 HMKHMK 09/06/2023 <b>In Stock</b></p> <p>- 0 +</p>	<p>Pkt: 91 ⓘ</p>  <p>RubyWife 25490728 125 HMKHMK 31/07/2023 <b>In Stock</b></p> <p>- 0 +</p>
<p>Pkt: 78 ⓘ</p>  <p>AnniversaryYour 25489122 075 HMKHMK 04/06/2023 <b>In Stock</b></p> <p>- 0 +</p>	<p>Pkt: 79 ⓘ</p>  <p>AnniversaryOpen 25500661 075 HMKHMK 16/11/2021 <b>In Stock</b></p> <p>- 0 +</p>	<p>Pkt: 80 ⓘ</p>  <p>AnniversaryYour 25539919 125 HMKHMK 20/06/2023 <b>In Stock</b></p> <p>- 0 +</p>	<p>Pkt: 81 ⓘ</p>  <p>AnniversaryYour 25491014 125 HMKHMK 16/11/2021</p> <p>- 0 +</p>	<p>Pkt: 82 ⓘ</p>  <p>AnniversaryOpen 25556973 050 HMKHMK 30/06/2023 <b>In Stock</b></p> <p>- 0 +</p>	<p>Pkt: 83 ⓘ</p>  <p>AnniversaryYour 11510524 070 HMKHMK 30/06/2023 <b>In Stock</b></p> <p>- 0 +</p>	<p>Pkt: 84 ⓘ</p>  <p>RubyHusband 25490726 125 HMKHMK 16/11/2021</p> <p>- 0 +</p>



# 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.



- CARDS ▾
- WRAP AND BAGS
- EVERYDAY KITS AND PLANS
- GIFTS AND ORNAMENTS
- MY HALLMARK ▾
- STORE
- PLANS

Card	Season	Description	Item	Pocket	Qty	Your Cost
	Everyday	ANNIVERSARY OPEN 090	25571266		<input type="text" value="4"/>	£31.20
	Everyday	ANNIVERSARY YOUR 125	25571552		<input type="text" value="4"/>	£37.68
	Everyday	ANNIVERSARY WIFE 090	25581790		<input type="text" value="4"/>	£31.20
	Everyday	ANNIVERSARY OPEN 125	25585055		<input type="text" value="4"/>	£37.68
	Everyday	ANNIVERSARY OUR 125 AR	25585080		<input type="text" value="4"/>	£37.68

Season	Dispatch From	PO Number/Order Reference	Units	Cost
Everyday	<input type="text" value="18/08/2023"/>	<input type="text"/>	20	£175.44

Item Total:	£175.44
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- [Back To Order](#)
- [Export Order](#)
- [Update Basket](#)
- [Delete Basket](#)

Minimum Order quantities For Everyday 20 units



## 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 - A PO number is required for all orders in ROI
- 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.



Log out

CARDS ▾ WRAP AND BAGS EVERYDAY KITS AND PLANS GIFTS AND ORNAMENTS MY HALLMARK ▾ STORE

### OPTIONS

WEB ORDER HISTORY  
ORDER TRACKING  
MARKETING  
STATEMENTS  
YOUR DETAILS  
CHANGE PASSWORD

### BROCHURES

CHRISTMAS 2023  
SPRING 2024

### SEARCH

ITEM ENTRY  
UPLOAD LINE ORDER

SITE ADMINISTRATION

Now that's  
a wrap!





## 9. My Hallmark

### Options

#### Web Order

History to view your web orders

#### Order Tracking

Track orders here

#### Statements

To view your statement history

#### 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

#### Brochure

A link to seasonal brochures

### Search

#### Item Entry

Allows you type the sku number of the card you are looking for and order it.

#### Upload Line Order

Allows you to order via an upload file



# How to place an order

## Placing an order using the 'Search' function:

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 Meaning

<b>3D</b>	This is a product which is 3D, e.g photo albums, keepsakes, mugs, confetti.
<b>Availability</b>	Quantity of stock available for ordering.
<b>Back Order</b>	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.
<b>Brand</b>	The brand of the stock.
<b>Consignment</b>	Tracking can be found within My Hallmark. For UK orders we deliver via Menzies. For ROI we deliver via An Post.
<b>Default Date</b>	First shipment date for the products.
<b>Eurohooks</b>	Adhesive plastic hooks for hanging gift wrap/cards.
<b>Everyday</b>	A product which isn't relevant to a particular season.
<b>Everyday/ Everyday Bulk</b>	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 Brighthouse Warehouse which requires 3 units for an order to ship.
<b>Fixture</b>	An in store card display is made up of one or more fixtures.
<b>FSDU</b>	Free Standing Display Unit - Usually made of corrugate.
<b>GC</b>	This stands for Gold Crown.
<b>General Cards</b>	Blank cards, non captioned open-send cards.
<b>General Spinner</b>	A free standing spinner stand that is used to display stock.
<b>GP</b>	Gift Packaging - I.e. Wrap, bags, boxes, tags etc.

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



# Terminology Meaning

<b>Pocket Order Entry</b>	This is to order by using the fixture ID and pocket number.
<b>POD</b>	Proof of Delivery.
<b>POS</b>	Point Of Sale such as header cards, bus stops, captions strips etc. used for either advertising and marketing décor within store.
<b>Price Code</b>	Allow you to filter the products by price code, e.g price code 50, 70, 75.
<b>Primary Caption</b>	Allows you to filter for a specific occasion, e.g 1st Birthday, 10th Anniversary, 21st Birthday etc..
<b>Product Category</b>	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.
<b>Product Sub-Category</b>	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..
<b>Publisher</b>	This is who has produced the product.
<b>Rack Code</b>	This is your fixture ID for an individual plan.
<b>Range</b>	This allows you to search via the range of cards, e.g Gallery, Handpicked, Lucy Cromwell, All about Gus, Disney etc...
<b>Reference</b>	This is your order number.
<b>RS</b>	This stands for Retail Singles.
<b>Scan to Plan</b>	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.

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

