# CHIPPLY

STORE BUILD

The following document will walk you through the basics of setting up a store inside of the Chipply platform.

TO START A NEW STORE

Make sure you're logged into Chipply. In the top-left corner of your screen, under **ADD STORES**, click **Add New**.
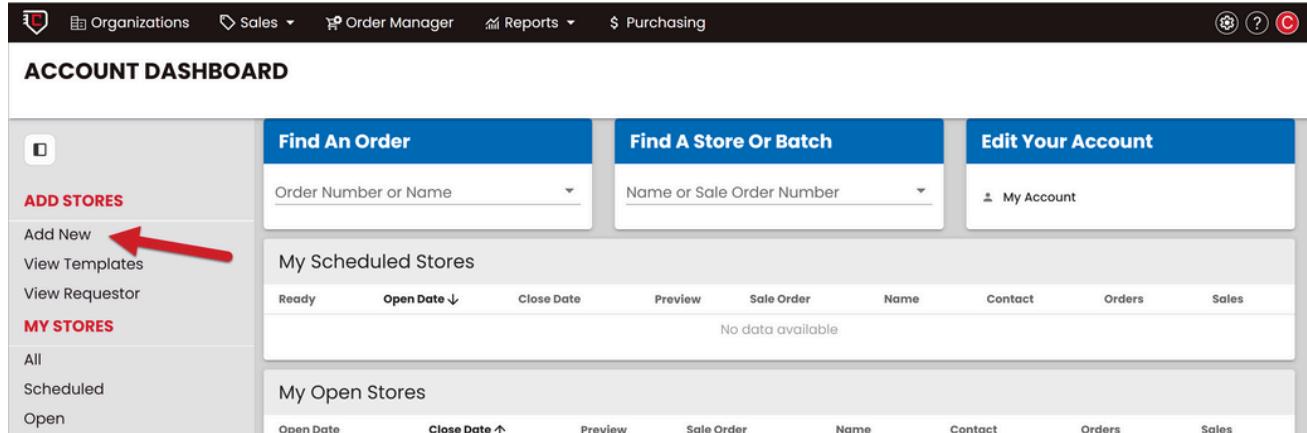
There are two main store types to choose from and two sales tools to choose from. Below, you'll find quick descriptions of each store type and sales tool available:

Store Types

Group Store: A temporary pop-up store designed to stay open for 2-3 weeks before closing. Once it closes, order processing begins promptly.

Catalog Store: This store type is designed for long-term access, staying open for up to 15 months at a time. You control when to process orders, providing flexibility for continuous shopping.

Sales Tools

Template: Streamline your store creation by using templates. If you regularly use a specific product set, you can create a template to simplify and speed up the setup process.

Requestor: The Requestor Store allows group organizers to "shop" by adding items to their cart. When finished, their cart is submitted as a Store Request, which can be turned into a live store with a single click. This way, your customers help build the store for you!
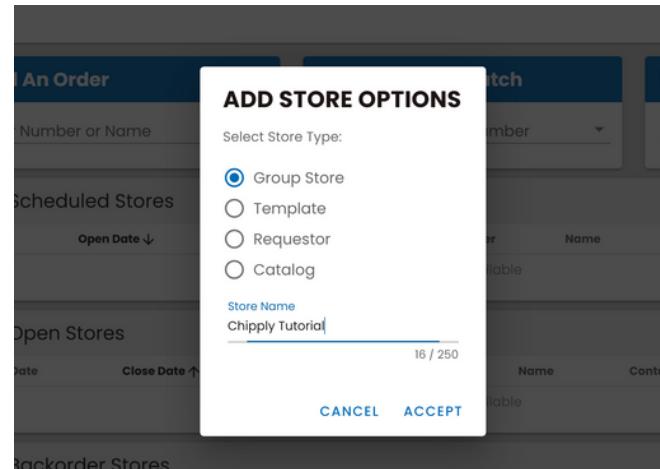
A couple of quick things to note:

- Once a store is created, you can copy it to any of the four stores types (in case you accidentally click the wrong one).
- Chipply has already built templates for you to utilize, which we will touch on when get to adding products.

General SETTINGS PAGE

There is a lot of information on this page. Once you get comfortable, you will fly through this page. We are just going to go over the necessary information. You cannot leave this page until the necessary information is filled out.

The Settings Page is split up into sections: Basic Settings, Organization Information, Distribution, Scheduling, Taxes, & Fees.

BASIC SETTINGS

Basic Settings

Sales ID: 435374

Store Name
Chipply Tutorial
16 / 250

Store URL
You must enter a value

Sales Order
435374

Store Password

Salesperson
Chris Lynch

Dealer Categories

1) Enter your **Store URL**.

2) Update **Sales Order ID** If necessary.

PAYMENT OPTIONS

Payment Options

ⓘ ◯ Enable Klarna
● Enable Stripe Link
● Enable Apple Pay
● Enable Google Pay

ⓘ ◯ Hide Credit Card Entry
◯ Hide Billing Information
◯ Allow PO

Toggle payment methods on or off for this store, including Stripe Link, Apple Pay, Google Pay, and Klarna where available.

ORGANIZATION INFORMATION

Organization Information

Organization
Chipply

Organization Branch

Organization Contact URL
https://manage.chipply.com/Login.aspx?id=f0863f39-b6ed-4e30-a3df-2a8cd8bb4b6a

Organization Contact URL Password
a374ce

1) Choose your **Organization** from the drop down or click the plus button to add a new organization.

2) Click the plus button next to **Organization Contact**. You can either choose from an existing contact or add a new one.

Organization Information

Organization
You must enter a value

Organization Branch

Organization Contact URL
https://manage.chipply.com/Login.aspx?id=5faa8757-38f4-4c40-9

Organization Contact URL Password
a7led4

Organization Contacts   + ADD

If you need to add an organization or an organization contact, make sure you fill in all the information. This will affect taxes.

DISTRIBUTION

Choose the best option for your store.

Distribution

You must select a distribution option

○ Distribute to Chipply

○ Customer In-Store Pickup

○ Ship to Customer

There are three options you can choose from for distribution.

Distribution

● Distribute to Chipply

Organization Distribution Information*

○ Organization Pickup

○ Deliver to Organization

○ Ship to Organization

You must select a value

Customer Distribution Information*

○ Single Pickup Location

○ Multiple Pickup Locations

You must select a value

Selecting **Distribute to: Organization** enables you to select how the organization will receive their orders: either by picking them up, through delivery by you, or by direct shipping to their location.

Afterward, you can specify whether there will be a single pickup location or multiple pickup locations.

● Customer In-Store Pickup

☑ Chipply Template Stores

Selecting **Customer In-Store Pickup** allows customers to visit your business and collect their orders directly.

● Ship to Customer

You must select a Shipping Method

Shipping Method ▾

☐ Allow International Shipping

☐ Allow AA, AE, and AP military addresses (USPS only)

Selecting **Ship to Customer** lets you send each order directly to the customer. You can choose from the shipping methods you've set up in your account using the shipping method dropdown.

SCHEDULING - GROUP STORE

Scheduling

Open Date	Open Time
📅 5/26/2025	🕐 12:11 PM
Close Date	Close Time
📅 6/9/2025	🕐 1:11 PM
Production Due Date	
📅 6/16/2025	
Ship/Deliver Due Date	
📅 6/26/2025	

Enter the dates for when you want your store to launch and close, and also add your production due dates as needed.

SCHEDULING - CATALOG STORE - STAND ALONE ORDERS

Scheduling   ↻ FORCE BATCH

Last Batch: None

Open Date	Open Time
📅 11/25/2024	🕐 12:50 PM
Close Date	Close Time
📅 12/9/2024	🕐 12:50 PM
◉ Standalone Orders	○ Batch Orders

Fulfillment Scheduling

Production Due Date Offset	Shipping/Delivery Due Date Offset
0	0
+0 days = Production Due Date	+0 days = Shipping/Delivery Due Date

Enter the dates for when you want your store to launch and close, and if you want to process your orders 1 by 1, select Standalone Orders

SCHEDULING - CATALOG STORE - BATCH ORDERS

Scheduling   ↻ FORCE BATCH

Last Batch: None

Time Zone: America/Chicago

Open Date	Open Time
📅 11/25/2024	🕐 12:50 PM
Close Date	Close Time
📅 12/9/2024	🕐 12:50 PM
○ Standalone Orders	◉ Batch Orders

Every Year in every month on every day and every day of the week at every hour : 00

You must enter an hour value

Fulfillment Scheduling

Production Due Date Offset	Shipping/Delivery Due Date Offset
0	0
+0 days = Production Due Date	+0 days = Shipping/Delivery Due Date

Enter the dates for when you want your store to launch and close. For Batching Orders, you have a lot more customization on when you want to process orders. For Example, If you want a store to batch on the 15th and the 28th of each month, Click on Everyday and choose 15 & 28.

You can also enter in your Fuilment Schedule. This will allow you to standardize

TAXES

Taxes

Product
Tax Type
Auto ▾

Handling
Tax Type
Auto ▾

Shipping
Tax Type
Auto ▾

Your account should already be correctly configured for taxes. If you have any questions, don't hesitate to reach out to our team!

Customer & Organization FEES

Fees

☐ Display Detailed Handling Fees

Customer ⊕

Active	Fee Type	Name	Amount
		No data available	

Organization ⊕

Process Name	Fee Type	Name	Amount
		No data available	

To add a handling fee to your store, click the plus button under **Customer Fees**. You can set the fee as either a percentage or a dollar amount.

To add an organization fee to your store, click the plus button under **Organization Fees**. Organization fees provide the option to charge the organization, whether for unmet order minimums or any additional costs that may apply.

You should now be able to click SAVE in the top right-hand corner.

BRANDING

On the left-hand menu, click on **Branding**. This is where we are going to make your store look and feel like the organization you are creating your store for. Branding settings are split into two tabs: Global and Pages. Global controls elements shown across most of the store, while Pages lets you customize branding for specific areas like the product listing and checkout.

Global - Header

Upload your store logo, update the store name shown on the storefront, and choose whether to display a dealer logo or name.

Global - Footer

Add contact information so shoppers know how to reach you with questions.

Pages - Listing - Banner

Select a preset slide image , upload your own image, or use a YouTube video. You can also upload a slide logo that appears on top of the banner image.

Pages - Listing - Text Information
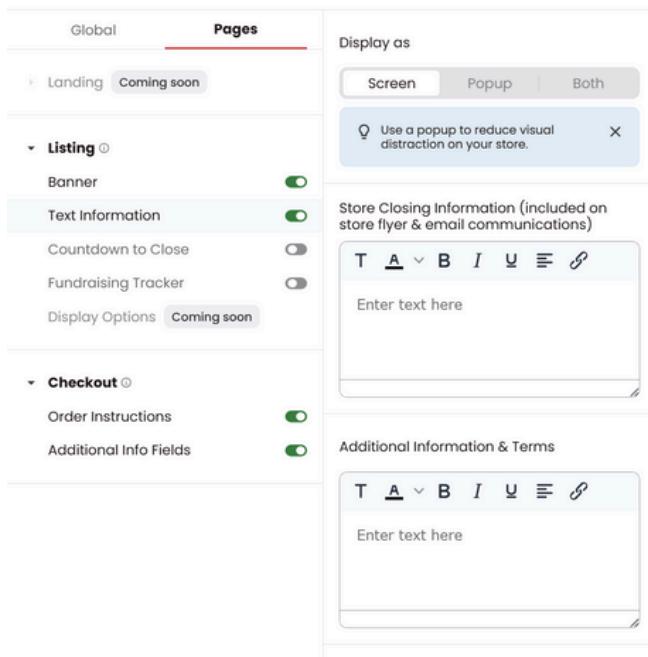
Add any information you want to communicate to shoppers and choose whether it appears on the page, as a popup, or both.

Pages - Listing - Order Instructions
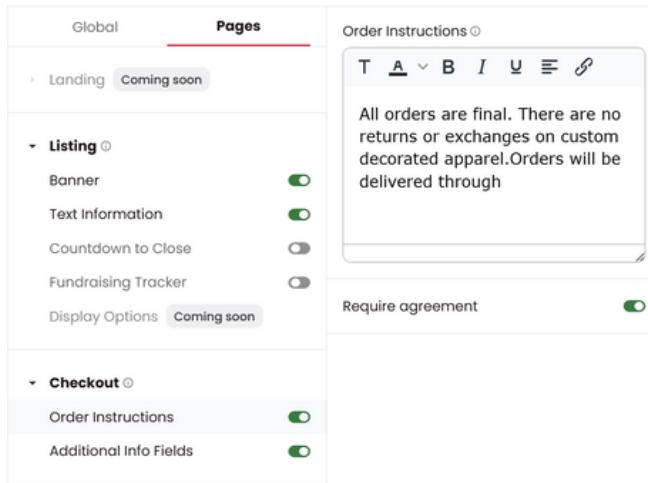
Include specific order instructions as needed, and optionally require shoppers to agree to them at checkout by enabling the **Require Agreement** option.

Once you're finished, click STORE PREVIEW in the left-hand menu to see how your store looks.

PROCESSES & ARTWORK

Processes and artwork form the backbone of a successful Chipply store. The following steps are crucial to leverage Chipply's automation and guide your store smoothly to the finish line.

ARTWORK

In the left-hand menu, click on **Artwork**. This is where you'll upload the artwork that will be used in your store.

ADD A NEW ARTWORK
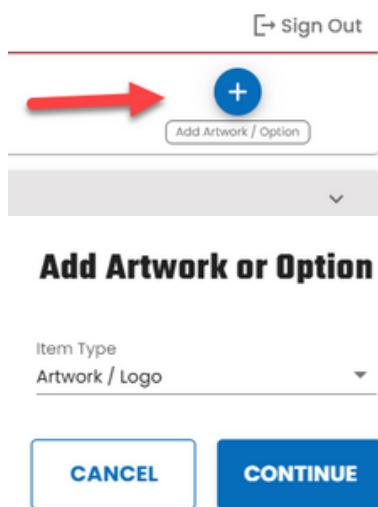
1) To add a new artwork to your store. Click the plus button in the top right-hand corner.

2) It will bring you to a drop-down. Make sure it says **Artwork/Logo** and then click **CONTINUE**.

UPLOADING YOUR ARTWORK
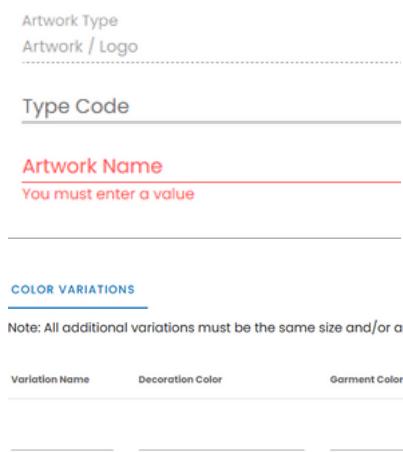
1) Enter in your **Artwork Name.**

2) You can also enter a **Type Code** if desired. The type code specifies the decoration method for the artwork, such as screen print, embroidery, etc.

1) To upload your artwork, click **Choose File**. Please note that Chipply only accepts **.png or .jpg** formats. If your artwork is in a different format, it will need to be converted before uploading.

2) Locate the artwork on your computer and then click **Save** in the top right-hand menu.

COLOR VARIATIONS

If you have multiple color variations of your logo, click the plus button to create an additional section for each new color variation. Repeat this process for as many color variations as needed.

The following screenshots going forward will include examples with multiple color variations for reference.

Once all color variations are added, enter the Variation Name, Decoration Color, and Garment Color.

Variation Name: Helps to distinguish between color variations.

Decoration Color: Represents the colors displayed in the artwork.

Garment Color: Indicates the different product colors on which the logo will appear.

STANDARD COLORS

Once you've filled out the Variation Name, Decoration Color, and Garment Color, the next step is to enter the Standard Colors. These should mirror the Garment Colors.

The Standard Colors feature is especially useful. When selecting colors and sizes at the product level, you'll also have the option to choose from the standard colors. Once a standard color is selected, Chipply will automatically apply the correct artwork to the corresponding garment color.


Once you are done, It should look like the above. You will want to repeat this process for each different piece of artwork within your store.

PROCESSES

In the left-hand menu, click on Processes. Think of Processes as individual sections or "pages" on your work order. For example, if your store offers a full front print option and a left chest embroidery option, you would set up two distinct processes within the store.

Each variation—such as a different logo, decoration type, or logo placement—should be set up as a separate process. The recommended way to label each process is to include the artwork name, location, and decoration type. For example: Lemon Perfect Full Front Print.

ADD A NEW PROCESS
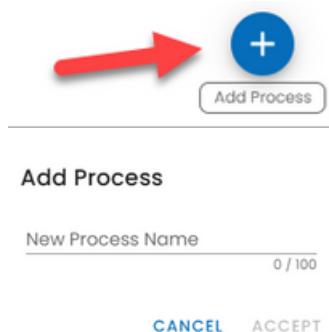

1) To add a new process, click the plus button on the top right had corner of your screen.

2) Name your process and click **ACCEPT**.

PROCESS COMPOENTS

Ecom Display: This is only used when you are attaching multiple processes to a product. This will show up when the customer clicks into the product.

Process Description: Extra information about the process that will show up on the work orders.

Process Tag: Allows you to add a call out to the process, this information will show up on the storefront.

Artwork: This is where you can add the artwork to the process.

Options: This is where you can add a name, number, or a drop-down to the process. This will show up on each product that has the process attached to it.

ADD AN ARTWORK TO A PROCESS

Process Price

$0.00
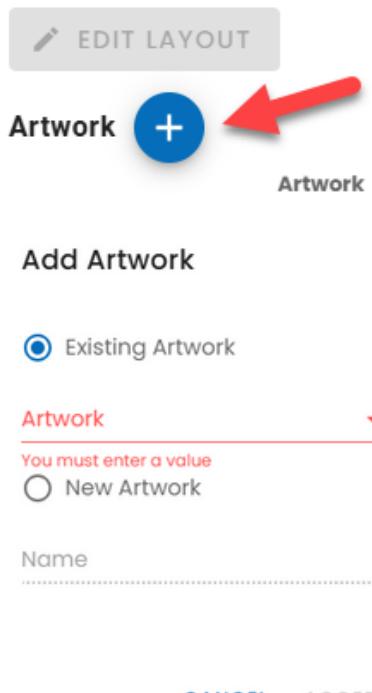
1) To add an artwork to your process, click the plus button next to **Artwork**.

2) Since we should already have artwork in your store, you can choose the artwork from the drop-down. However, you can add a new artwork if needed. If you add a new artwork, you will have to go back to the artwork section to add your file.

Once your artwork is added, select the artwork location on the product. You have six options: Full Front, Full Back, Chest/Thigh/Accessory Front/Cap Front, Locker Tag, Sleeve, and Other. The artwork location determines where the logo will be placed on the item.

You can also add a process price, specifying the cost for that decoration. There is a Notes section for general details about the process, and a Work Order Notes section, which will be displayed on the work order.
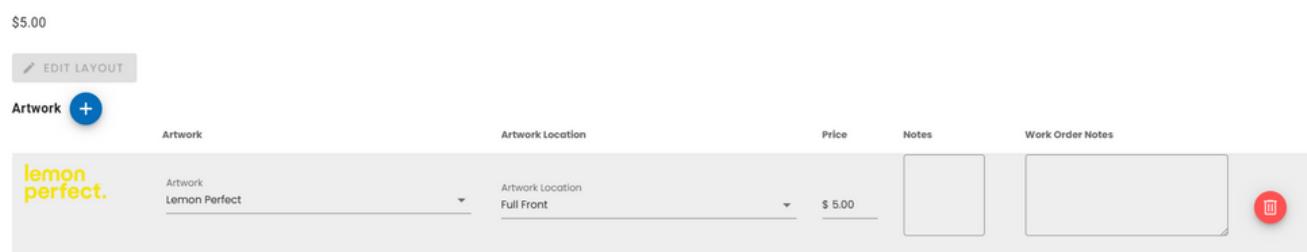
This is what it should look like once your artwork is added correctly.

Note: Process price is not required, but for this example it is added.

OPTIONS

Options within in a process are optional, as stated above. There are four different options that you can add into your process.

Name (Text Field)

Number (Text Field)

Group (Drop Down List)

Exclusive Group (Drop Down List)

Name (Text Field): Ideal for adding a text box where customers can enter their name to personalize a product.

Number (Text Field): Perfect for adding a text box where customers can input a number for customizations like jersey numbers.

Group (Drop-Down List): Best for providing customers with multiple options to choose from.

Exclusive Group (Drop-Down List): Useful for creating options that are removed from the drop-down menu once selected by a customer.

ADD AN OPTION TO A PROCESS

For this example, we are going to add in a **Name (Text Field)**.
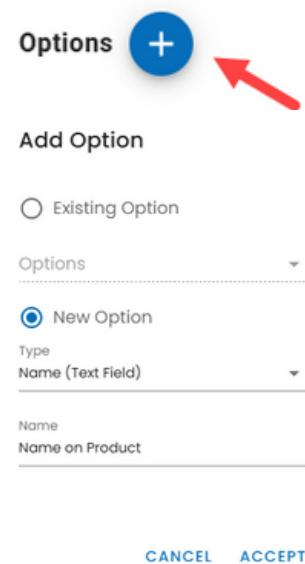
Options ⊕

Add Option

○ Existing Option

Options ▾

⦿ New Option

Type
Name (Text Field) ▾

Name
Name on Product

CANCEL   ACCEPT

1) To add a new option, click the Plus button next to Options.

2) Select **New Option** (since there are currently no options in the store).

3) From the Type drop-down, choose **Name (Text Field)**.

4) Enter a name for the option, e.g., Name on Product.

5) Then click **ACCEPT**.
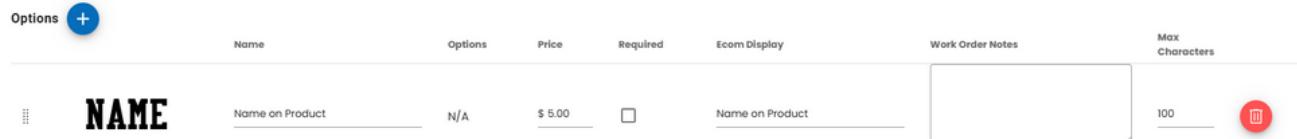
Options ⊕

	Name	Options	Price	Required	Ecom Display	Work Order Notes	Max Characters
NAME	Name on Product	N/A	$ 5.00	☐	Name on Product		100

You can now enter a price (if applicable), mark the option as required (if needed), and set the Ecom Display text, which will appear within the product.

You can now click SAVE in the top right had menu.

You will want to repeat the steps above for as many process that your store will have.

ADDING PRODUCTS TO YOUR STORE

There are several ways to add products to your store: you can select items from Chipply's database, use a template, import products from other stores with "My Products," or add a custom product.

CHIPPLY PRODUCTS

Chipply offers a wide selection of products sourced from various vendors. We also pull vendor inventory directly from those listed on the left, allowing you to view product availability without logging into other B2B vendor sites.

TEMPLATES

Templates are an excellent tool for streamlining store setup. If you have a set of products you frequently use, you can save them as a template for easy reuse.

Chipply also offers pre-built templates, updated quarterly. We collaborate closely with vendors and industry leaders to ensure our templates feature high-quality products, reliable stock levels, and items with strong sales performance.

MY PRODUCTS
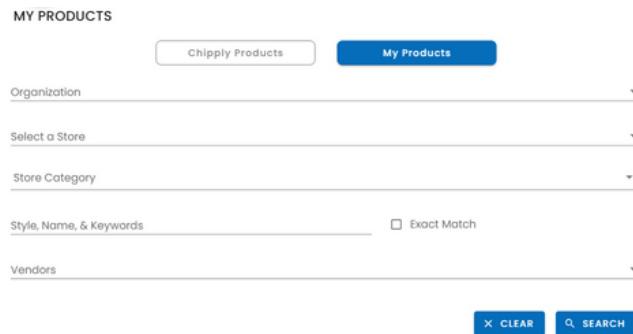
My product lets you seamlessly add items from previous stores into your current store, making it easy to incorporate specific products from past stores into your latest offering.

CUSTOM PRODUCTS

Custom products are any items that aren't part of Chipply's database, such as a custom mug or sublimated jersey.

ADDING PRODUCTS FROM CHIPPLY DATA BASE TO YOUR STORE
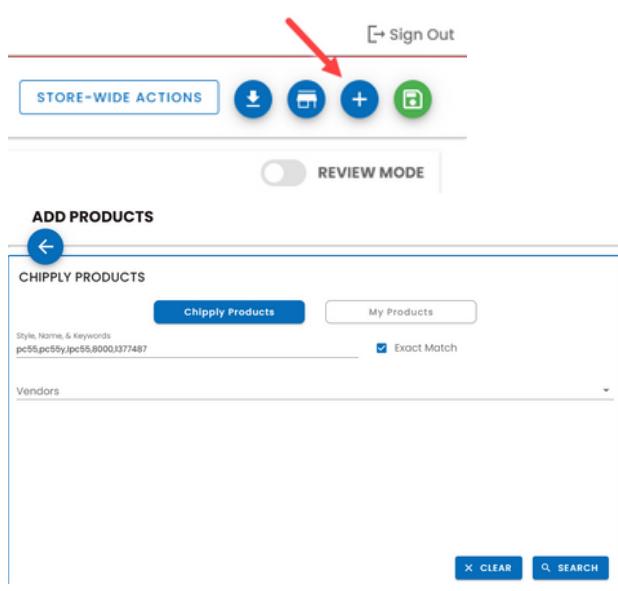
1) Start by clicking **Products** on the left hand menu and then click the **plus button** on the top right-hand menu.

2) Chipply products will already be defaulted, so in the Style, Name, and Keywords Field, enter the style numbers you want to add and separate them with a comma. ex: (pc55, 8000, etc)

3) Make sure **Exact Match** is clicked on and then click **SEARCH.**

The most effective way to add Chipply products to your store is by organizing them by process type. For example, start by adding all full-front designs, then proceed with embroidery items, and continue in this manner until all desired products are listed in your store.
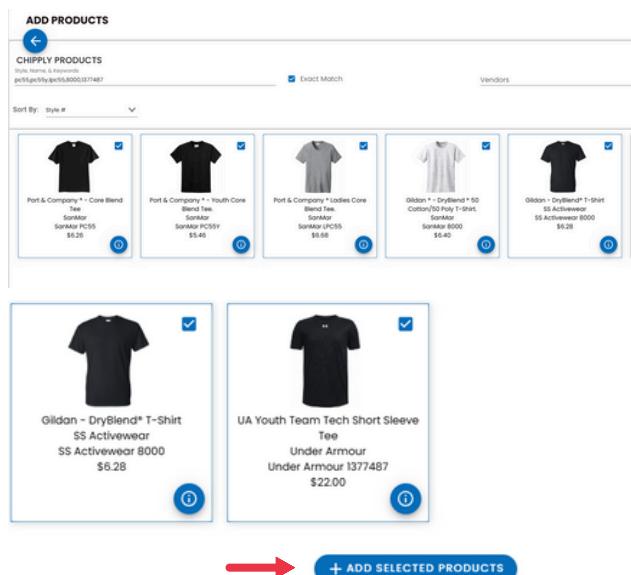
The products you searched for will now appear. Verify that these are the correct items you want in your store. If there's a product you don't want, simply click on it to deselect it.

Once you've confirmed that all selected products are correct, click ADD SELECTED PRODUCTS in the bottom left menu.

ASSIGN A CATEGORY

If you want to add your products to a category, click the **+ NEW CATEGORY** button or click **NEXT** to move to the next section.

ASSIGN A PROCESS

Since we have already added processes to our store, you can select the process you want to add to these products too and then click **NEXT**.

COLOR AND SIZE

Choose the colors and sizes you want to enable for all products, then click **NEXT**.

Note: Standard Colors & Sizes include the primary options for the products you've selected. Any additional colors and sizes associated with these products will appear under Additional Colors.

ADDITIONAL ITEMS

Next, you can enable Inventory Thresholds, adjust your Auto Pricing Tier, add Fundraising to these products, or insert them after a specific product in your store. When you're finished, click **DONE**.

Note: We can always adjust these sections once the products are added

Your Products will now be added to your store.

ADDING PRODUCTS FROM A TEMPLATE TO YOUR STORE

Now that we know how to add products from the Chipply Data Base, let's now add products from a template to our store.


1) Start by clicking **Products** on the left hand menu and then click the **plus button** on the top right-hand menu.

2) Chipply products will already be defaulted, So you will want to click on Chipply Templates.

3) From the **Select a Template** drop-down, choose the template you want to use and then click **SEARCH**.

You can choose from either Chipply Templates or My Templates. If you have a template that is already built, you can use that template going forward. Otherwise, you can utilize a Chipply Template.
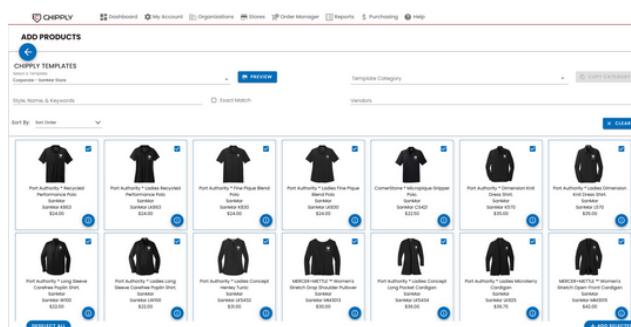

1) You will now see all the products that are available on the template that you choose.

2) If you want to remove products before you add them to your store, unclick the products.

3) Once you have all the products selected that you want from the template in your store, click **ADD SELECTED PRODUCTS.**

Chipply will now walk you through a series of options before adding your products to your store.

ASSIGN A CATEGORY

If you want to add your products to a category click the **+ NEW CATEGORY** Button or Click **NEXT** to move to the next section.

ASSIGN A PROCESS

Assign a Process

Assign a Category — 2 Assign a Process — 3 Color and Size — 4 Additional Items
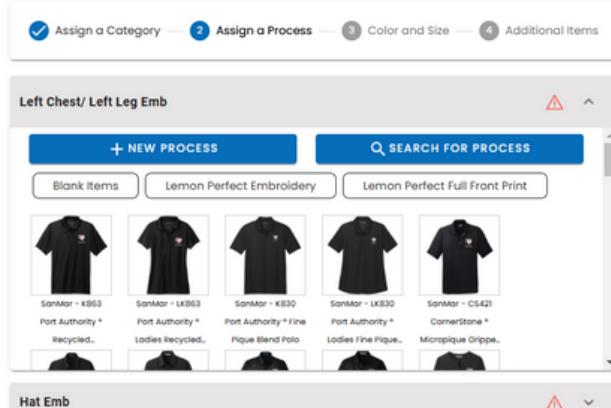
Left Chest/ Left Leg Emb ⚠ ⌃

+ NEW PROCESS   Q SEARCH FOR PROCESS

Blank Items | Lemon Perfect Embroidery | Lemon Perfect Full Front Print

SanMar – K863 | SanMar – LK863 | SanMar – K830 | SanMar – LK830 | SanMar – CS421
Port Authority * | Port Authority * | Port Authority * Fine | Port Authority * | CornerStone *
Recycled.. | Ladies Recycled.. | Pique Blend Polo | Ladies Fine Pique.. | Micropique Grippe..

Hat Emb ⚠ ⌄

Templates will show the processes that the products are assigned to within the template. Since we have already added processes to our store, you can select the process you want to add the products too and then click **NEXT**.

COLOR AND SIZE

Color and Size

Assign a Category — Assign a Process — 3 Color and Size — 4 Additional Items
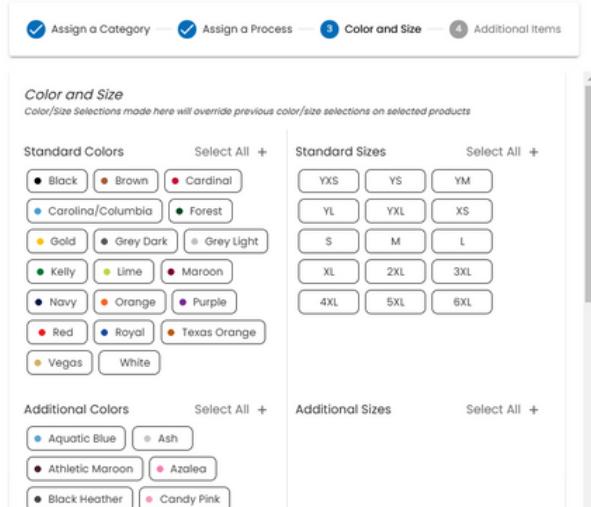
Color and Size
Color/Size Selections made here will override previous color/size selections on selected products

Standard Colors   Select All +

Black | Brown | Cardinal
Carolina/Columbia | Forest
Gold | Grey Dark | Grey Light
Kelly | Lime | Maroon
Navy | Orange | Purple
Red | Royal | Texas Orange
Vegas | White

Standard Sizes   Select All +

YXS | YS | YM
YL | YXL | XS
S | M | L
XL | 2XL | 3XL
4XL | 5XL | 6XL

Additional Colors   Select All +

Aquatic Blue | Ash
Athletic Maroon | Azalea
Black Heather | Candy Pink

Additional Sizes   Select All +

Choose the colors and sizes you want to enable for all products, then click **NEXT**.

Note: Standard Colors & Sizes include the primary options for the products you've selected. Any additional colors and sizes associated with these products will appear under Additional Colors.

ADDITIONAL ITEMS

Additional Items

Assign a Category — Assign a Process — Color and Size — 4 Additional Items
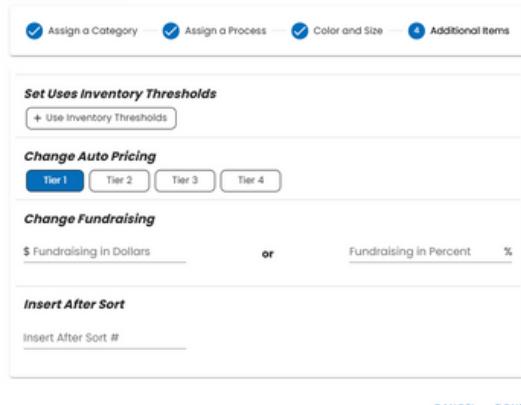
Set Uses Inventory Thresholds
+ Use Inventory Thresholds

Change Auto Pricing
Tier 1 | Tier 2 | Tier 3 | Tier 4

Change Fundraising
$ Fundraising in Dollars   or   Fundraising in Percent %

Insert After Sort
Insert After Sort #

CANCEL   DONE

Next, you can enable Inventory Thresholds, adjust your Auto Pricing Tier, add Fundraising to these products, or insert them after a specific product in your store. When you're finished, click **DONE**.

Note: We can always adjust these sections once the products are added

Your Template will now be added to your store.

FINALIZING THE STORE IN THE PRODUCTS PAGE

Now that we have products within our store, let's take the store to the finish line. Within the products page, we will be able to check inventory (on select vendors), add extra colors if need be, and price out our products.

UPDATE COLORS AND SIZES

By clicking the pencil button next to a product, it will bring up all the available colors and sizes on the product. From here you can turn on and off individual sizes and colors.

INVENTORY THRESHOLDS

Turning on Inventory Thresholds for either the whole store or by product will turn off any color or size that is below your Threshold (if you have not made any changes to your account, your threshold will be set at 100).

You can turn Inventory Thresholds on or off by clicking the pencil button to go into a product and clicking on **Uses Inventory Thresholds**. Or you can turn it on for the whole store by clicking **Store Wide Actions** - **Set Use Inventory Thresholds.**

Once Inventory Thresholds are enabled, you can quickly view product inventory levels without needing to click into each individual product. This saves time and streamlines inventory management.

PRICING

There are seven sections that are based around pricing on the products page. Below we will go into each section.

PRODUCT COST

Product cost is meant to give you a rough estimate of the cost of the products in your store. Your cost should be coming in at half the product MSRP, which is roughly around most companies' cost.

PRODUCT MSRP

This section displays the product's MSRP, which stands for the Manufacturer's Suggested Retail Price.

PRODUCT PRICE

The product price section is where you'll enter the price of the product before applying any fundraising.

PROCESS PRICE

		Active	Sort ↑	Prod Cost	Prod MSRP	Prod Price	Proc Price	Combined
☐ ⠿	👕	☑ ↻	1	$ 3.25	$6.26	$ 6.50	$5.00	$11.50
☐ ⠿	👕	☑ ↻	2	$ 2.73	$5.46	$ 5.50	$5.00	$10.50
☐ ⠿	👕	☑ ↻	3	$ 3.34	$6.68	$ 6.75	$5.00	$11.75

If you entered an artwork price within your process, it will be displayed here. This amount will be added to your product price.

COMBINED PRICE

		Active	Sort ↑	Prod Cost	Prod MSRP	Prod Price	Proc Price	Combined
☐ ⠿	👕	☑ ↻	1	$ 3.25	$6.26	$ 6.50	$5.00	$11.50
☐ ⠿	👕	☑ ↻	2	$ 2.73	$5.46	$ 5.50	$5.00	$10.50
☐ ⠿	👕	☑ ↻	3	$ 3.34	$6.68	$ 6.75	$5.00	$11.75

The combined price section will show your Product Price + Your Process Price.

FUNDRAISING

	Active	Sort ↑	Prod Cost	Prod MSRP	Prod Price	Proc Price	Combined	Fund ($)	Fund (%)	Sell Price
👕	☑ ↻	1	$ 3.25	$6.26	$ 6.50	$5.00	$11.50	$ 0.00	0.00 %	$ 11.50
👕	☑ ↻	2	$ 2.73	$5.46	$ 5.50	$5.00	$10.50	$ 0.00	0.00 %	$ 10.50
👕	☑ ↻	3	$ 3.34	$6.68	$ 6.75	$5.00	$11.75	$ 0.00	0.00 %	$ 11.75

This section is where you can add fundraising to the products. You can either add a dollar amount or a percentage. Note: If you choose a percentage, it will be calculated based on the combined price.

SELL PRICE

The sell price section displays the price your customer will see on your webstore. It consists of the Product Price + Process Price + Fundraising. Note: If you adjust the sell price of a product, any difference will be reflected in the fundraising amount.

STORE WIDE ACTIONS

Store-Wide Actions lets you quickly adjust various sections within your store. Click on **STORE-WIDE ACTIONS** in the top right corner of your screen to view all available options.

Choose Colors and Sizes: Quickly update colors and sizes across all products.

Set Fundraising: Adjust the fundraising amount for all products in your store.

Set Auto Pricing: Update product prices with just a few clicks.

Set Tax Type: Modify tax settings for all your products.

Set Use Inventory Thresholds: Enable or disable inventory thresholds across your entire store.

Use Size Upcharges: Toggle your dealer's default size upcharge settings.

Set $0 Sell Price Display: Adjust how $0 sell prices appear for a 100% fundraising store.

Randomize Display Colors: Randomize the display colors of products on your web store.

BULK ACTIONS

Similar to store wide actions, you can adjust specific product information by selecting the products you want to adjust and then clicking the 3 dots or the **Bulk Actions** button at the bottom of your page.
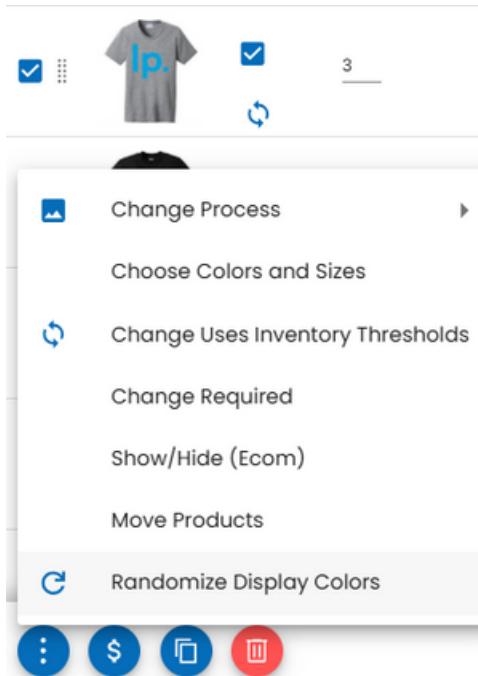
Change Process: Quickly adjust the process for selected products or add multiple processes to one product.

Choose Colors and Sizes: Update the colors and sizes for the selected products.

Change Use Inventory Thresholds: Enable or disable inventory thresholds for the selected products.

Change Required: Add a "Required" callout to the selected products.

Move Products: Rearrange the selected products within your store with ease.

Randomize Display Colors: Randomize the display colors for your selected products.

Your products should now have the colors and sizes chosen, as well as inventory checked and priced.

LAUNCHING YOUR STORE

Once you are ready to launch your store, click **Store Ready** on the left hand menu.
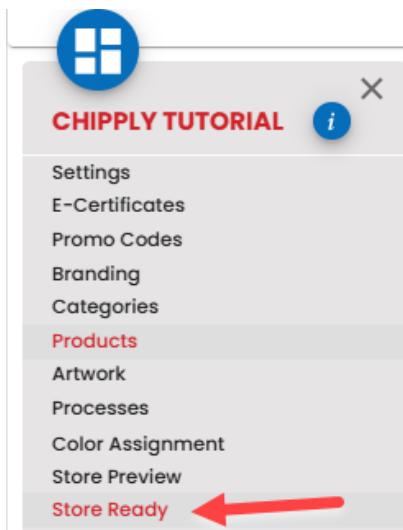
It will then bring up a pop-up; you will want to make sure "Create store automated emails" is checked and then click **STORE READY**. Your store will then launch on the open date you set on the settings page of your store.

Congrats on completing your first store build!