

Mini Manual for web-to-print in the Linde Brand Management Portal.

How to edit your marketing material with Marketing Smart Templates.



Contents.

Selecting a Smart Template	3
Editing a document	7
Changing pictures	14
Changing content and formats	17
Step by step guidance	18
Working with notes	19
Save and close the document	21
Finalising and storing a document	22
Approval processes	27
Accepting a document	28
Rejecting a document	35

Web-to-print. Start editing your marketing material.

- 1 Go to "Marketing Tools & Shops"
- 2 Click "Marketing Smart Templates"

The screenshot shows the Linde Gases Division Brand Management Portal. At the top, there is a navigation bar with tabs: Select, Edit, Approval, Print, and Archives. Below the navigation bar is a banner featuring four images: the Linde logo, a person's back, a building, and a modern office building. A search bar and navigation links like Portal Assistant, Change Division or Brand, My Workspace, Home, and a shopping cart are visible. On the left, a sidebar menu shows 'Basics' selected, followed by 'Topics & Campaigns' which includes 'Marketing Tools & Shops' (marked with a red box and number 1) and 'Marketing Smart Templates' (marked with a red box and number 2). The main content area displays sections for Basics, News, Converter, Marketing Smart Templates, and International dialling code.

Web-to-print. The selection of a specific document. Example: creating an HPO poster.

1 Start the browse process by "Division/brand", "Collection/campaign", "Media type", "Language" etc.

2 By clicking on a specific asset (thumbnail or asset title) all document relevant information will be displayed.

! All columns (browse categories) are optional. The order of the different columns can be chosen individually: click on the little arrow to choose from the pull down menu.

1

Division/brand	Collection/campaign	Language
All	All	All
AGA	Change Campaign	English
Linde Engineering Division	HPO	14
Linde Gases Division	Job Advertisement	2
Linde-SVV	Product Campaign	12
Red Brands	Remeo Brochures	4
The Linde Group		

2

Marketing Smart Templates (14 Results)

HPO Campaign: Challenge
Format: Poster A3
"We dare to say yes when others say no!"

For further information please go to Topics & Campaigns -> HPO Campaign.

HPO Banner (suitable for all red and blue brands)
This is a banner to be used in the HPO communication.
Headline: "Solingen is taking the lead." The name of the city Solingen can be replaced by any of ...

HPO Campaign: Challenge
Format: Poster A3
"We dare to say yes when others say no!"

Web-to-print. The selection of a specific document. Example: creating an HPO poster.

1
Title and description of the asset are shown as well as all details on indexing, properties, keywords and origin.

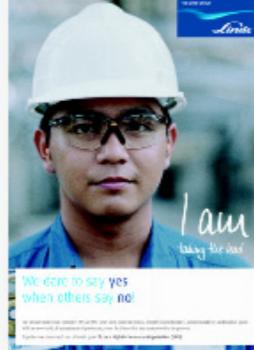
2
Click "Back" to view the original result list.

Marketing Communication.

Select Edit Approval Print Archives

1

HPO Campaign: Challenge



ID: 28315
Format: Poster A3
"We dare to say yes when others say no!"

For further information please go to Topics & Campaigns -> HPO Campaign.
The HPO poster campaign works with different campaign themes, i.e.

2

BACK

Indexing	Properties	Keywords	Origin
Access	Internal use only		
Date of creation	8/1/2008		
Keywords	Employees, faces, I am taking the lead, Internal Communication, People at Work, People in Business, Workers		
Category	Gases Division, General		



1438.indd
Format: Poster A3
"We dare to say yes when others say no!"

For further information please go to Topics & Campaigns -> HPO Campaign.

Use Smart Template

Web-to-print. The selection of a specific document. Example: creating an HPO poster.

 To start editing your local version choose a template by clicking "Use Smart Template".

Division/brand	Collection/campaign	Language
All	All	All
AGA	Change Campaign	English
Linde Engineering Division	HPO	14
Linde Gases Division	Job Advertisement	2
Linde-SVW	Product Campaign	12
Red Brands	Remeo Brochures	4
The Linde Group		

Marketing Smart Templates (14 Results)



HPO Campaign: Challenge
Format: Poster A3
"We dare to say yes when others say no!"

For further information please go to Topics & Campaigns -> HPO Campaign.

1 [Use Smart Template](#) 



HPO Banner (suitable for all red and blue brands)
This is a banner to be used in the HPO communication.
Headline: "Solingen is taking the lead." The name of the city Solingen can be replaced by any of ...

[Use Smart Template](#) 



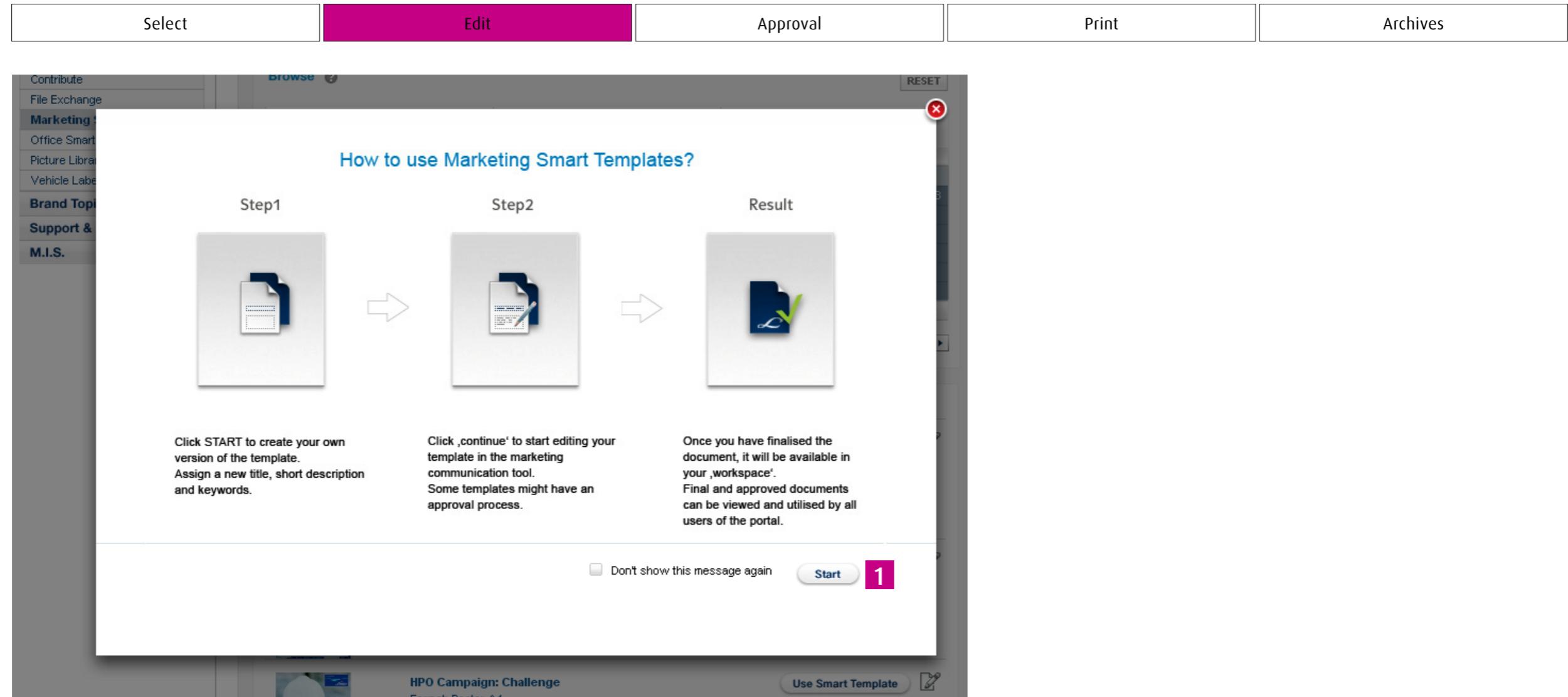
HPO Campaign: Challenge
Format: Poster A3
"We dare to say yes when others say no!"

[Use Smart Template](#) 

Web-to-print. How to use Marketing Smart Templates.

Example: creating an HPO poster.

1
Please take a look at the description of the next steps and click „Start“.



Web-to-print. Specification of a document.

Example: creating an HPO poster.

1 Choose a comprehensible title for your document.

2 Give a short description of the document.

3 Choose meaningful keywords.

4 If the text given on the right side also applies to your document, you can copy it by clicking on the double arrows

Metadata for this document

New document's data	Original data
Title of the asset* 1 HPO Campaign Singapore Office	HPO Campaign: Challenge
Short description of the asset* 2 Format: Poster A3 "We dare to say yes when others say no!"	Format: Poster A3 "We dare to say yes when others say no!" For further information please go to Topics & Campaigns -> HPO Campaign. The HPO poster campaign works with different campaign themes, i.e. headlines and copy texts, and a large variety of people images which can be changed and adapted directly in the smart template.
Keywords (at least 4)* 3 faces ✕ People at Work ✕ Employees ✕ Managers ✕ I am taking the lead ✕ Workers ✕ Business People ✕ HPO Campaign ✕ Internal Communication ✕	4 Employees, faces, I am taking the lead, Internal Communication, People at Work, People in Business, Workers
Proposed Keywords	
People in Business	
Portrait photographs	

Web-to-print. Specification of a document.

Example: creating an HPO poster.

1 Choose "Part of a collection" (optional). This functionality allows to group documents and pictures which belong to a conjunctive topic.

2 Choose "Brand" and "Categories".

3 Indicate the e-mail address of a responsible person for this document (generally it is your e-mail address; a Linde e-mail address is mandatory).

4 Click "OK".

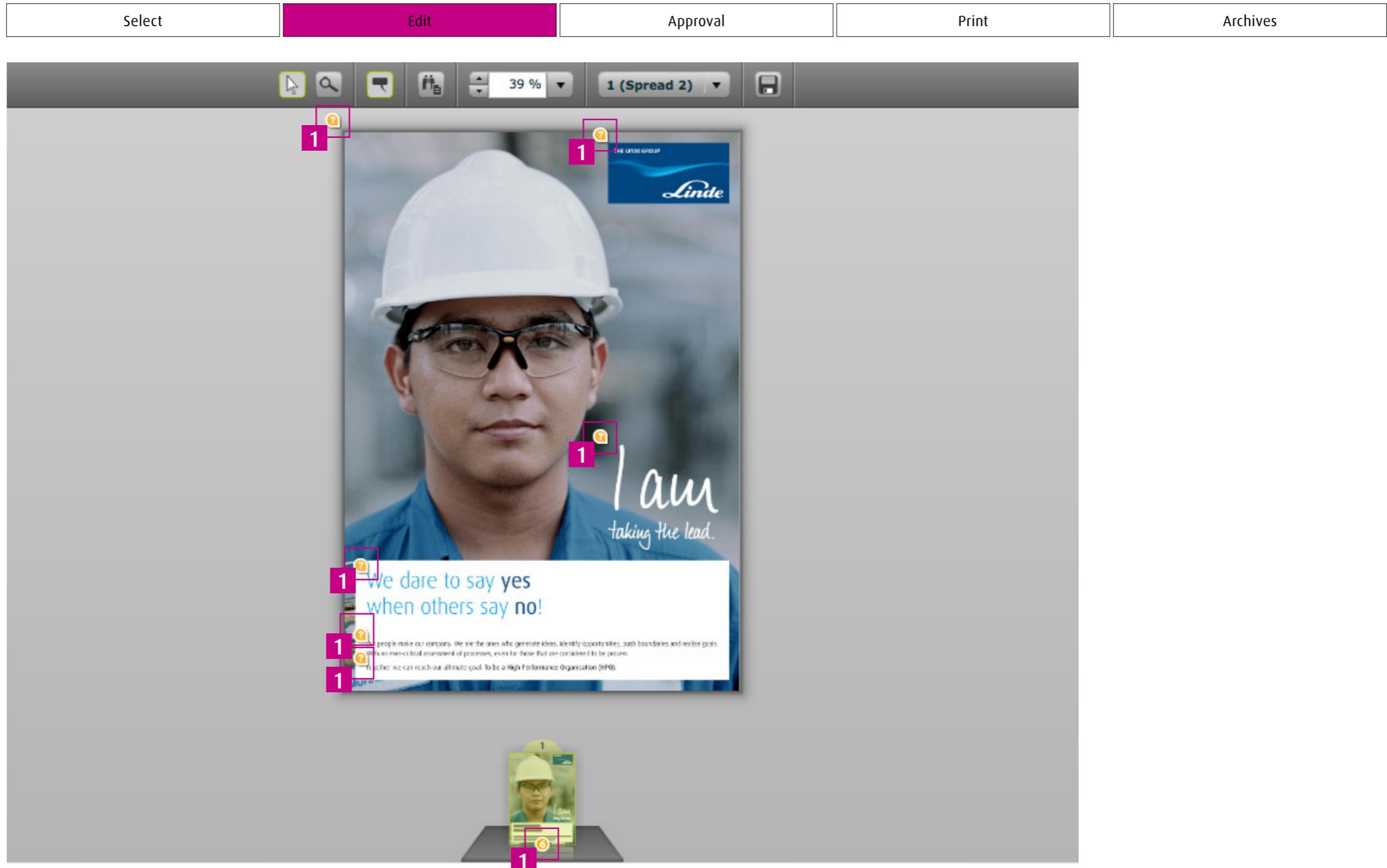
The screenshot shows a user interface for specifying a document. At the top, there are five buttons: Select (white), Edit (pink), Approval (white), Print (white), and Archives (white). Below these buttons is a toolbar with two tabs: 'Photographs' and 'Panoramic views'. The main area contains several input fields:

- Part of a collection:** A dropdown menu containing 'HPO' and 'HPO Singapore'.
- Brand^{*}:** A dropdown menu containing 'Linde Gases Division'.
- Categories^{*}:** Three stacked dropdown menus containing 'Gases Division', 'General', and 'General'.
- Product:** An empty input field.
- Trademark:** An empty input field.
- Responsible for Document:** An input field containing 'gloria.smith@linde.com'.

At the bottom right of the form are 'OK' and 'Cancel' buttons. A vertical scroll bar is visible on the right side of the form area.

Web-to-print. Changing contents. Example: creating an HPO poster.

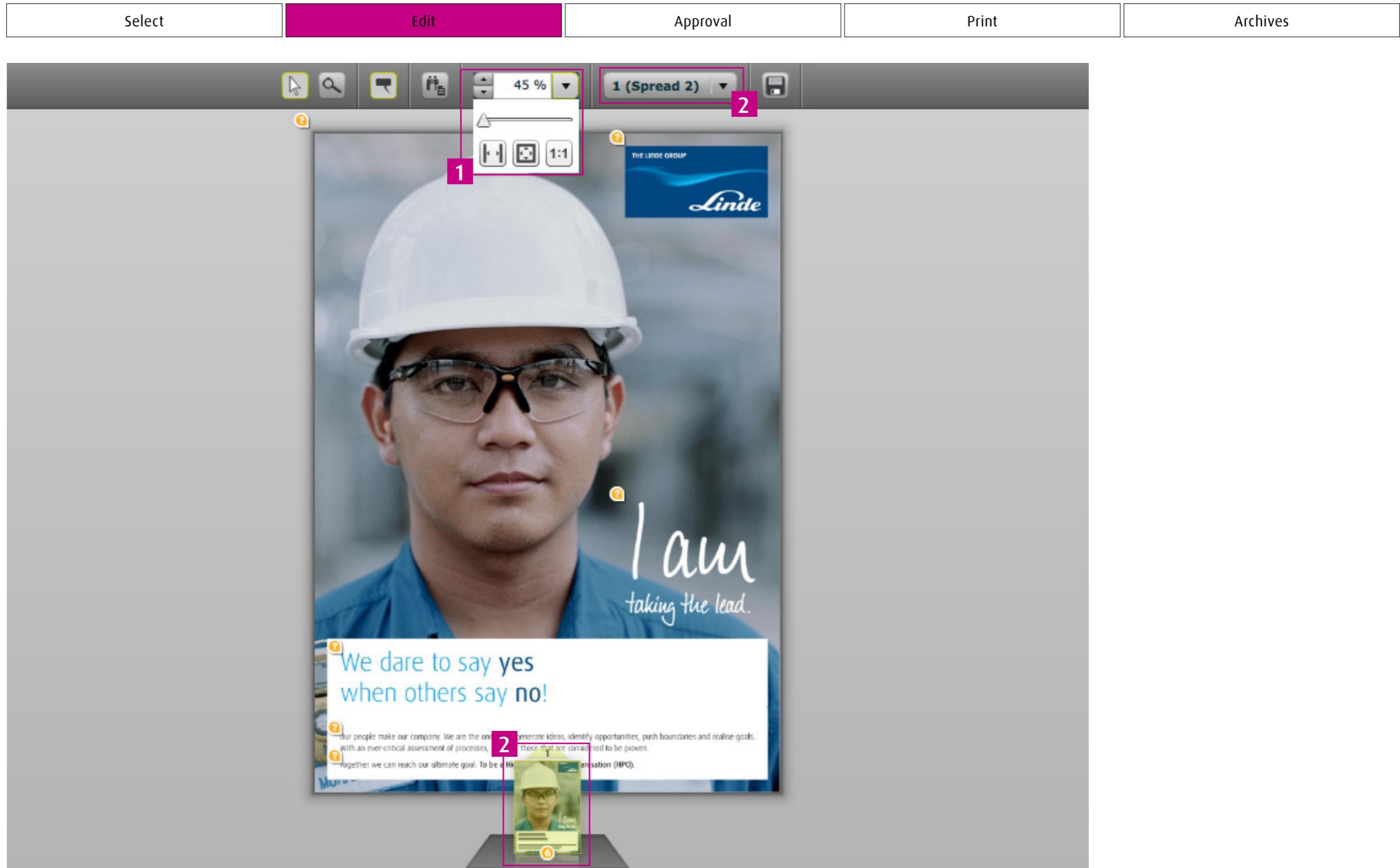
 All editable objects are labelled with orange markers.



Web-to-print. Editing a document. Example: creating an HPO poster.

1
Adjust the zoom with the slider, the arrows or select the content to be shown in real size (1:1), fit the width or height of the screen.

2
In a multiple page document you can use this pull down to switch between the pages. Alternatively it is possible to use the thumbnails at the bottom of the page.



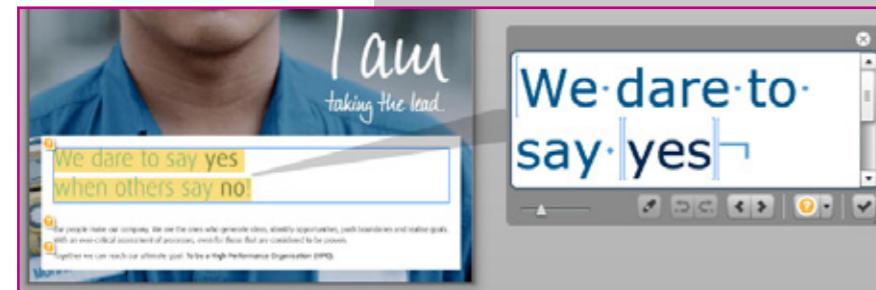
Web-to-print. Changing contents. Example: creating an HPO poster.

The tool bar offers you the possibility to

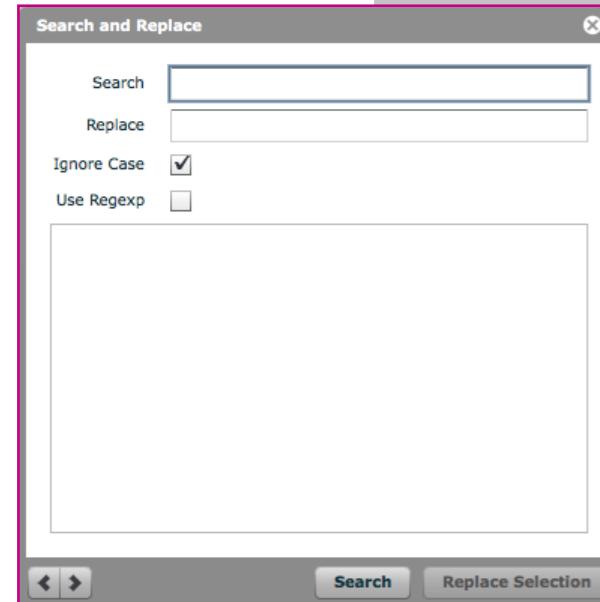
1 show or hide the orange markers of the editable objects.

2 zoom in our out.

3 mark/connect your editing box with the respective part of the document:

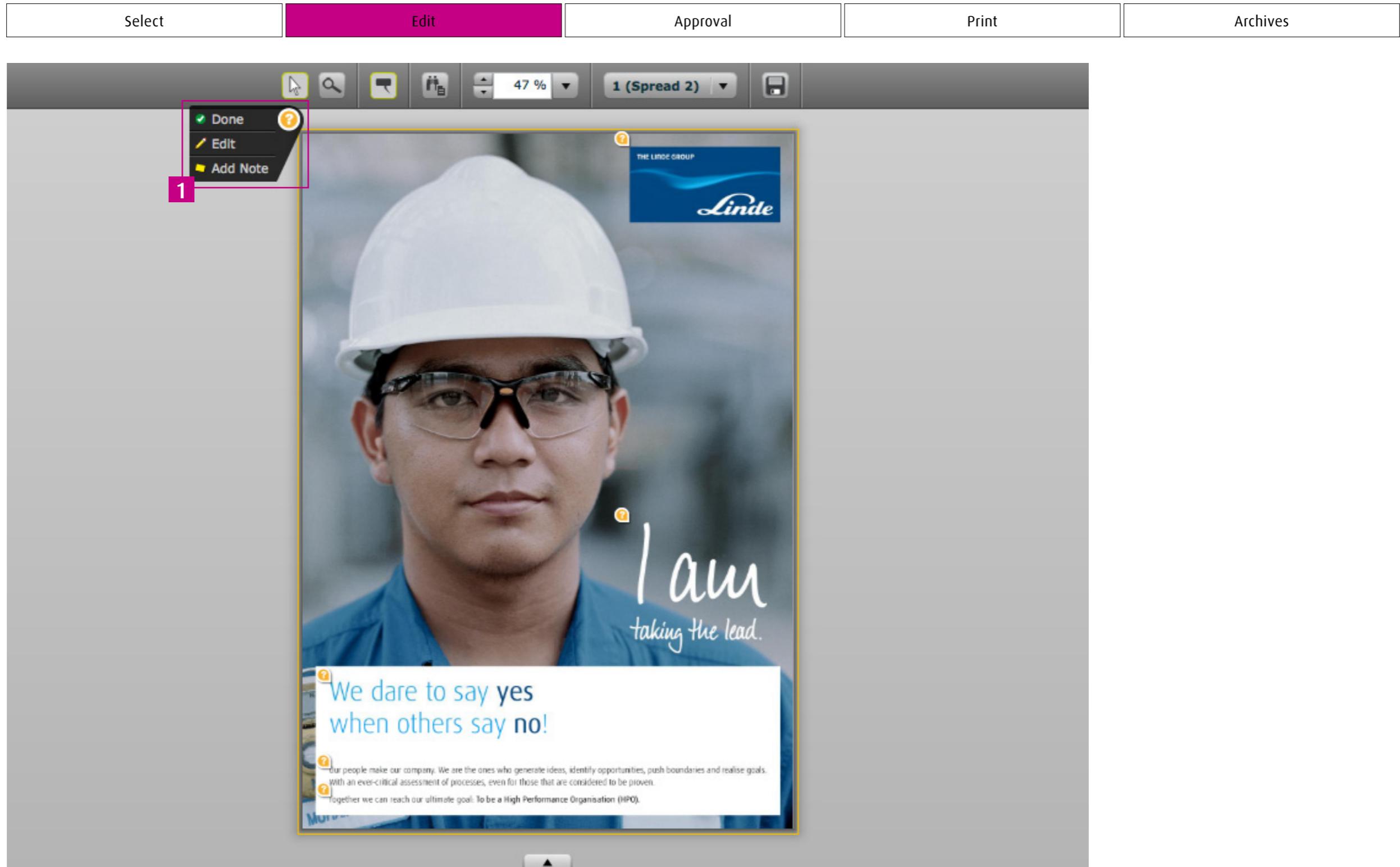


4 search and replace:



Web-to-print. Changing contents. Example: creating an HPO poster.

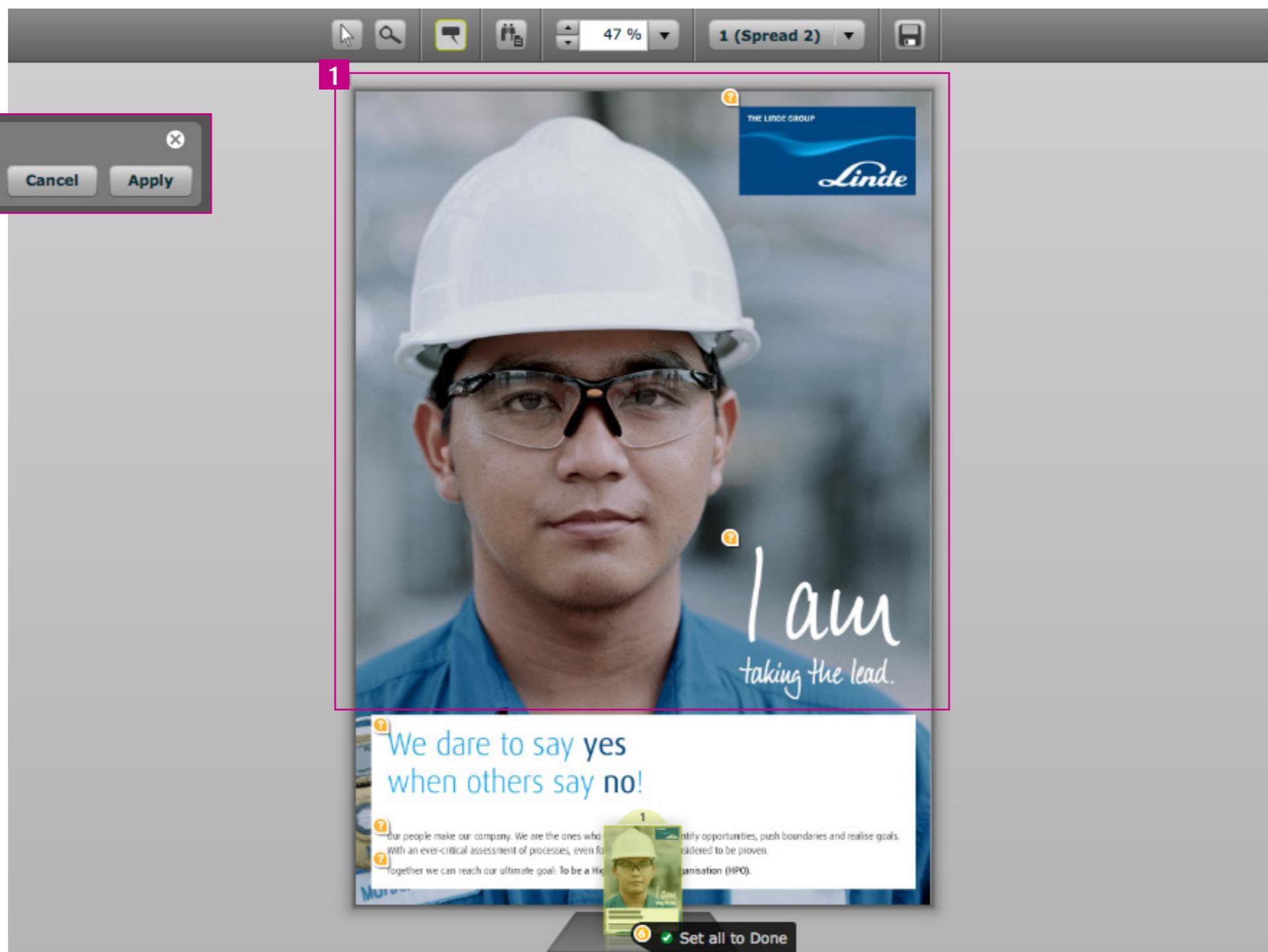
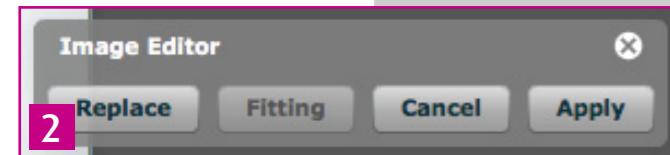
1 Mouse over a marker shows you the options "Edit" and "Done". To change the image or content please click on "Edit". Activate your content by clicking on "Done". Subsequently the colour turns green, indicating that the editing process is complete.



Web-to-print. Changing pictures. Example: creating an HPO poster.

1 If you wish to change an image you can do so by simply clicking into the respective field.

2 Click on „Replace“ to open the image selection:



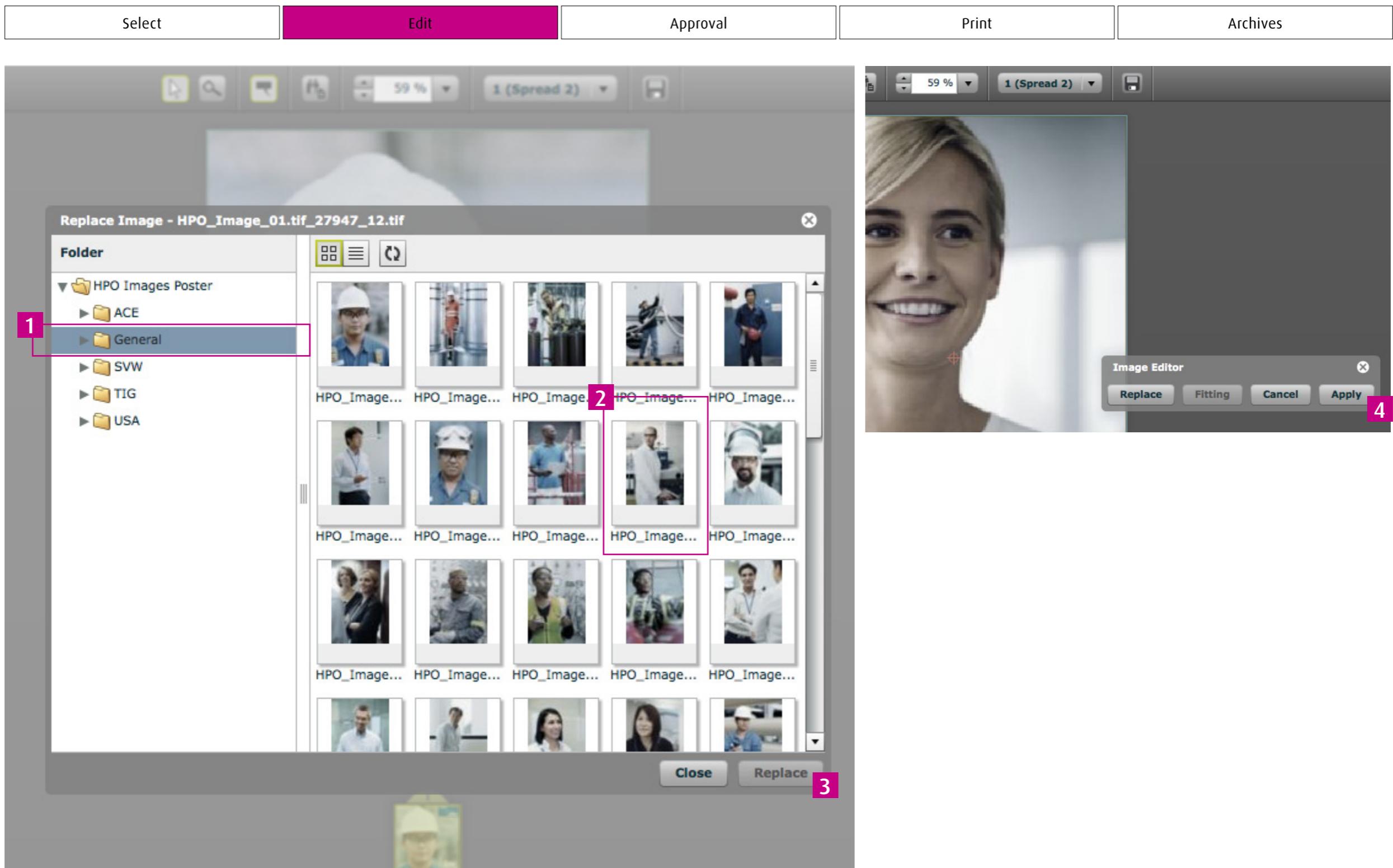
Web-to-print. Changing pictures. Example: creating an HPO poster.

1 Open the respective folder.

2 Choose image.

3 Click „Replace“.

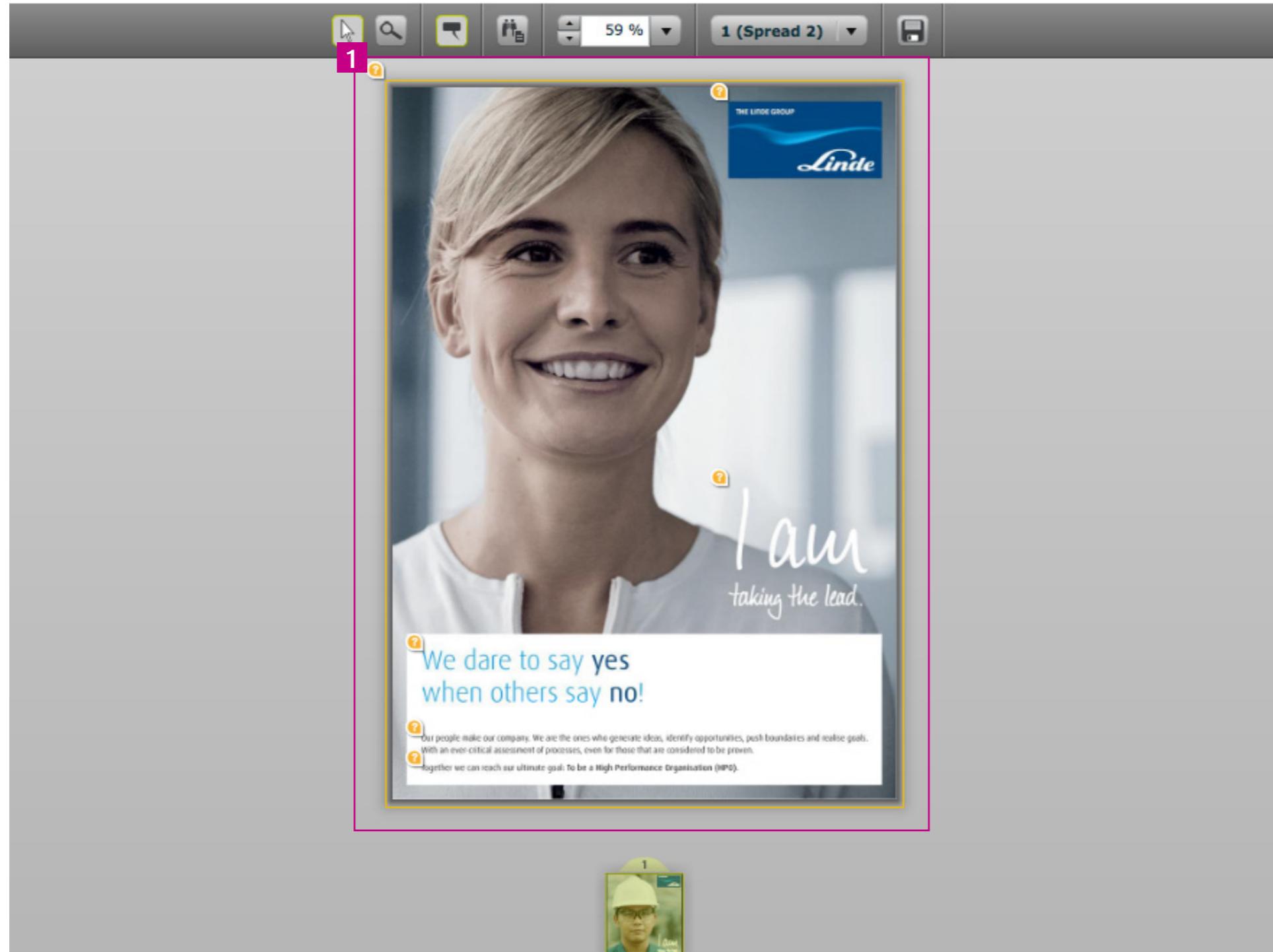
4 Click on „Apply“ to change the image and return to the editing status.



Web-to-print. Changing pictures. Example: creating an HPO poster.

 Image has been changed
according to your choice.

Select Edit Approval Print Archives



The screenshot shows a web-based graphic design application for creating posters. At the top, there's a navigation bar with tabs: Select, Edit (which is highlighted in pink), Approval, Print, and Archives. Below the navigation is a toolbar with various icons for selection, zoom, and other editing functions. The main workspace displays a poster template. The poster features a photograph of a smiling woman, the "THE LINDE GROUP" and "Linde" logos in the top right corner, and the slogan "I am taking the lead." in a stylized font. A callout box contains the text "We dare to say yes when others say no!" followed by smaller text about people being the ones who generate ideas and realize goals. The preview area shows a small thumbnail of the poster at the bottom.

Web-to-print. Changing content and formats. Example: creating an HPO poster.

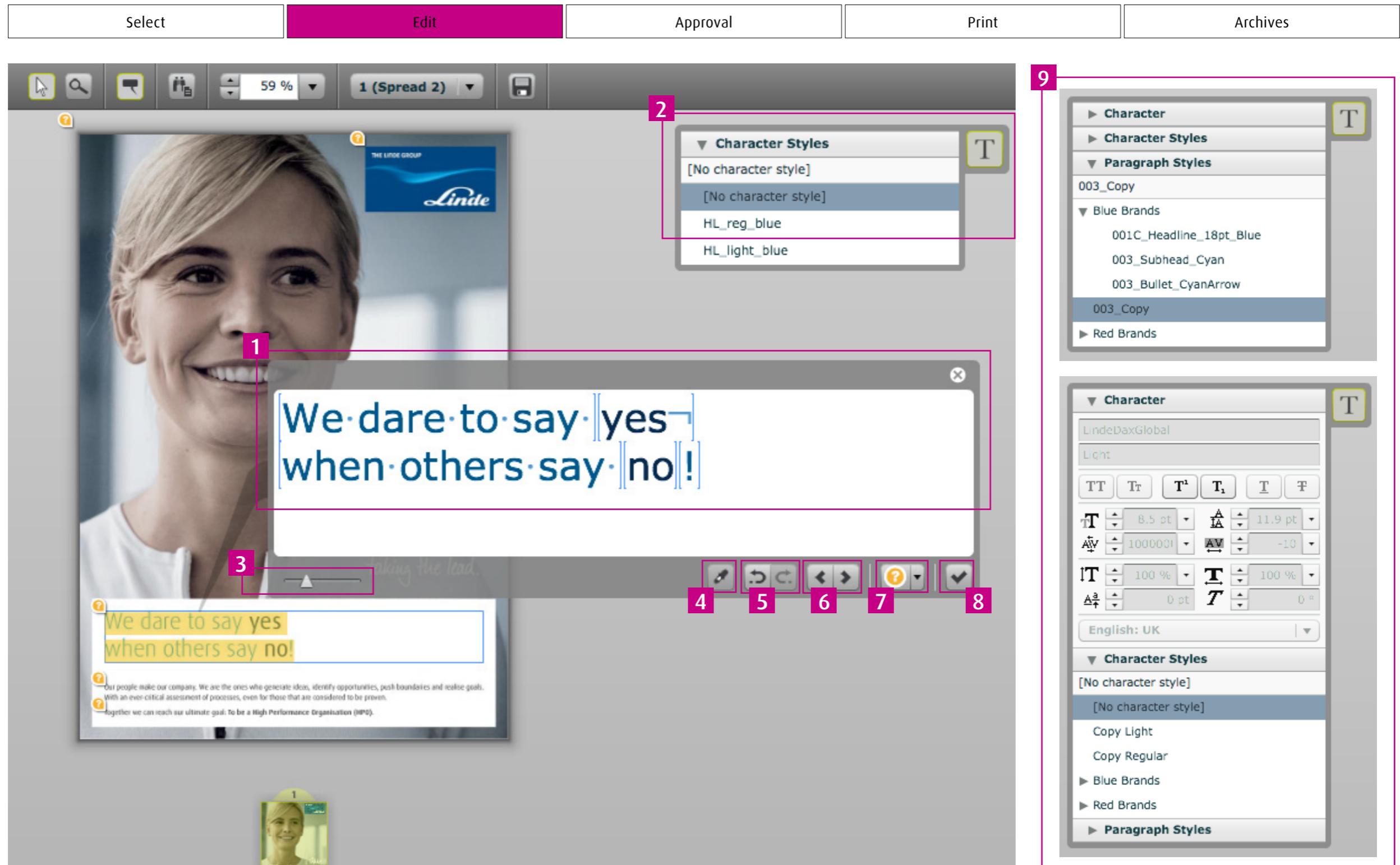
By clicking on "Edit" or the respective part you can:

- 1 Fill in your text in this mask
- 2 Click on the „T“ icon to see the different formatting styles
- 3 Adjust the zoom with the slider
- 4 Transfer the format from one text area to another
- 5 Do or undo
- 6 Jump to the prior or next text field
- 7 Change to „Done“ or add notes
- 8 Click here to apply changes
- 9 In other documents you will find further formatting functionalities and you can edit full paragraphs with different formatting styles.

Paragraph styles:
Change e.g. colours from blue to red or text from regular to light. The setting will be applied to the whole paragraph.

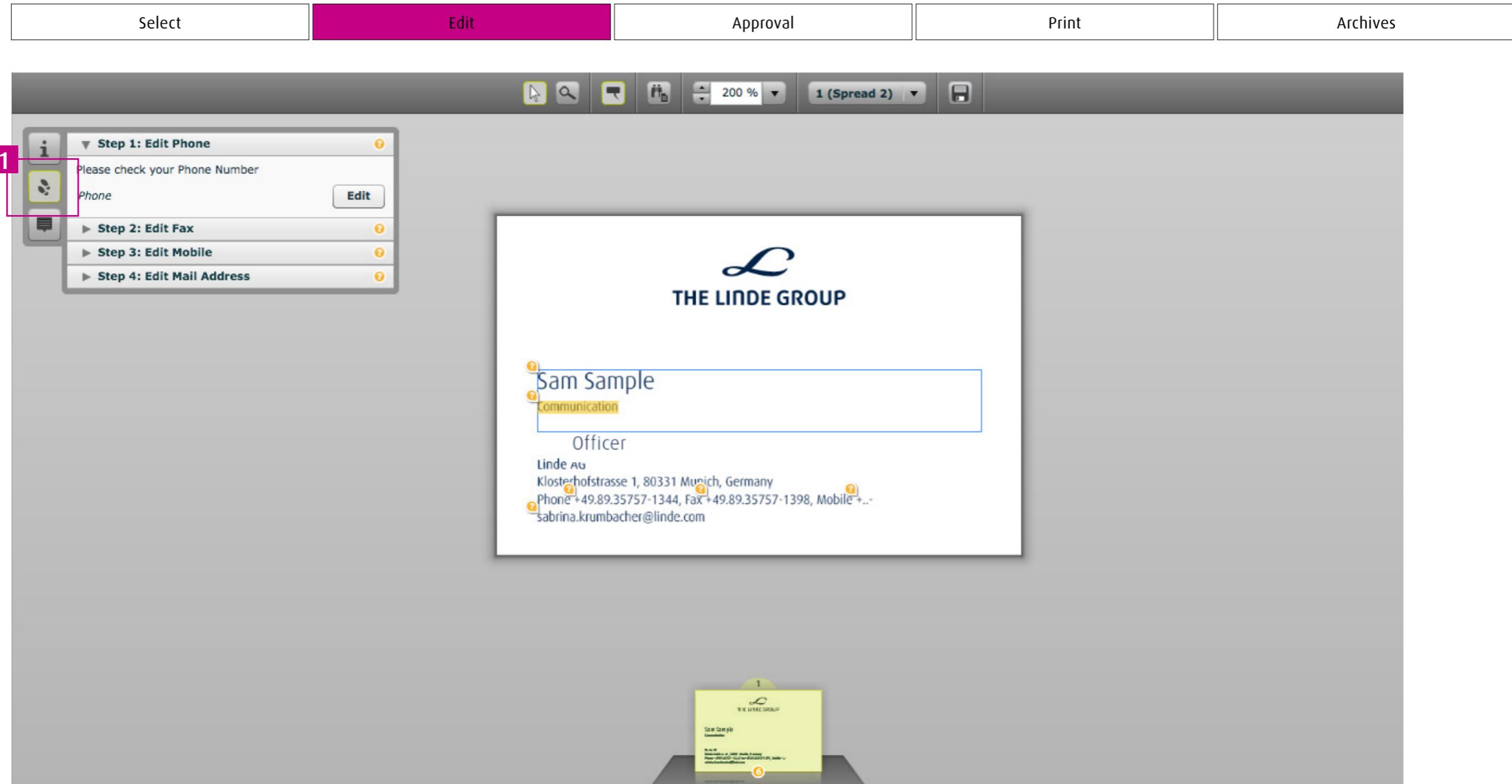
Character styles:
Change e.g. colours from blue to red or text from regular to light. To e.g. highlight a word you can apply the setting to only this word.

Character palette:
Put characters into super- or subscript, underline or strike-thru them.



Web-to-print. Step by step guidance. Example: creating a business card.

This icon guides you through the different parts of the documents and enables you to complete your document step by step.

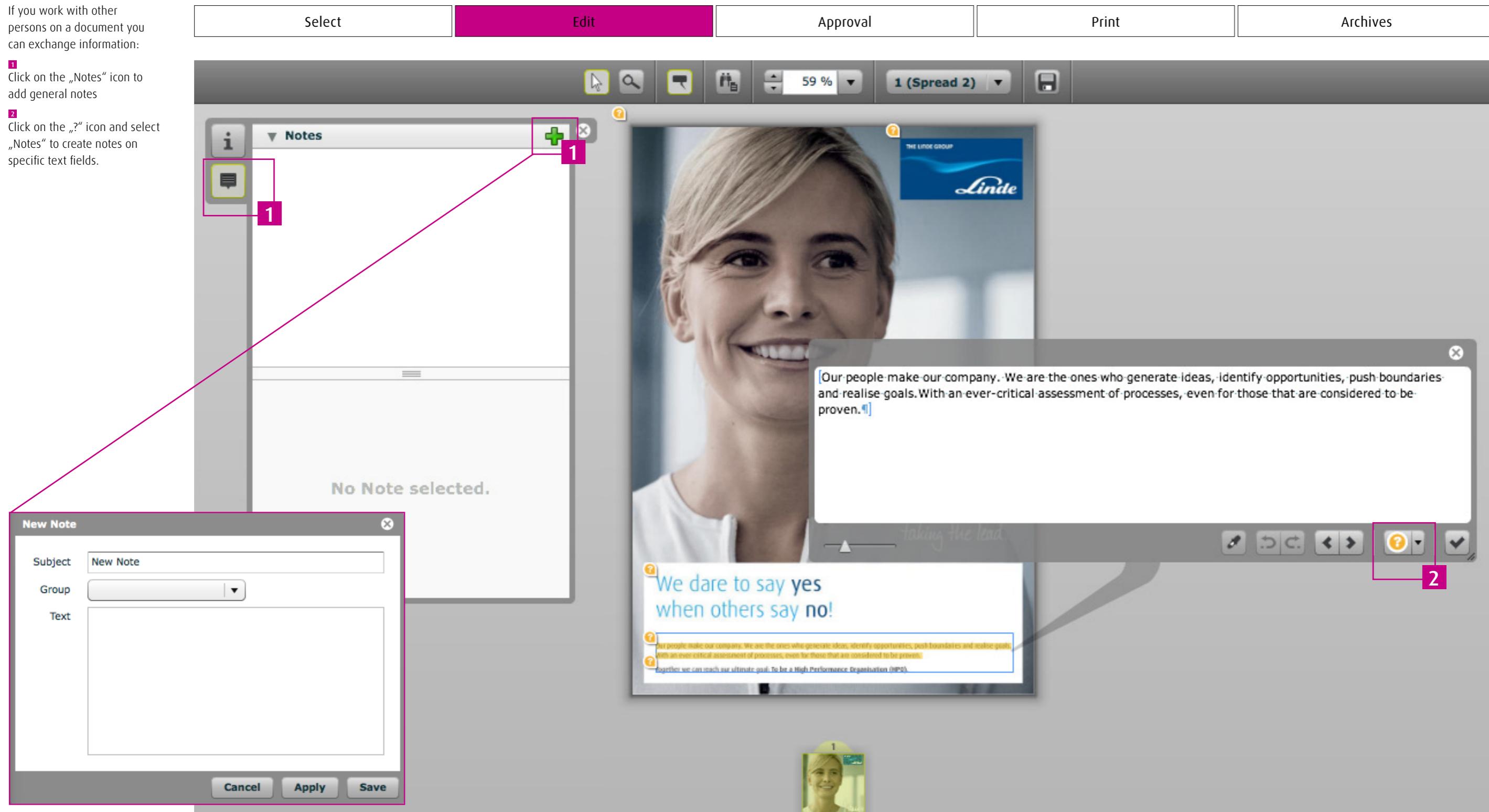


Web-to-print. Working with notes. Example: creating an HPO poster.

If you work with other persons on a document you can exchange information:

1 Click on the „Notes“ icon to add general notes

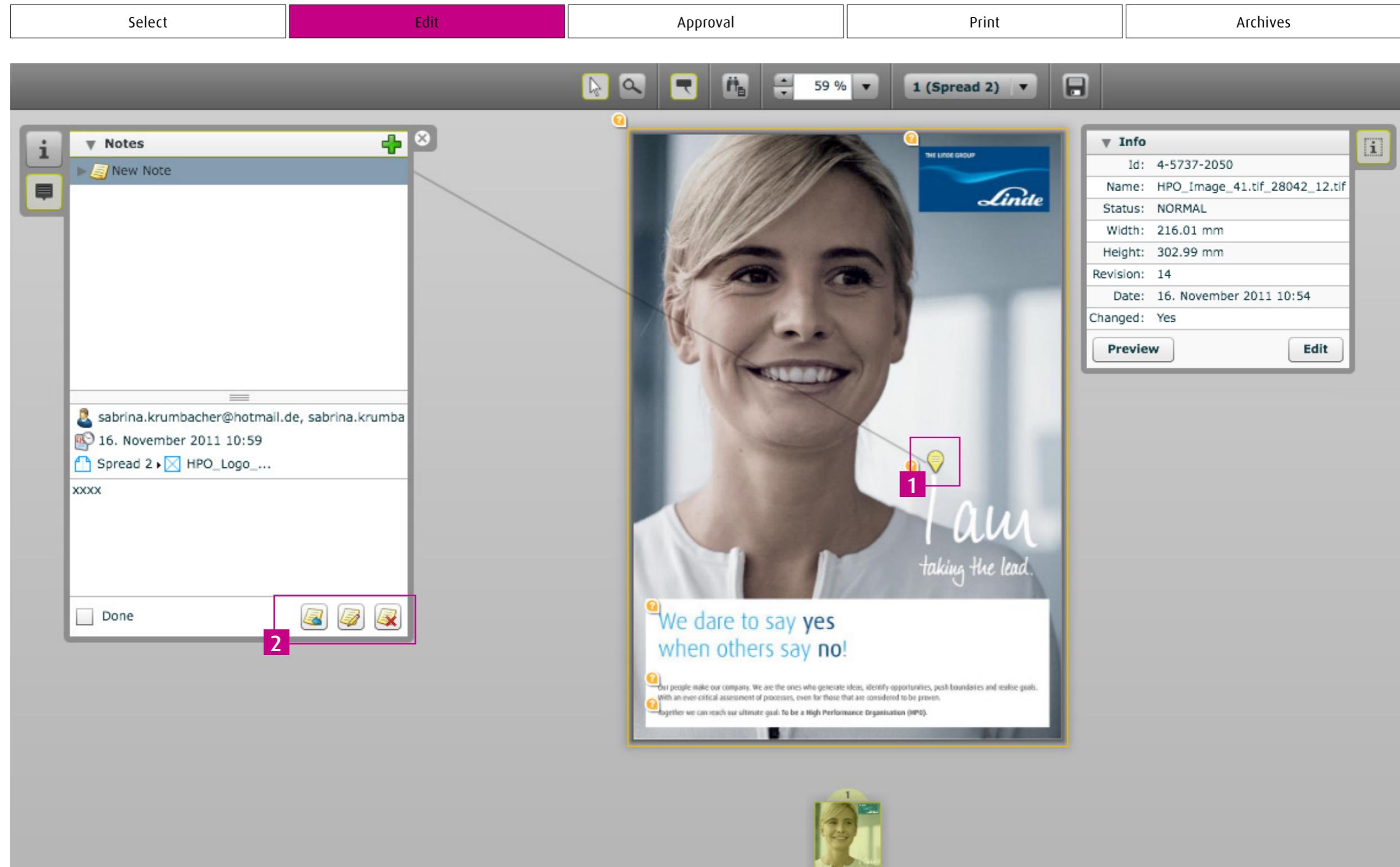
2 Click on the „?“ icon and select „Notes“ to create notes on specific text fields.



Web-to-print. Working with notes. Example: creating an HPO poster.

1
The marker indicates that there are notes for this editing field. Click on the marker to jump to the note. It will show you the content, origin, time and date of creation.

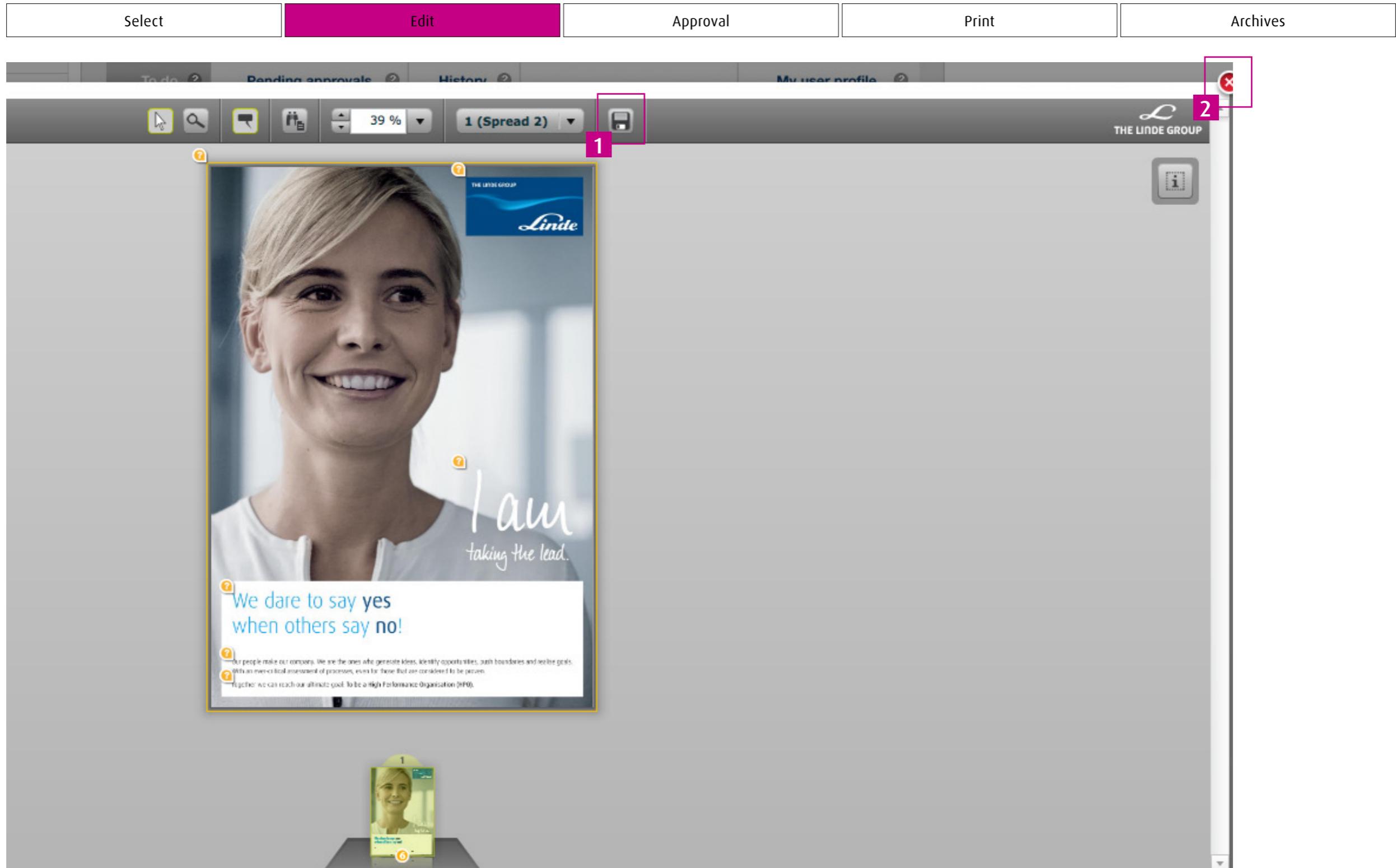
2
You can edit an existing note, reply or delete it.



Web-to-print. Save and close the document.

Example: creating an HPO poster.

- 1 Click this icon to save your changes.
- 2 Click this icon to close the document.



Web-to-print. Where to find a document before finalisation.

Example: creating an HPO poster.

1 Edited but not finalised documents will be stored in the "To do" tab in "My Workspace".

2 The „Action“ button allows you to edit the document, but also to download a low resolution PDF, share the document with others via the File Exchange Tool or to delete the document in case it is not needed anymore.

The screenshot shows the 'My Workspace' section of the Linde Web-to-print interface. At the top, there is a navigation bar with tabs: 'Select' (disabled), 'Edit' (selected), 'Approval', 'Print', and 'Archives'. Below the navigation bar are several buttons: 'Portal Assistant', 'Change Division or Brand', 'My Workspace' (highlighted with a red box and number 1), 'Home', and a shopping cart icon. A search bar labeled 'Search:' is also present. The main area features a 'To do' tab (highlighted with a red box and number 1) and other tabs for 'Pending approvals', 'History', and 'My user profile'. A table lists documents with columns: 'Task', 'Name', 'Source', and 'Last edited'. The first document in the table has its 'Actions' menu open (highlighted with a red box and number 2), showing options: 'Edit', 'Preview', 'Download', 'Add to File Exchange', and 'Delete'. The table data is as follows:

Task	Name	Source	Last edited
Edit	Test sk manual w2p	Marketing Smart Templates	17.11.2011
Edit	Sk visis	Office Smart Template	
Edit	TEST SK	Office Smart Template	
Edit	SK VISIS III	Office Smart Template	
Edit		Office Smart Templates	14.11.2011

Web-to-print. Finalising a document. Example: creating an HPO poster.

1 Mouse over the marker of an activated (green check mark) object gives you the option to set it to new.

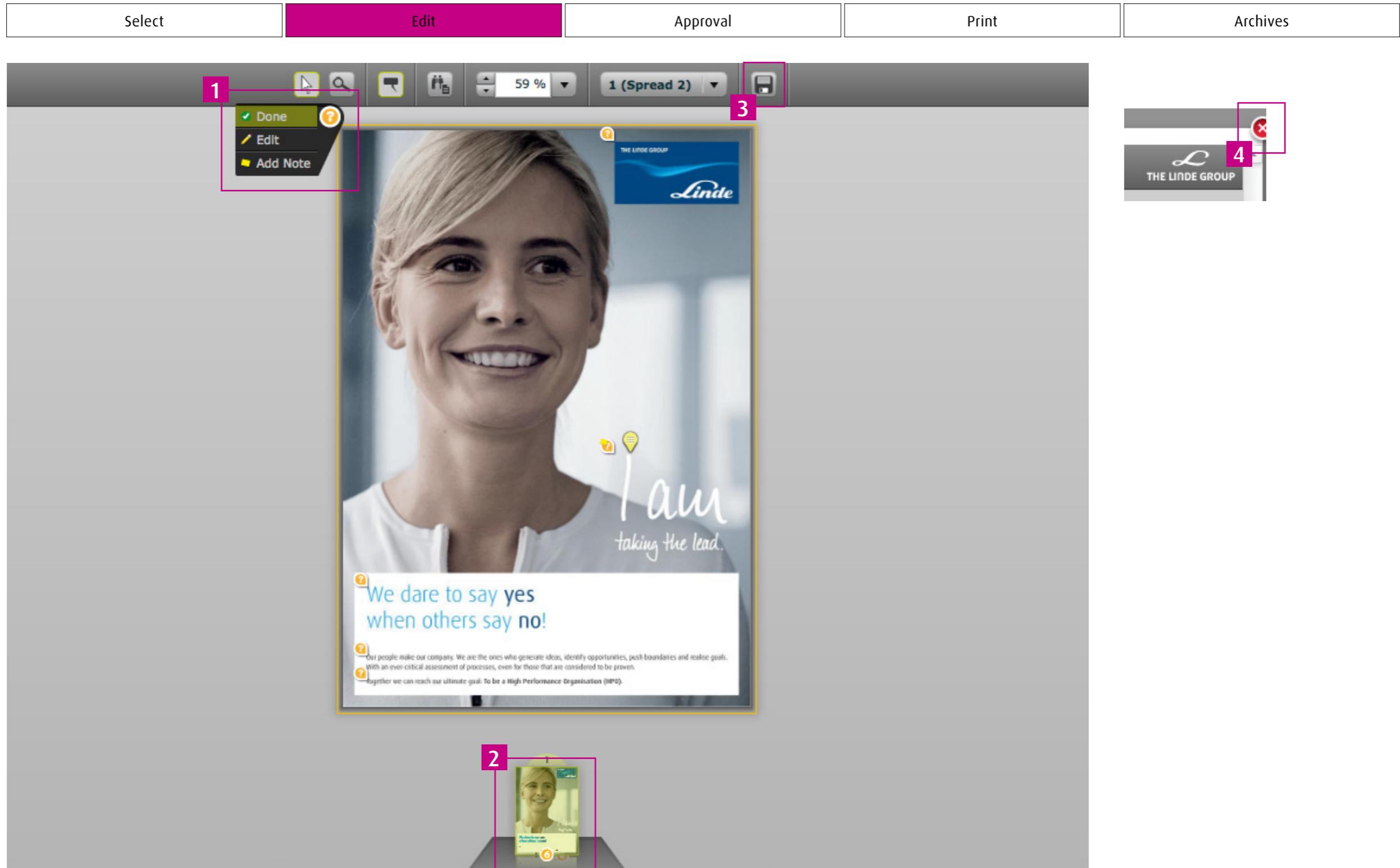
2 With these thumbnail markers you can set all the editable elements of a page to "new" or to "done" (green check mark).

3 Click this icon to save your changes.

4 Click this icon to close the document.

Note:

Only if all markers are set to green, you will receive the printable, high resolution file!



Web-to-print. Final document print ready in your workspace. Example: creating an HPO poster.

- 1 Click "My Workspace".
- 2 Click "History".
- 3 Choose your document and download the high resolution PDF or duplicate the document if you need to do any amendments. If no automatic production process is defined, please send the high resolution PDF to your local printer or forward it directly via the File Exchange tool.

The screenshot shows the Linde Web-to-print interface. At the top, there is a navigation bar with tabs: Select, Edit, Approval, Print (which is highlighted in pink), and Archives. Below the navigation bar are several buttons: Portal Assistant, Change Division or Brand, My Workspace (which is highlighted with a pink box and has a number 1 above it), Home, and a shopping cart icon. The main area is titled "My Workspace" and contains a "History" tab (highlighted with a pink box and number 2). There is also a "To do" tab, a "Pending approvals" tab, and a "My user profile" tab. A search bar is located at the top right of this section. Below the tabs, a table lists five documents with their status, names, creators, dates, and an "Actions" dropdown menu. The "Actions" menu (highlighted with a pink box and number 3) includes options: Preview, Duplicate, Download PDF, Add to File Exchange, and Delete. The table rows are as follows:

Status	Name	Creator	Date	Actions
approved	A_Red Brands Seasons Greetings Cards Patterns DIN long	Marketing Smart Templates	16.09.2011	Preview
approved	A_Red Brands Seasons Greetings Cards Patterns DIN long	Marketing S Templates		Duplicate
approved	A_Red Brands Seasons Greetings Cards New Years DIN long	Marketing S Templates		Download PDF
approved	A_Red Brands Seasons Greetings Cards Snowflakes DIN long	Marketing S Templates		Add to File Exchange
-----	A_Red Brands Seasons Greetings Cards	Marketing Smart	... more ...	Delete

Web-to-print. Important: "To do". Example: creating an HPO poster.

1
If you want to receive the high resolution PDF, but your document is still in the „To do“ tab you might have to repeat the steps on page 22 following.

After editing and closing the document you will receive an e-mail notification telling you where to find the document and how to proceed

The screenshot shows a web-based application interface. At the top, there is a navigation bar with several tabs: 'Select', 'Edit', 'Approval', 'Print', and 'Archives'. The 'Archives' tab is highlighted with a pink background. Below the navigation bar are several buttons: 'Portal Assistant', 'Change Division or Brand', 'My Workspace' (with a dropdown arrow), 'Home', and a shopping cart icon. The main area of the interface is titled 'To do' (marked with a red box and the number 1) and contains four tabs: 'Pending approvals', 'History', and 'My user profile'. A search bar is located at the top right of this section. Below these tabs is a table with columns: 'Task', 'Name', 'Source', and 'Last edited'. The table lists five items:

Task	Name	Source	Last edited	Actions
Edit	Test sk manual w2p	Marketing Smart Templates	17.11.2011	Edit
Edit	Sk visis	Office Smart Template		Preview
Edit	TEST SK	Office Smart Template		Download
Edit	SK VISIS III	Office Smart Template		Add to File Exchange
Edit		Office Smart Templates	14.11.2011	Delete

Web-to-print. Printing the document.

Example: creating an HPO poster.



There are two options after you finished creating your marketing document:

1. You will find your final document in your workspace (History) and can download it for further production (e.g. HPO), page 23.

2. The document has to be approved before you can print it and has been forwarded in the approval process, page 26 following. This process has been or will be predefined by the respective parties.

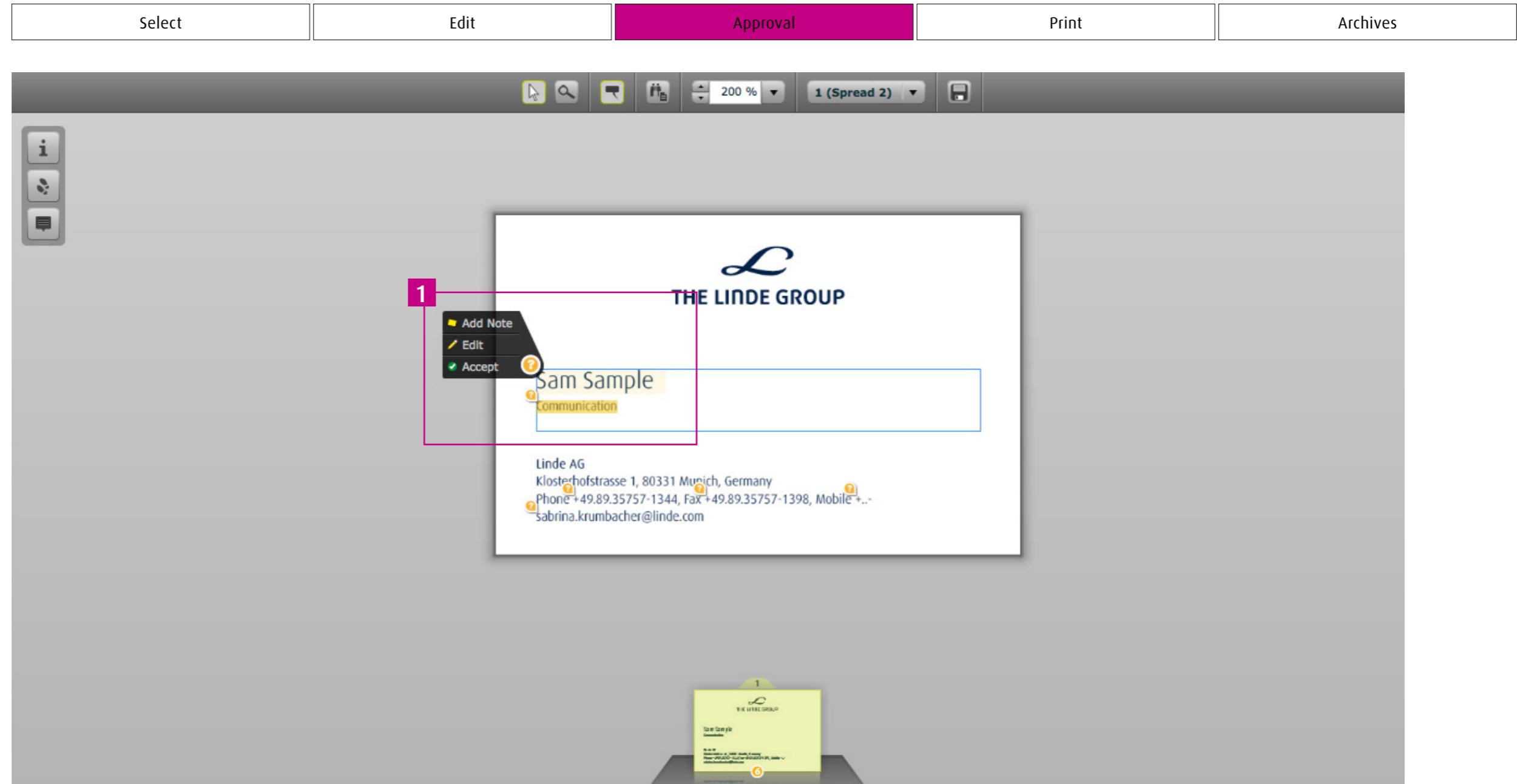
Web-to-print. Approval Process.

The next pages show how to work with documents including an approval process

Web-to-print. Document with approval processes – editor.

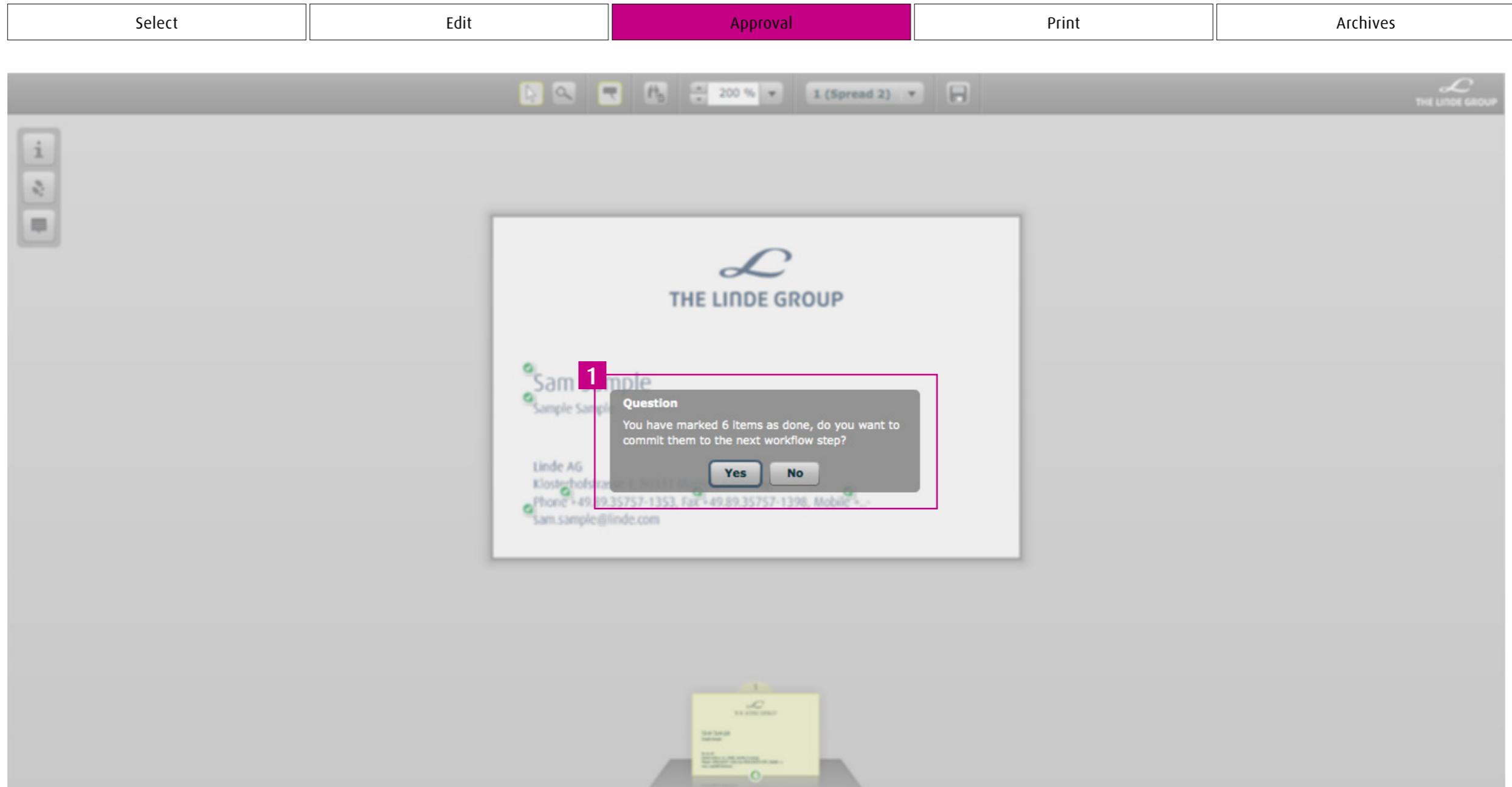
Example: creating a business card.

1
Mouse over the orange marker of a content which you want to edit. When you have finished editing click "Accept" to start the approval process for this content. The marker will turn to green.



Web-to-print. Document with approval processes – editor. Example: creating a business card.

After you have marked items as "Done" you will be asked if you want to forward them to the next workflow step. The document will be closed automatically.



Web-to-print. Document awaiting approval – editor.

Example: creating a business card.

1 Click on "My Workspace".

2 Documents which need to be approved will appear in the "Pending approvals" tab.

3 After documents are approved they appear in the "History" tab.

The screenshot shows the Linde Web-to-print interface. At the top, there is a navigation bar with tabs: Select, Edit, Approval (which is highlighted in pink), Print, and Archives. Below the navigation bar is a header section featuring a background image of a man in a suit looking at a modern building, followed by several menu items: Portal Assistant, Change Division or Brand, My Workspace (marked with a red box and the number 1), Home, and a shopping cart icon. The main content area has a sub-navigation bar with tabs: To do, Pending approvals (marked with a red box and the number 2), History, and My user profile. A search bar labeled "Search: Business Card" is also present. The main table displays document details with columns: Status, Name, Source, and Last edited. One row in the table shows: for approval, Business Card, Default Smart Templates, and 2010-06-15. A red box and the number 3 are placed over the "Pending approvals" tab in the sub-navigation bar.

Status	Name	Source	Last edited
for approval	Business Card	Default Smart Templates	2010-06-15

Web-to-print. Documents to be approved – approval person.

Example: creating a business card.

1 Click on "My Workspace".

2 Documents which you have to approve will appear in the "To do" tab.

Once a editor has forwarded a document for approval to you, you will receive an e-mail notification telling you where to find the document and how it is named.

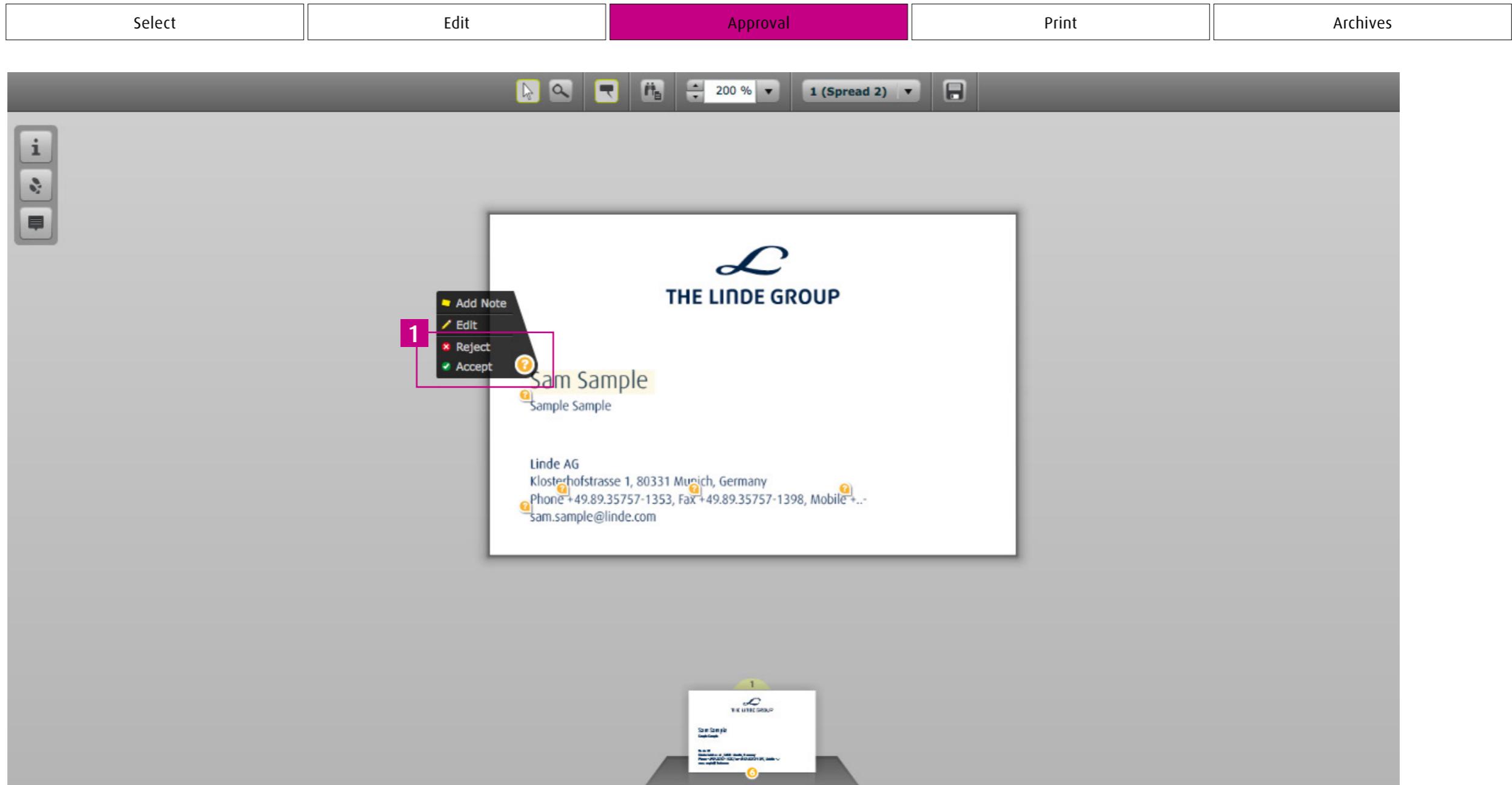
3 To review the document click on "Edit"

The screenshot shows a web-based application interface for document approval. At the top, there is a navigation bar with several tabs: 'Select', 'Edit', 'Approval' (which is highlighted in pink), 'Print', and 'Archives'. Below the navigation bar, there is a secondary set of buttons: 'Portal Assistant', 'Change Division or Brand', 'My Workspace' (which is highlighted with a pink box and a number '1'), 'Home', and a shopping cart icon. The main content area is titled 'My Workspace' and contains four tabs: 'To do' (highlighted with a pink box and a number '2'), 'Pending approvals', 'History', and 'My user profile'. Below these tabs, there is a search bar labeled 'Search:' with a clear button. A table follows, displaying document details: Task (Edit), Name (Test Business Card), Source (Office Smart Templates), Last edited (17.11.2011), and Actions (highlighted with a pink box and a number '3').

Task	Name	Source	Last edited	Actions
Edit	Test Business Card	Office Smart Templates	17.11.2011	Actions

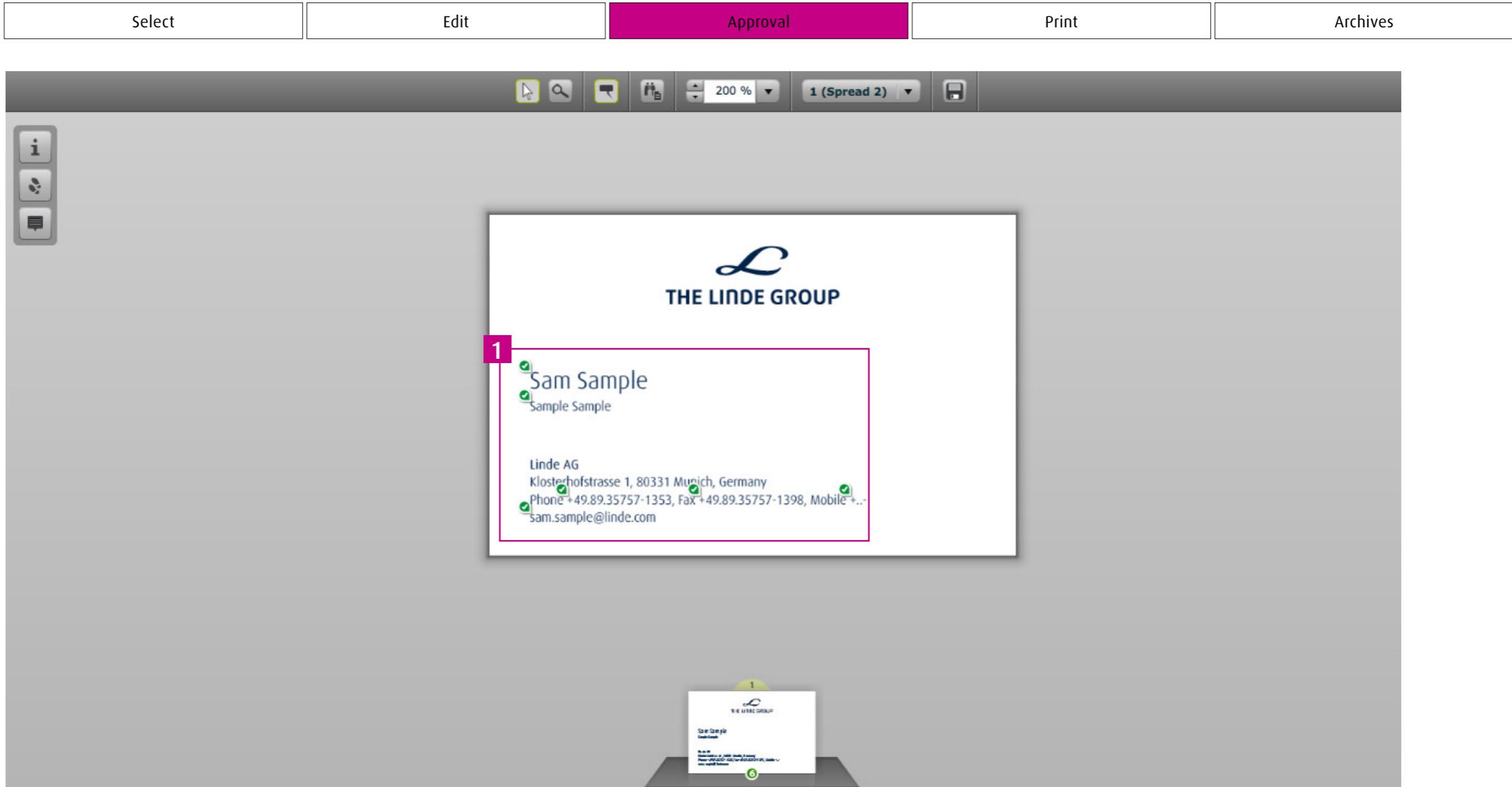
Web-to-print. Approving a document – approval person. Example: creating a business card.

1
As an approval person you can either accept/reject or change a document.



Web-to-print. Approval of document – approval person. Example: creating a business card.

 Green markers on all contents indicate that the approval process is finalised.



The screenshot shows a web-based document editor interface for creating business cards. The main content area displays a template for a business card. At the top of the card, there is a logo for 'THE LINDE GROUP' featuring a stylized 'L' and the text 'THE LINDE GROUP'. Below the logo, the card is addressed to 'Sam Sample' with the note 'Sample Sample'. Underneath, it lists the company 'Linde AG' and its address 'Klosterhofstrasse 1, 80331 Munich, Germany'. It also provides a phone number '+49.89.35757-1353', a fax number '+49.89.35757-1398', a mobile number '+...', and an email address 'sam.sample@linde.com'. A green checkmark icon is positioned next to the name 'Sam Sample'. In the bottom right corner of the card, there is a small circular icon with the number '1'. The entire card is enclosed in a pink rectangular border. The interface includes a navigation bar with tabs for 'Select', 'Edit', 'Approval' (which is highlighted in pink), 'Print', and 'Archives'. Below the tabs is a toolbar with various icons for selection, search, and zoom, along with a '200 %' zoom level and a '1 (Spread 2)' option. On the left side of the editor, there is a vertical sidebar with three small icons: a magnifying glass, a speech bubble, and a list.

Web-to-print. Final, approved document - editor.

Example: creating a business card.

1
Click on "My Workspace".

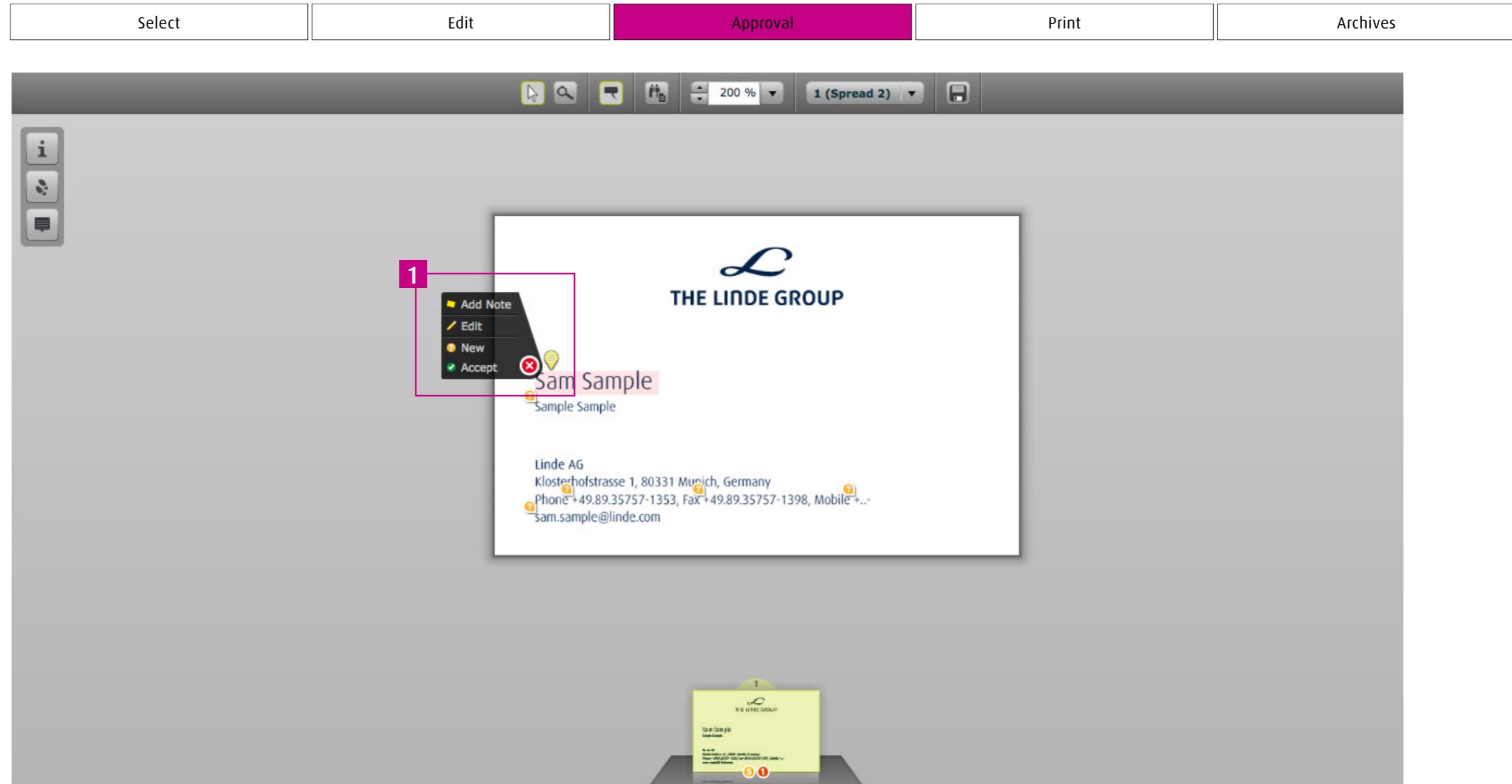
2
Once the approval person has
approved your document you
will find the high resolution
PDF in "My Workspace" in the
tab "History".

The screenshot shows the Linde My Workspace interface. At the top, there is a navigation bar with links: Portal Assistant, Change Division or Brand, My Workspace (which is highlighted with a red box and the number 1), Home, and a shopping cart icon. Below the navigation bar is a search bar with the placeholder text "Search: bu". Underneath the search bar is a table displaying two approved documents:

Status	Name	Source	Last edited	Actions
approved	Test BZ TLG Business Card	Default Smart Templates	2010-02-08	
approved	Business Card	Default Smart Templates	2010-06-18	

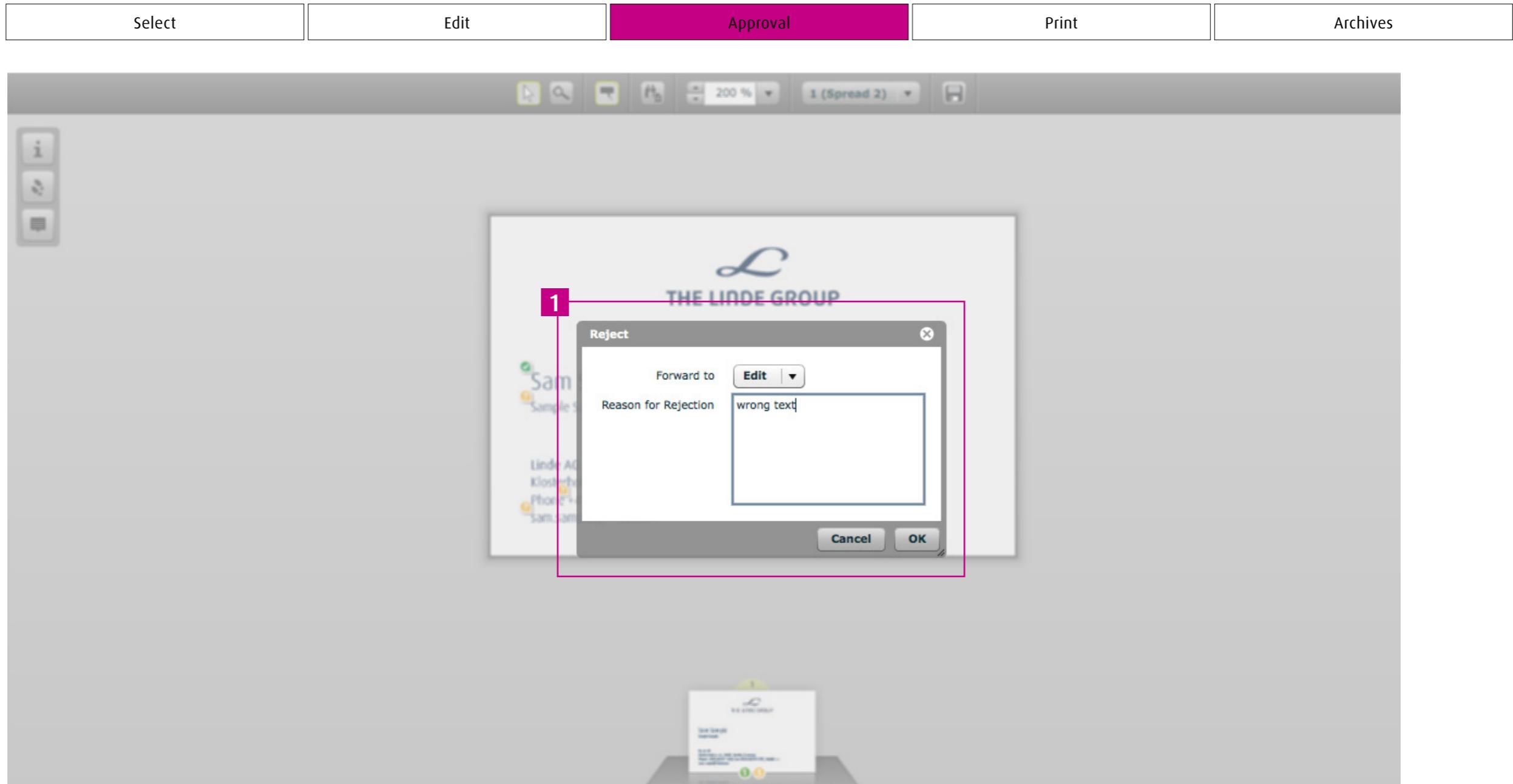
Web-to-print. Rejecting a document and posting notes – approval person. Example: creating a business card.

 When you reject a content you can post a note for the editor for further explanation.



Web-to-print. Rejecting a document and posting notes – approval person. Example: creating a business card.

 Please state the reason for rejection.

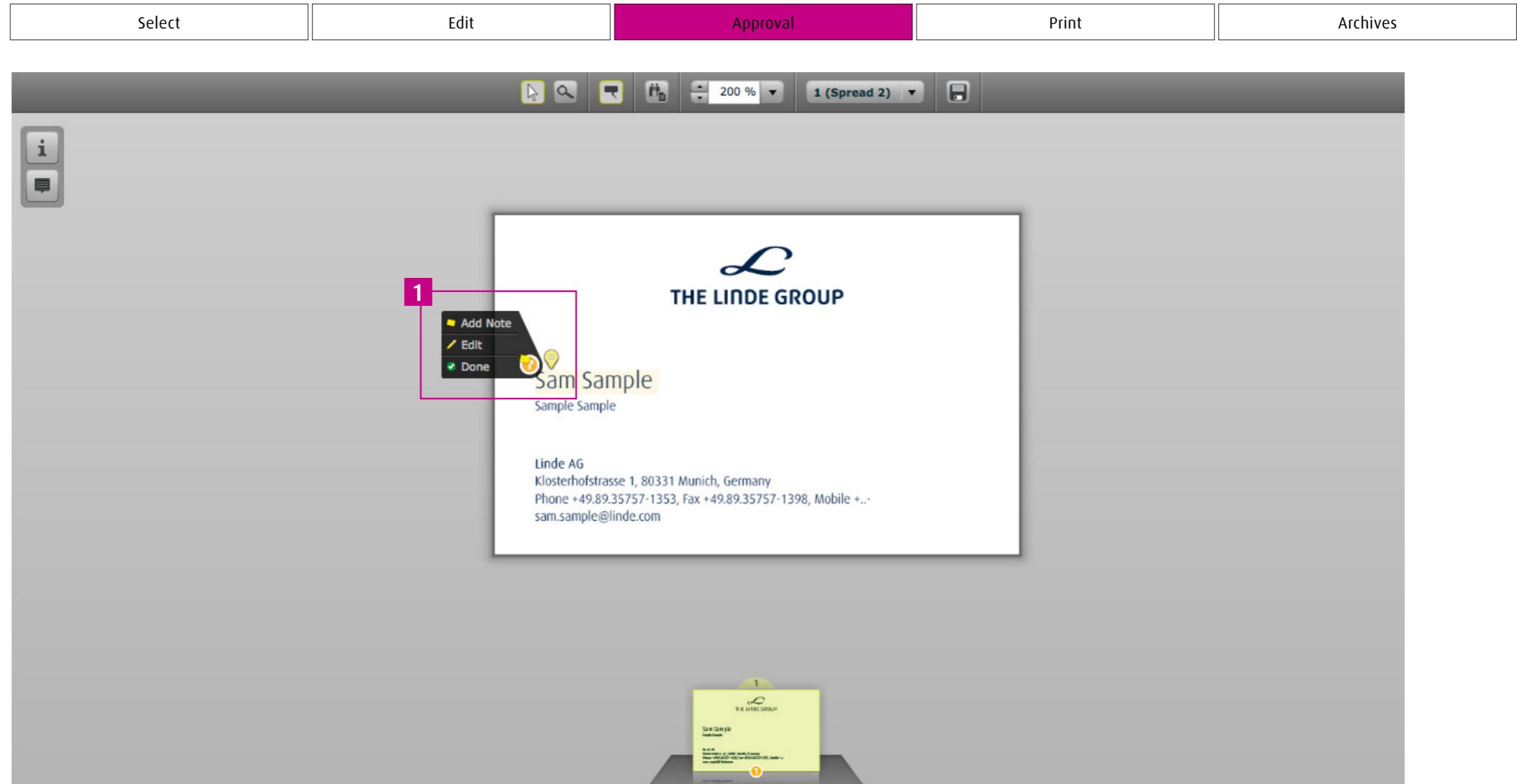


Web-to-print. Correcting a document – editor. Example: creating a business card.

 A content which the approval person has rejected and which needs to be reedited has an orange marker again.

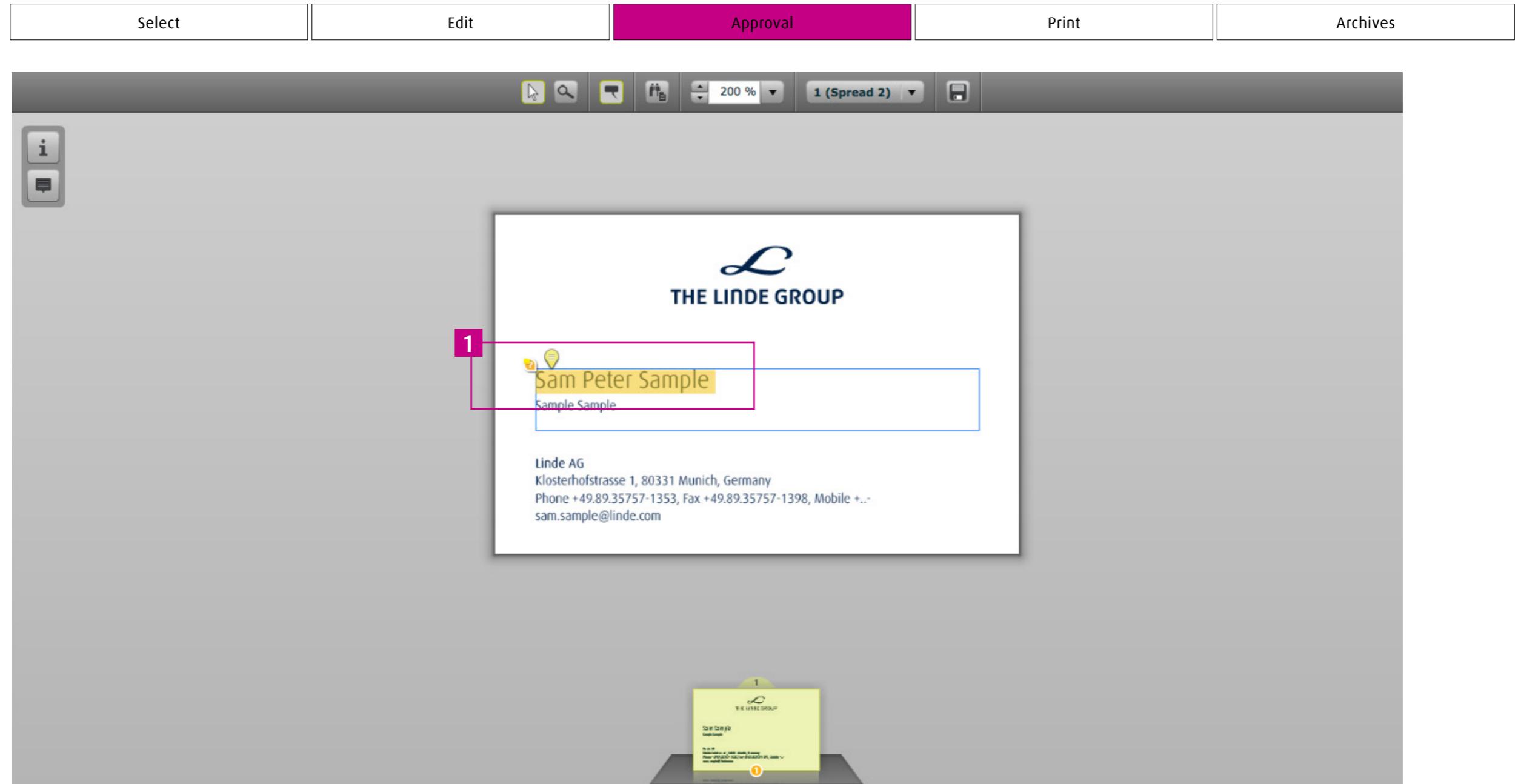
The little note symbol on the marker indicates an attached note.

Please note that only rejected content needs to be changed. The rest will remain unchanged.



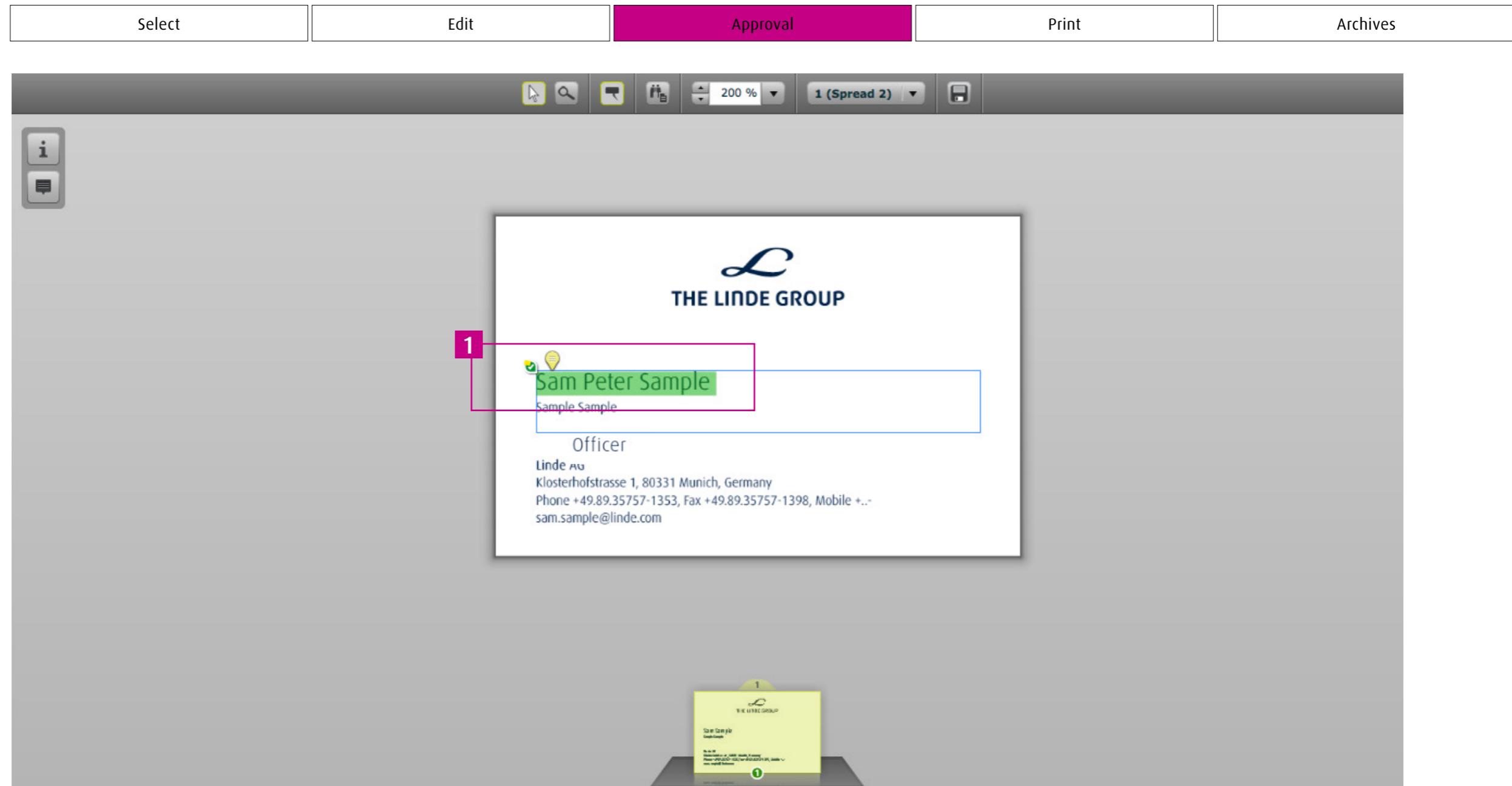
Web-to-print. Approval of correction – approval person. Example: creating a business card.

!
A reedited content needs to
be checked once again by the
approval person.



Web-to-print. Approval of correction – approval person. Example: creating a business card.

 Green markers on all contents indicate that the approval process is finalised.



Web-to-print. Final, approved document - editor.

Example: creating a business card.

1 Click on "My Workspace".

2 Once the approval person has approved your document you will find the high resolution PDF in "My Workspace" in the tab "History".

The screenshot shows the Linde My Workspace interface. At the top, there is a navigation bar with links for 'Portal Assistant', 'Change Division or Brand', 'My Workspace' (which is highlighted with a red box and the number 1), 'Home', and a shopping cart icon. Below the navigation bar is a search bar with the placeholder 'Search:' containing the letters 'bu'. Underneath the search bar is a table titled 'History' with columns for 'Status', 'Name', 'Source', and 'Last edited'. There are two rows of data in the table:

Status	Name	Source	Last edited
approved	Test BZ TLG Business Card	Default Smart Templates	2010-02-08
2 approved	Business Card	Default Smart Templates	2010-06-18

The second row in the table is also highlighted with a red box and the number 2, indicating the document being referred to in the instructions.

Always in touch. The various information channels.

Contact

If you have questions, please contact your local communications department or contact Linde Headquarters directly.

branding@linde.com

Linde Brand Portal

You can find more information on the brand presence of the headquarters and the divisions on the Internet at

<http://brandportal.linde.com>

Publisher

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