



KRAMER EXPRESS

Step-by-Step Instructions

1. To get started with your Kramer Express order go to www.kramergraphics.com and click on the **Kramer Express** icon. It is the shopping basket icon (see Fig. 1)
Or type in the direct link <https://express.kramergraphics.com>

On the page that loads enter your username and password. If you do not have one, click on the **Create Account** button on the right hand side. (see Fig. 2)

Your account will be activated within 24 business hours and a confirmation email will be sent once it is active.



Fig. 1

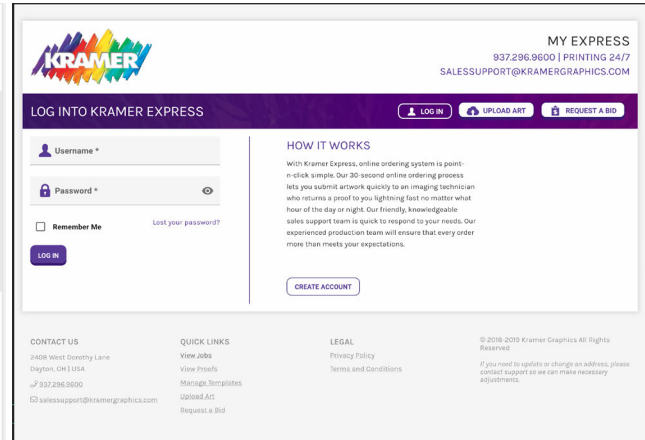


Fig. 2

2. Once logged in, the **Dashboard** page will be shown. This page shows the status of your orders, and has buttons to let you view your proofs or place a new order. (**Dashboard** is the default view, if you would like to change what page loads when logged in, it can be changed on the **Account Settings** page.) (see Fig. 3)

To start a new order click on either the **Start Order** button, which will display a listing of all our products to choose from (see Fig. 4), or click on the **Start Order From Template** button which will display the templates that have been created and saved on the account. (See Fig. 5)

(If no templates have been saved they can be created by either clicking the **Start Order From Template** button or the **Manage Templates** button from the menu at the left. Templates may also be saved before adding an item to the cart.)

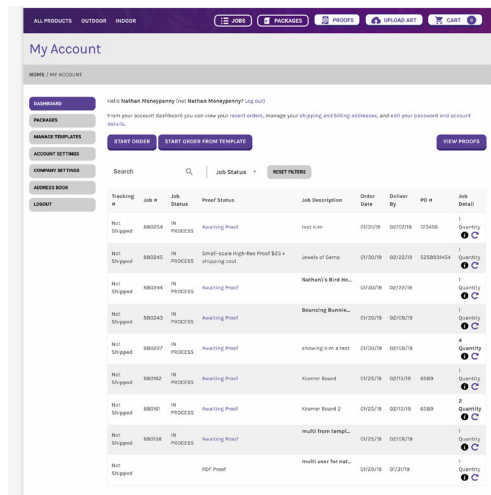


Fig. 3

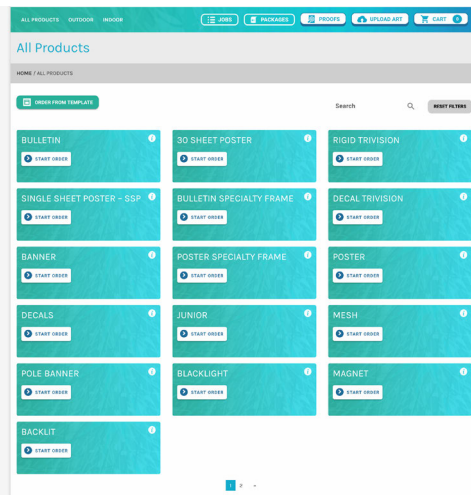


Fig. 4

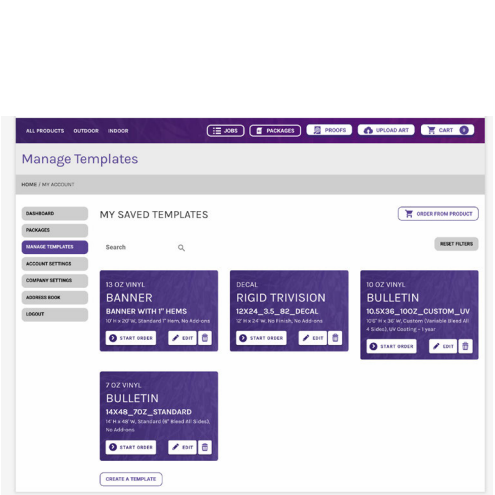


Fig. 5

3. Once the product is selected from either a new order or a template the **Order Details** page will be shown. The following section will be on this page: (see Fig. 6)

Job Details

- Shows a list of materials, finishing options and add-ons available for that product. You will also be entering the date you wish to have the order delivered, letting us know if rush shipping is needed and providing a purchase order number or reference number if one is needed.

Size and Spec Details

- This section will show the size of your product and provide any bleed information if needed. It will also display the calculated measurements for both the live size, bleed size and total square feet of the order.

Proof Details

- Provides information on the type of proof requested and who proof should be emailed to. More than one address can be included in the field, just separate them with a semi-colon.
- If you do not have artwork at this time there is a input field where an email address can be entered to send a file upload link. The link sent will allow artwork to be uploaded for this specific job.
- The last field in this section is for any special instructions that are needed.

Job Details and Artwork

- This is the last section on the **Order Details** page. It will allow you to provide a job description, enter a reference number and give a quantity for the job.
- Jobs can also be cloned in this section. This is useful if more than one design has the same order details. There is no need to create a new order and fill out all the steps again. Just give it a different description.
- Artwork for each job listed here can be uploaded in this step.

The screenshot displays the 'Bulletin' product page with the 'Order Details' form. The form is organized into four main sections:

- 1. JOB DETAILS:** Includes material selection (7.0Z VINYL, 10.0Z VINYL, 13.0Z VINYL), finishing options (STANDARD (6\" BLED ALL SIDES), CUSTOM (VARIABLE BLEED ALL 4 SIDES)), add-ons (UV Coating - 1 year, UV Coating - 2 year, Extension, Snipe, Specialty Frame, Anti-Graffiti Laminate), delivery date, expedited shipping charges, and purchase order number.
- 2. SIZE & SPEC DETAILS:** Includes live area dimensions (Height, Width) in feet and inches, bleed dimensions (Top, Bottom, Left, Right) in inches, and calculated measurements (LIVE AREA, FINISHED AREA, TOTAL SQUARE FEET).
- 3. PROOF DETAILS:** Includes type of proof (PDF Proof), email proof to, email file upload link to, and special instructions.
- 4. JOB DETAILS & ARTWORK:** Includes job description (Advertiser/design), reference number, quantity, art files (Send Now, Send Later, Browse), and a clone job button.

The form is titled 'Bulletin' and has a breadcrumb trail: HOME / PRODUCTS / OUTDOOR / BULLETIN. The bottom of the form includes buttons for 'SAVE TO TEMPLATES', 'CHANGE PRODUCT', 'CLEAR ALL FIELDS', and 'ADD TO CART'.

Fig. 6

- 4.If the **Order Details** are complete click the **Add to Cart** button at the bottom right. A window will come up asking to confirm sizes. If correct, click the **Confirm, Add to Cart** button, if not click the **Cancel and Edit** button to edit the order. (see Fig. 7)
5. You may either continue to add items to the cart or checkout at this time. (see Fig. 8)

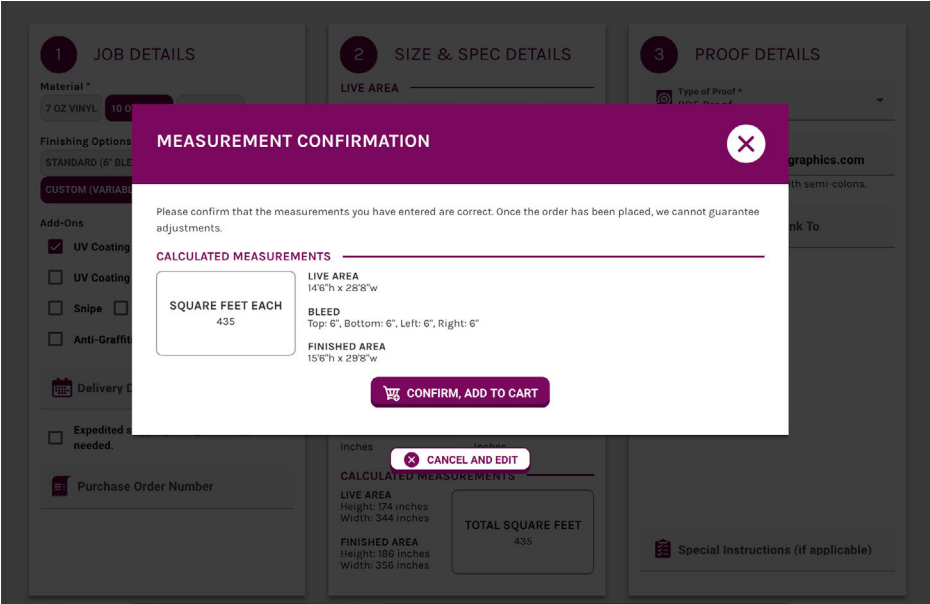


Fig. 7

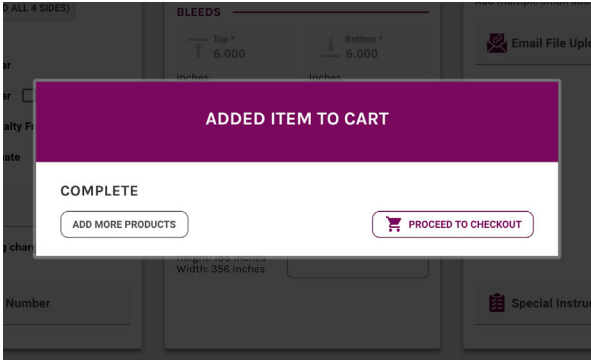


Fig. 8

6. When the **Proceed to Checkout** button is clicked an order review page will be displayed. This page will list all of the items and quantities of each item in the order. Changes to quantities can be made here or an item may be deleted from this page as well. (see Fig. 9)
7. Shipping information will be provided in this step. If a split shipment is needed that can be setup at this time. You may also add/edit addresses in your address book as well, from this page, just click the **Edit Address Book** button (see Fig. 9)

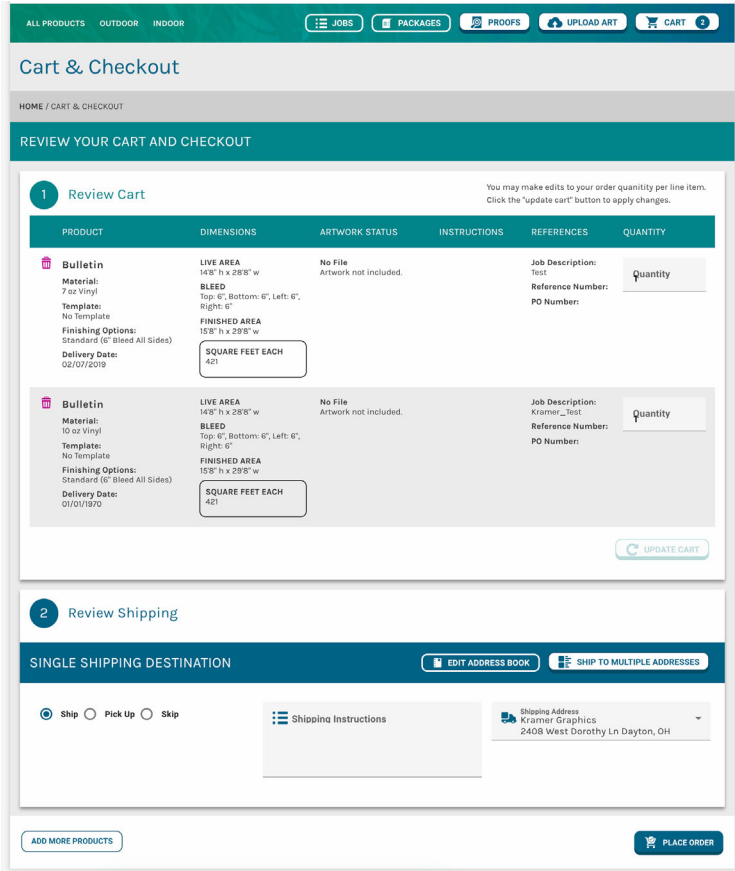


Fig. 9

8. When shipping is setup and addresses selected from the address book click the **Place Order** button on the bottom right. (see Fig. 9)
9. This brings us to the last step in the order process which is the **Confirmation Page**. This page gives an overview of the order that was just placed and the Job Number(s) assigned to the order. An email that looks similar to this page will also be sent. (see Fig. 10)

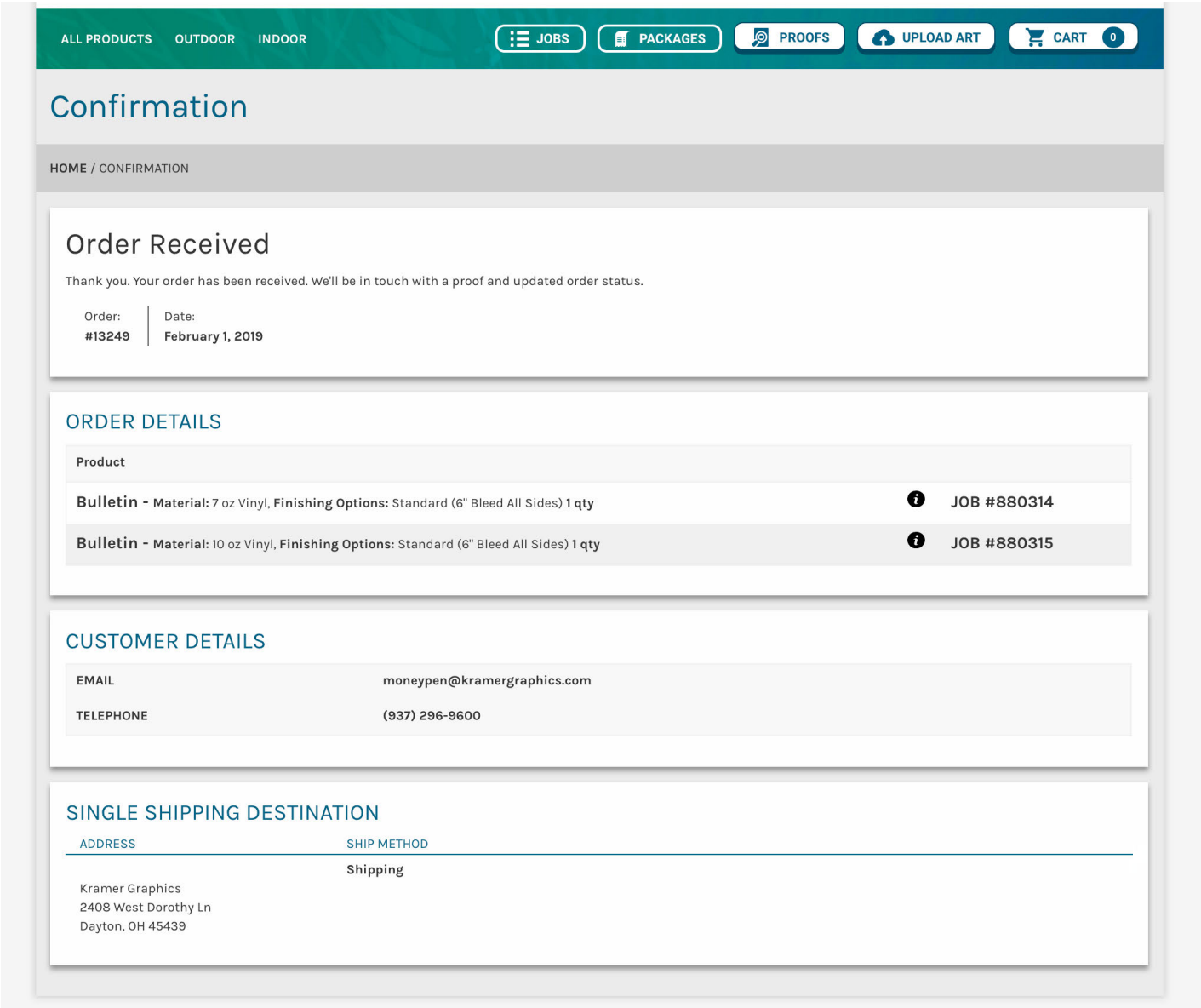


Fig. 10