

Your Stuller Showcase Guide

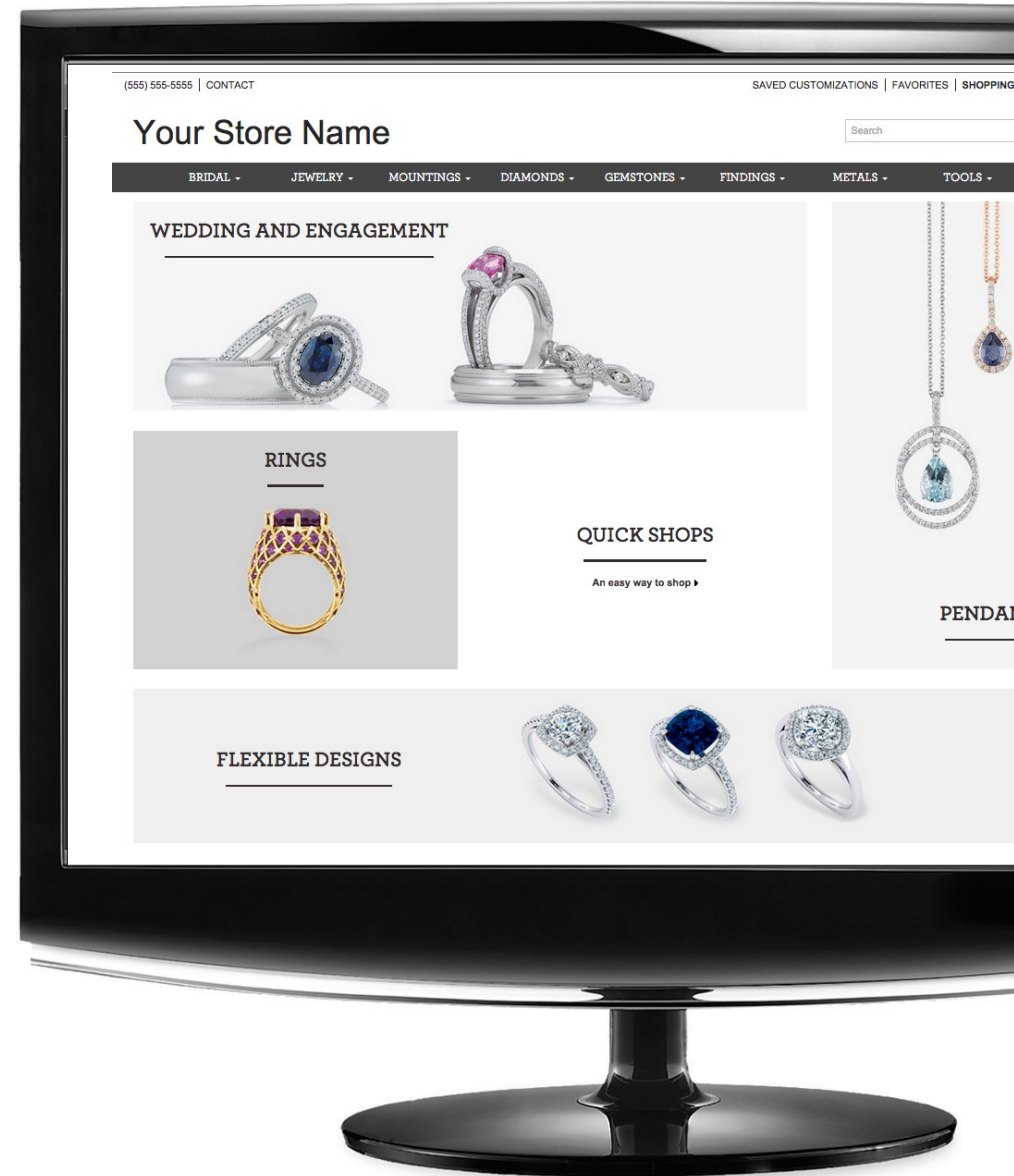
About Stuller Showcase

Stuller Showcase is a powerful and exclusive sales tool that gives you the ability to make Stuller.com your own website. Easily increase your revenue by using it in your store and by sharing your unique URL with customers so they can browse at home.

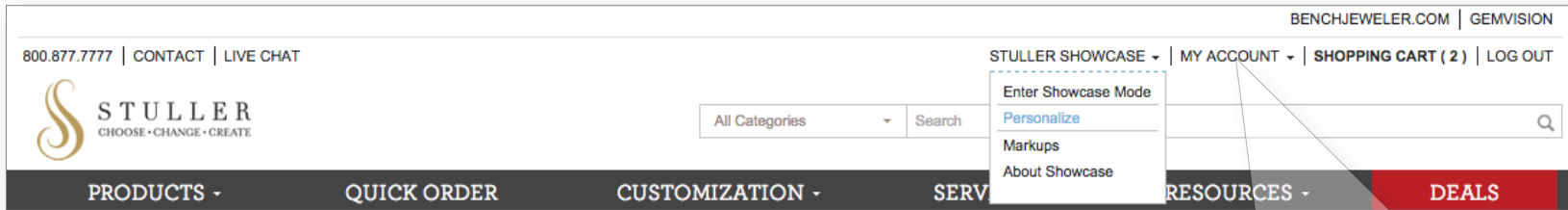
Getting Started

It only takes a few minutes to set up your own virtual showcase. The list below details exactly what you need to create your Stuller Showcase store:

- Stuller.com login credentials. This is your login ID and password.
If you do not have a Stuller.com login, go to [Stuller.com/Showcase](https://www.stuller.com/Showcase) to register.
- Showcase subdomain
- Title (the name for your showcase store)
- Contact telephone number
- Email address for customer callback requests
- List of category preferences
- Markup multiplier



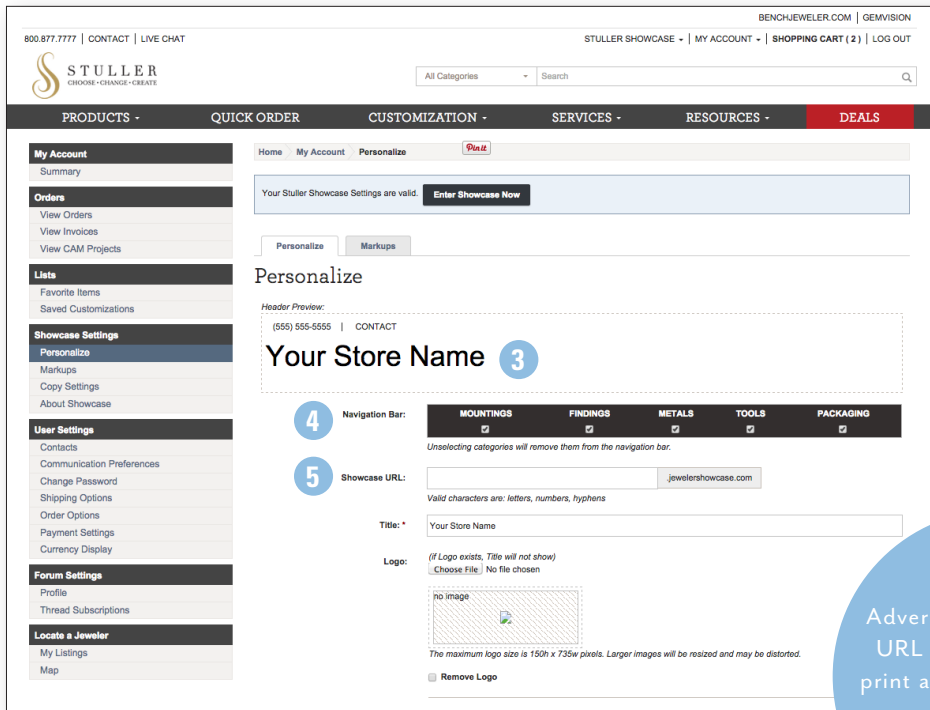
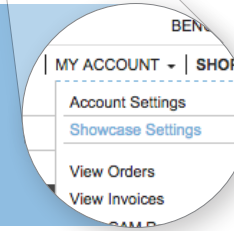
Login and Personalize



To customize your markups and settings

1. Go to Stuller.com and **Log In**.
2. To the left of **My Account**, you'll see **Stuller Showcase**.
Hover over this, and choose **Personalize** in the drop down menu.

Or, you can access **Showcase Settings** in the left navigation panel of the **My Account** page.



3. The **Header Preview** (shown right) reflects information as you enter it: your store name, your phone number, your email, background color/pattern, and your logo.
4. The **Navigation Bar** allows you to remove top-level categories by simply deselecting those you do not want to appear in your Stuller Showcase.
5. Next, you'll see the field where you input your subdomain.
This displays your unique web address, or URL.

Once confirmed, this gives you an online presence for your Stuller Showcase store, which can be accessed by your customers anywhere and anytime.

Advertise your showcase URL on business cards print and radio ads, email campaigns, and other marketing methods.

Personalize

Header Preview:

(555) 555-5555 | CONTACT

Your Store Name

Navigation Bar:



Unselecting categories will remove them from the navigation bar.

Showcase URL:

Valid characters are: letters, numbers, hyphens

6

Title: *

Logo:

(if Logo exists, Title will not show)

No file chosen



The maximum logo size is 150h x 735w pixels. Larger images will be resized and may be distorted.

Remove Logo

7

Phone Number: *

E-mail: *

Background Color:



Background Pattern:



Show Estimated Ship Date:

9

10

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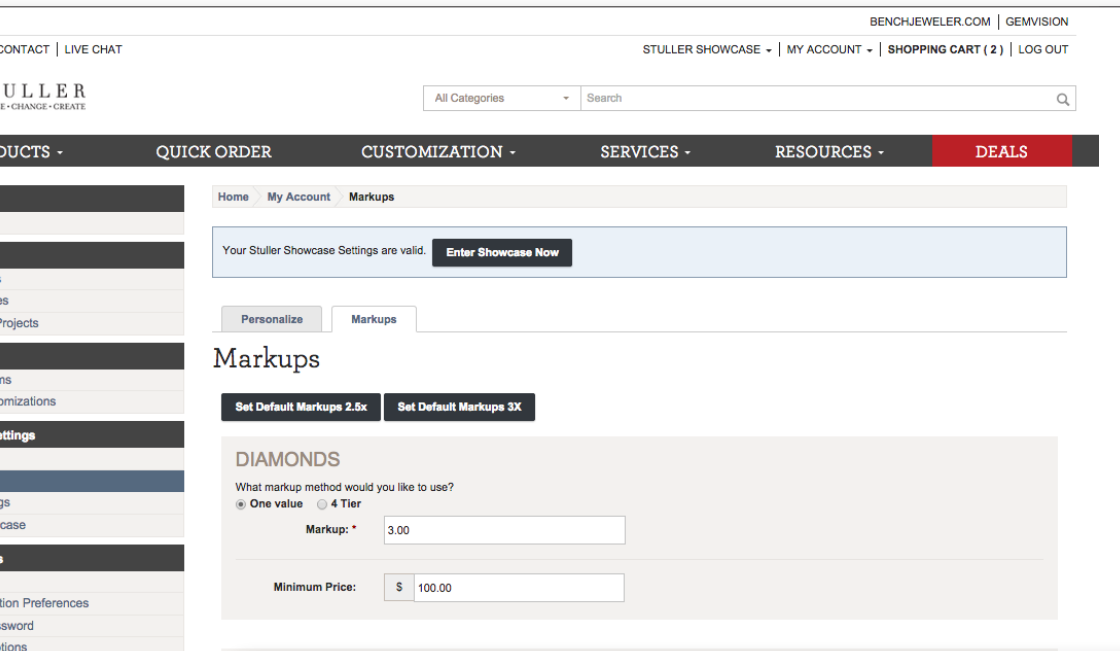
6. Next, you'll see the **Title Field**, which is usually your store name as displayed in the header. This field is required. Showcase uses this title in customer callback request notifications, automated emails, etc. If you prefer, you can replace the title with a logo. This logo will appear in the header but will not appear in emails. The logo must be no larger than 150 pixels tall by 735 pixels wide. Any size larger will cause the image to be resized, and it may become distorted. Once your logo has been uploaded and saved, the new image will appear in the header. The logo can be added, removed, or updated quickly and easily at any time.

7. **Phone Number** and **Email** fields are required and displayed in the header. These values provide contact information in the request callback email.

8. **Background Color** and **Pattern** are optional, and are limited to select choices. As changes are made and saved to these settings, your header preview will update.

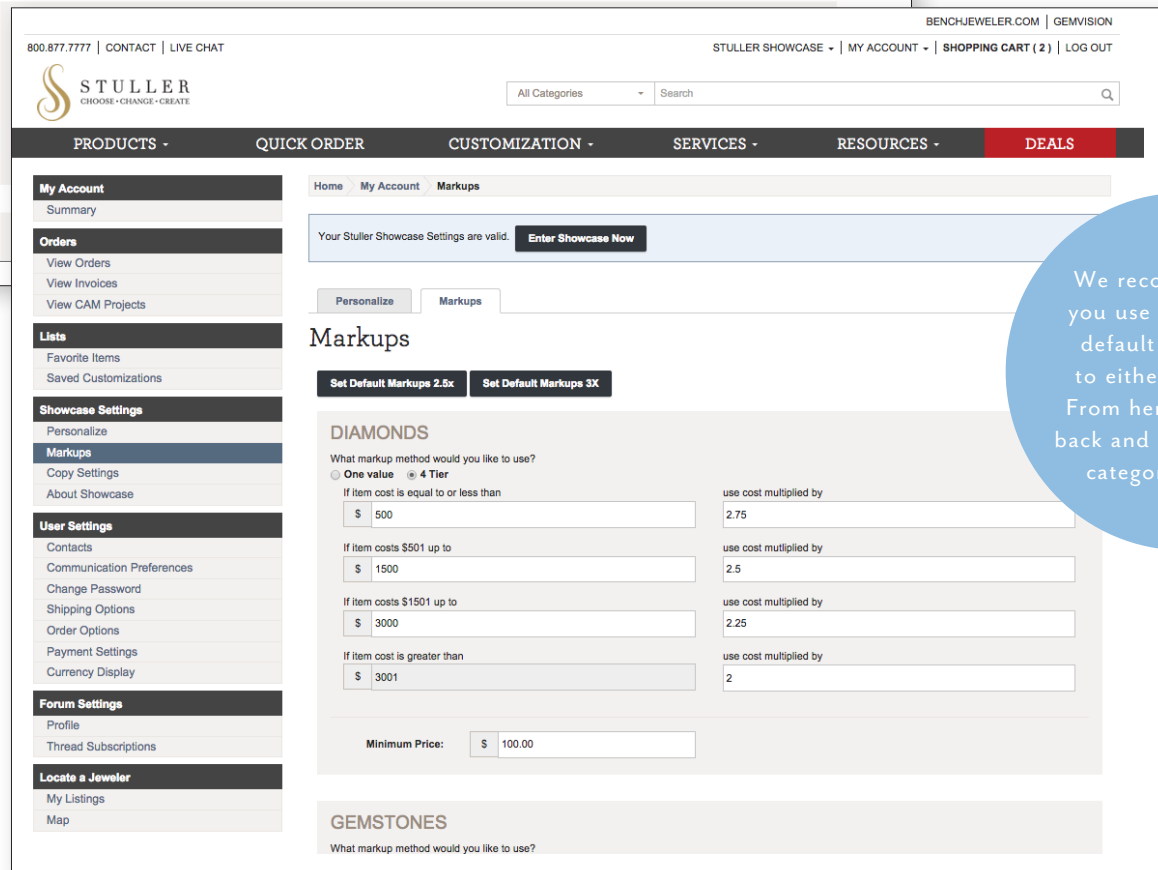
9. The option to **Show Estimated Ship Date** allows you to show or hide our calculated ship date. This date appears on product pages when an item is not available for same day shipping. Since we ship the item(s) directly to you, leaving this box unchecked allows you the freedom to be more flexible with your customers.

10. Once you have completed your personalization, click **Save**, review your settings, and then move on to set your markups by clicking the Markups tab.



Markups

Setting your markups changes the wholesale price displayed to the retail prices you want your customers to see. The markup settings let you set one markup value for all products, or apply different markups for different product types. At the top of the page, there are options to set all markups to either 2.5x or 3x their cost. Clicking either button will populate all of the necessary fields. Feel free to adjust your markups collectively or individually at any time. Changes take effect immediately upon saving.



We recommend that you use the option to default all markups to either 2.5x or 3x. From here you can go back and edit individual category markups.

Key Terms:

One value - A single markup value used for all items within the specified category.

What markup method would you like to use?
 One value 4 Tier
Markup: *

The following categories use one-value markups

Other Customization Settings - stone settings, ring sizing, and miscellaneous charges

Other Jewelry and All Other Items - metals, tools, and packaging, etc.

Price/Cents Display (optional) - allows you to force all items in your showcase to end in a specified cents value.

Additional Charge (optional) - specified dollar amount that can be added to all orders. This can be useful to cover shipping or extraordinary costs.

4 Tier - Apply markups to multiple price ranges within a specified category.

What markup method would you like to use?
 One value 4 Tier

If item cost is equal to or less than \$ 500	use cost multiplied by 2.75
If item costs \$501 up to \$ 1500	use cost multiplied by 2.5
If item costs \$1501 up to \$ 3000	use cost multiplied by 2.25
If item cost is greater than \$ 3001	use cost multiplied by 2

*Note: Markups must decrease as the item costs increase, as displayed above.

Flat Price - A single price that is used for all items within the specified category.

Minimum Price - The base price for all items in the category.

All products in that category will have a base price, equal to the value set.

*Note: Be careful when choosing the value of the minimum price. Selecting a significant minimum price value, greatly affects melee intensive product customizations.

The **Gold** and **Platinum** section has an option to "Use one markup for all Gold and Platinum Jewelry Categories."

If this is selected, you can use the one singular value or 4 tier settings for all gold and platinum jewelry items found within Stuller's jewelry and findings categories.

Once all required fields have been saved, a light blue banner will appear at the top of the page, indicating that you can now **Enter Showcase Mode**. This banner will be visible on these pages, as long as your settings are valid.

Please explore your new Showcase, examining a variety of items and categories, ensuring that you are happy with the markups that you have set.