



PRE-STEP : SHARE YOUR EMAIL ADDRESS

Between 1 and 4 people from your team will have access to the tool as **project managers** and will be able to launch new products.

Please share their email addresses with your Account Manager:

Thorsten@established.inc OR Romain@established.inc

Don't forget to CC:

Nicolas@established.inc

WELCOME PAGE

1

Choose **Product approval** for a standard release.

OR

2

Choose **Marketing asset approval** if you just want to validate marketing assets (logo, visuals, etc.).

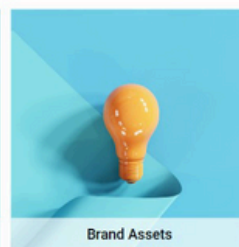
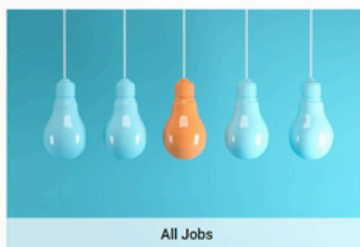
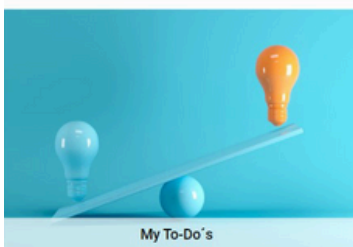
Welcome to Your Approval Fast-Track



Upload and manage the approval process for your new product here -> From data sheets and artworks to essential quality checks.



Catalogues, flyers, trade show designs, social content, and beyond—where your marketing creativity meets approval.



3-STAGES TO GET YOUR PRODUCT RELEASED



PRODUCT CONCEPT

PRODUCT APPROVAL

FINAL APPROVAL

STAGE I : PRODUCT CONCEPT

A. Launch Product approval

- 1 - Job name : enter your product name
- 2 - Job type: choose **Product release – Blaupunkt**

B. Setup Product concept approval

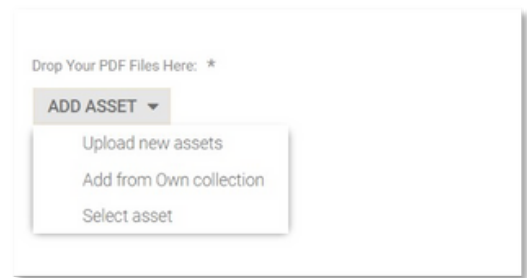
- 1 - Choose category of product (SDA, TV, Garden tool etc..)
- 2 - Add asset, a 1st visual of the product, more precisions just below
- 3 - Select your Key account manager: Romain or Thorsten
- 4 - On the top left: **Save** then **Submit**

(Add EAN code if available)

Now, the product concept is submitted to your Account Manager.

C. How to add assets?

- 1 – Click on the arrow next to **Add asset**
- 2 – Choose **Upload asset** if you have new visuals to upload
- 3 – Choose **Add from your own collection** if you want to share assets you have uploaded before.



When your account manager approves the "product concept" you will receive a notification email.

STAGE II : PRODUCT APPROVAL

Now, you must share the product visuals, the packaging visuals, the user manual and the quality certificate.

A. Access to Product approval

Click on your notification email

OR

Go to **All jobs** on the welcome screen, then clic on the product name

Here, on the **All jobs** overview below, you can see as an example:

- 1 – The **Parent job: Transparent Kettle V2** in the job name column on the left,
- 2– The 4 related “Sub jobs” below: quality, packaging, user manual and visual

JOB ID	JOB NAME	SUB-J.	CREATOR	JOB TYPE	JOB STATE	LAST MODIFICATI	JOB DEADLINE	PARENT JOB	ASSIGNEE(S)
28384	Transparent Kettle ...	4	Nicolas Licens...	Product Release with Subjobs	Complete Mai...	08/06/2024 15...	-		Nicolas Lic...
28385	Certificates / Quality	-	Nicolas Licens...	Certificates / Quality	Initiate	08/06/2024 15...	-	Transparent Kettle V2	Nicolas Lic...
28387	Packaging Artwork	-	Nicolas Licens...	Packaging Artwork - BPMN	Initiate	08/06/2024 15...	-	Transparent Kettle V2	Nicolas Lic...
28388	Artwork Manual	-	Nicolas Licens...	User Artwork Manual - BPMN	Initiate	08/06/2024 15...	-	Transparent Kettle V2	Nicolas Lic...
28386	Product visual	-	Nicolas Licens...	Product visual	Initiate	08/06/2024 15...	-	Transparent Kettle V2	Nicolas Lic...
28374	Artwork Manual	-	Nicolas Licens...	User Artwork Manual - BPMN	Initiate	08/06/2024 15...	-	Bluetooth Speaker New	Nicolas Lic...
28375	Product visual	-	Nicolas Licens...	Product visual	Initiate	08/06/2024 15...	-	Bluetooth Speaker New	Nicolas Lic...
28372	Packaging Artwork	-	Nicolas Licens...	Packaging Artwork - BPMN	Initiate	08/06/2024 15...	-	Bluetooth Speaker New	Nicolas Lic...
28373	Certificates / Quality	-	Nicolas Licens...	Certificates / Quality	Initiate	08/06/2024 15...	-	Bluetooth Speaker New	Nicolas Lic...

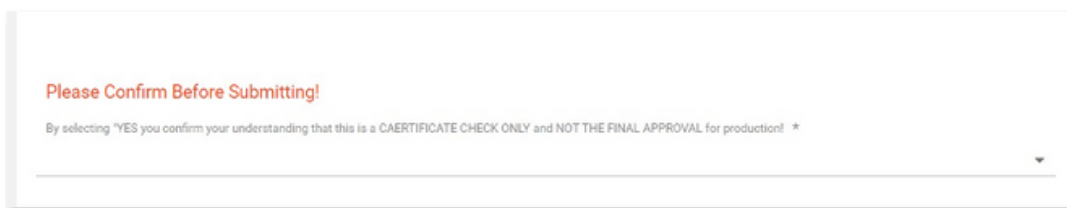
You can access to each of the 4 **Sub jobs** through the **All jobs** overview OR within the parent job here:

B. Complete Product approval / 4 Subjobs

You must complete all 4 Subjobs.

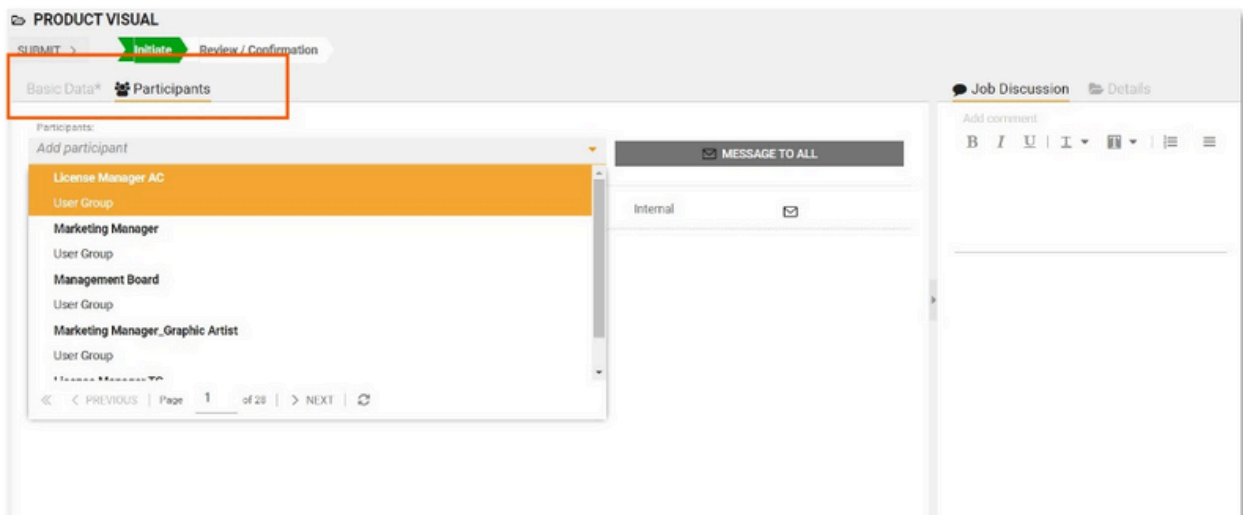
For each of the 4 Subjobs please proceed:

- 1 – Upload asset (packaging visuals in the subjob **packaging**, product certificate in the subjob **quality** , etc)
- 2 – On the bottom click **Yes** to confirm you understand this is a subjob check and not the final approval.



- 3 – Click on **Submit** on the top left

You can forward one subjobs or more to your internal colleagues if necessary as per below.

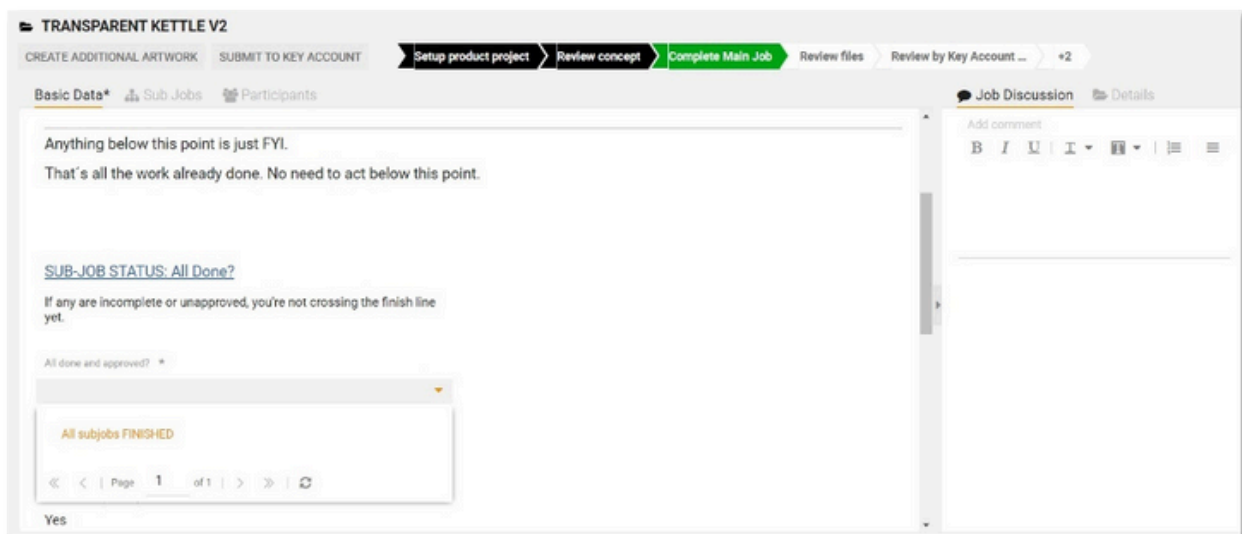


The 4 Subjobs: Packaging, Product visuals, User manual and Quality are now submitted.

C. Finalize Product approval

1 or 2 days later check that each of the 4 Subjobs is approved by Blaupunkt with the status **COMPLETE** instead of **INITIATE** in the overview. **IF SO :**

- 1 - Go to your **Parent job**
- 2 - Select **All job finished** on the **Sub jobs** status
- 3 - Enter EAN Code
- 4 - Save and Submit on the top left to the key account for the final approval.



Your request is now submitted for final approval to the **Key Account Manager**.

STAGE III : FINAL APPROVAL



You will receive the **Final Approval** notification within a few hours / Days.