



STORE BUILD

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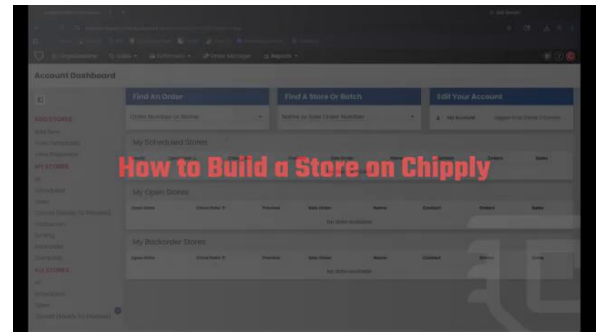
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GETTING STARTED

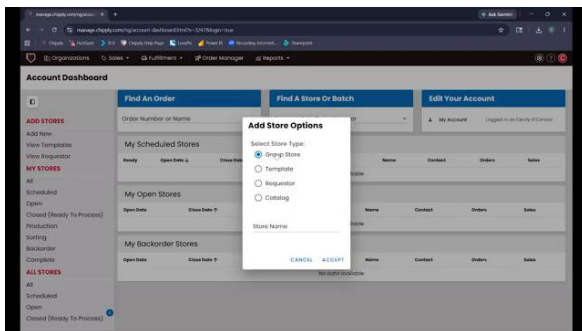
This guide walks through the basics of building a store inside the Chipply platform, based on Chipply's "How to Build a Store on Chipply" walkthrough. It covers the settings, branding, artwork, processes, and products needed to take a store from a blank page to **Store Ready**.

TO START A NEW STORE

Make sure you're logged into Chipply. In the left-hand menu, under **Add Stores**, click **Add New**.



Account Dashboard — Add Stores > Add New



Add Store Options — select store type and name your store

STORE TYPES

You'll get a popup to select your store type. The two customer-facing store types that collect orders are **Group Store** and **Catalog Store** — the difference between them is scheduling.

Group Store: a temporary pop-up store that stays open for roughly two to six weeks (eight weeks maximum) with a hard end date. All orders push into production as soon as the store closes.

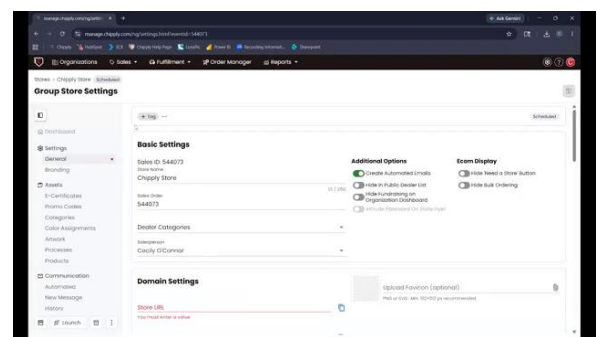
Catalog Store: designed for long-term access, staying open for up to two years from the date you create it in Chipply. You control when to process orders — schedule recurring batches for production, or process orders one at a time as standalone orders.

Requestor: lets group organizers “shop” by adding items to a cart. When they're finished, their cart is submitted as a store request, which you can turn into a live store with a single click — your customers help build the store for you.

STORE SETTINGS PAGE

BASIC SETTINGS & DOMAIN SETTINGS

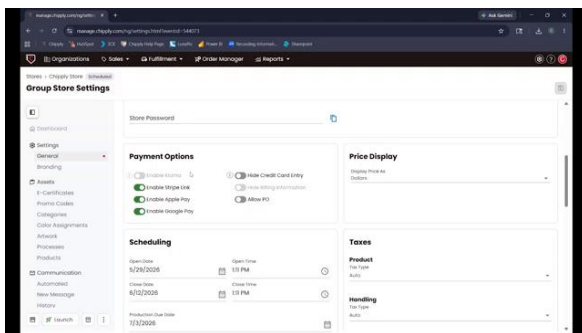
If you'd like a custom favicon (the small icon in the browser tab), you can upload a **512x512 pixel .png or .svg**. If the store needs password



Page 4

protection, enter a password in the **Store Password** field; otherwise leave it blank.

TIP You cannot leave the Settings page until the necessary information is filled out — Chipply will flag any required field you've missed in red.



Payment Options and Price Display

PAYMENT OPTIONS & PRICE DISPLAY

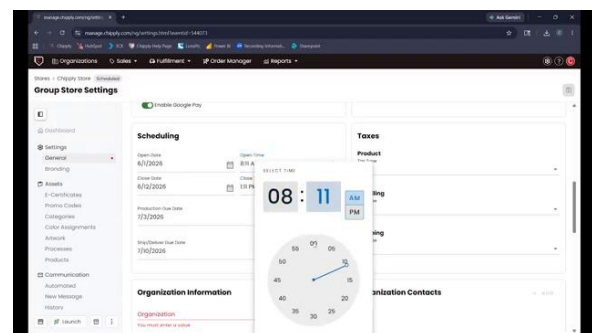
Stripe Link, Apple Pay, Google Pay, and standard credit/debit are automatically enabled for every store. If you'd like to offer CLA, reach out to your Chipply account manager to have it activated at the account level.

Price Display lets you show pricing as Dollars, Points, or both Dollars and Points.

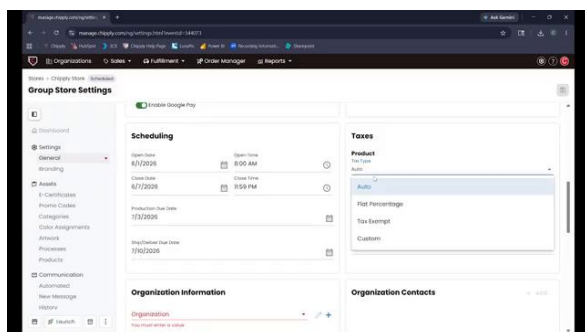
SCHEDULING

Click into the date box to choose your **Open Date** and **Open Time**, then do the same for your **Close Date** and **Close Time**.

Production Due Date and **Ship/Deliver Due Date** are internal-only fields — customers and organization contacts never see them. They display on your work orders and simply help keep your team on track for deadlines.



Scheduling — choosing the store's open date



Taxes — Product, Handling, and Shipping tax type

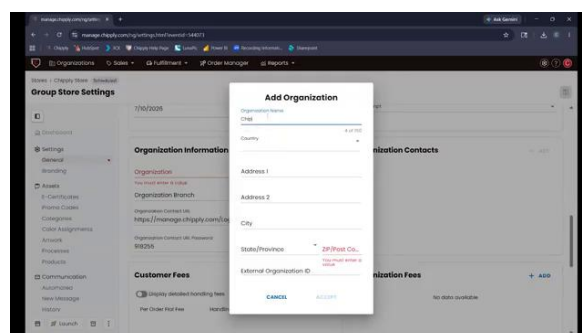
TAXES

Tax type defaults to whatever your account is set to — for example, if your account defaults to tax-exempt, this store will show tax-exempt automatically. If a specific store needs a different setting, use the dropdown to change **Product**, **Handling**, or **Shipping** tax type.

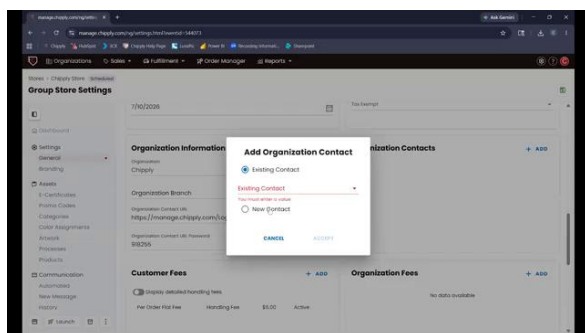
ORGANIZATION INFORMATION

This is the group you're building the store for — a sports team, company, or school. Once you add an organization, it's saved to your organization list for every future store.

To add a new one, click the **plus button**, enter the organization name and **zip code** (required for tax purposes), and click **Accept**. A full address is optional.



Add Organization popup



Add Organization Contact popup

ORGANIZATION CONTACT

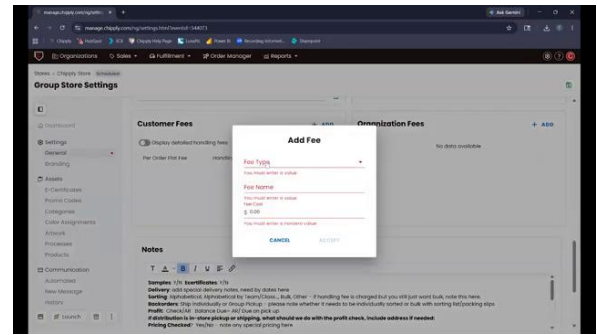
The Organization Contact is the person you're working with at that group — the coach, CEO, or similar point of contact. Adding a contact is optional, but if they're added they'll automatically receive the **store launch email** along with the organization contact URL and password.

Click **Add**, then **New Contact**, and enter their first name, last name, and contact information.

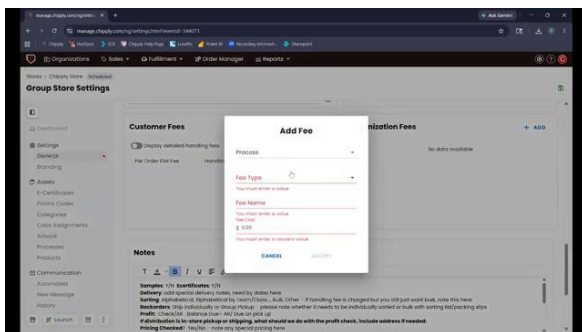
CUSTOMER & ORGANIZATION FEES

If your account settings automatically pull a customer fee into every store, it will already appear here (for example, a \$6 handling fee). Click **Edit** to change it to a percentage fee, or update the name and cost. This fee charges on **every** customer order placed on the store.

Organization Fees work the same way but charge the organization instead — useful for a delivery fee, a sorting-and-packing fee, or similar costs. Click **Add**, then set the fee type, name, and amount.



Add Fee — Customer Fees



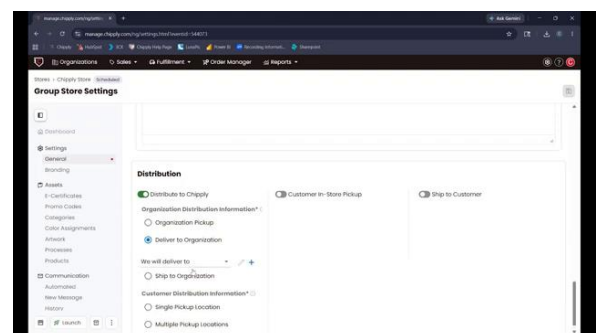
Add Fee — Organization Fees

The **Notes** section on this page is internal only. You can set a default note in your account settings that pulls into every store, or leave it blank and add notes on a store-by-store basis.

DISTRIBUTION

Distribution determines how orders reach your customers, and you can enable more than one option at once.

Distribute to Organization lets the organization pick the orders up from you, receive a delivery



Distribution options

from you, or have the whole batch shipped to them — customers then either pick up from a single location or from multiple pickup locations.

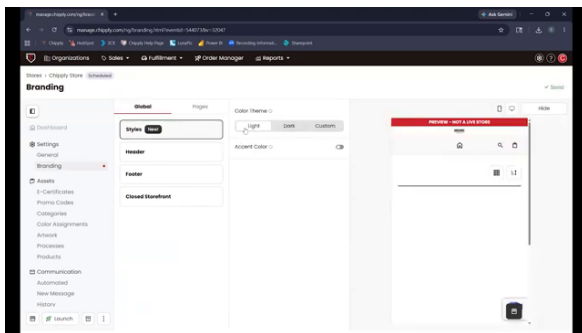
Customer In-Store Pickup lets a customer place an order and pick it up directly from your business.

Ship to Customer sends each order straight to the customer using the shipping method you choose from the dropdown.

TIP Make sure you click Save once you reach the bottom of the Settings page — Chipply will let you know if anything, like a tax type change, still needs to be confirmed.

BRANDING

In the left-hand menu, click **Branding**. This is where the store starts to look and feel like the organization it's built for. Branding is split into two tabs: **Global**, which controls elements shown across most of the store, and **Pages**, which lets you customize specific areas like the product listing and checkout.



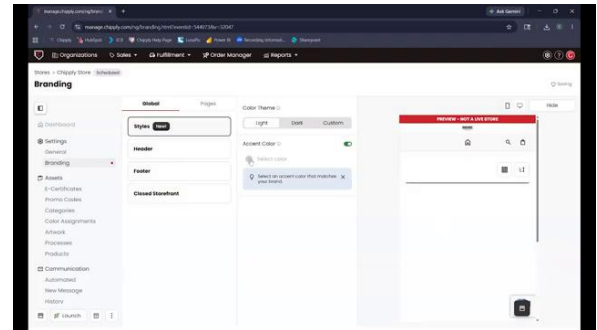
Global — Styles, background mode

GLOBAL — STYLES

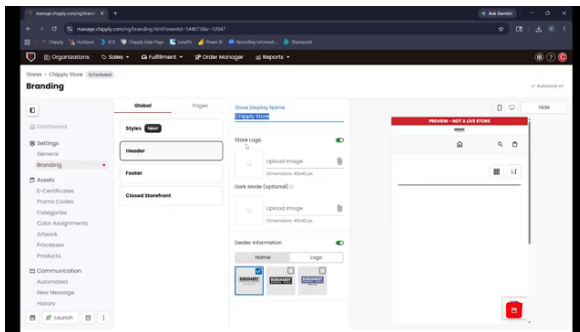
Choose a background mode of **Light**, **Dark**, or a **Custom** tint — custom tints stay intentionally subtle to remain within ADA compliance guidelines.

Turning on an **Accent Color** changes the color of buttons (including Add to Cart) and the countdown clock throughout the store.

Pick any color for your accent — it will carry through consistently wherever the store uses an accent color.



Global — Accent color picker



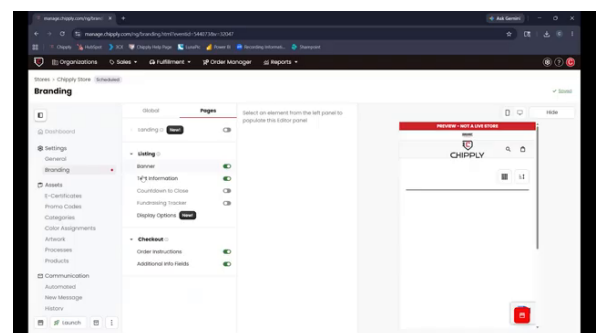
Global — Header, store display name and logo

GLOBAL — HEADER

Set the **Store Display Name** shown on the storefront, and upload a **Store Logo** — a small logo that appears beside the store name on mobile and to the left of the store name on desktop.

GLOBAL — FOOTER

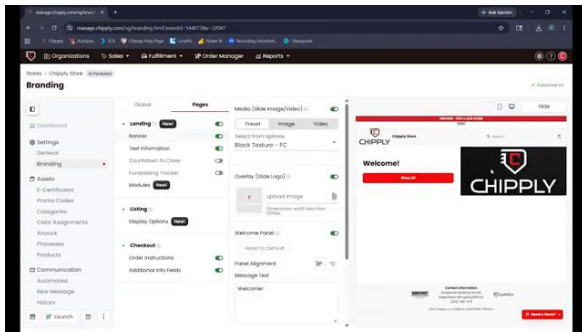
The footer and closed-storefront contact information can pull automatically from your account settings. This is who shoppers will reach out to with questions about their order or about items on the store.



Global — Footer contact information

BRANDING — PAGES

Clicking over to **Pages** gives you finer control over the listing and checkout experience. Note: if **Banner**, **Text Information**, **Countdown to Close**, or the **Fundraising Tracker** are all turned off under **Listing**, those settings move up to live under **Landing** instead.



Pages — Banner, preset image and overlay logo

BANNER

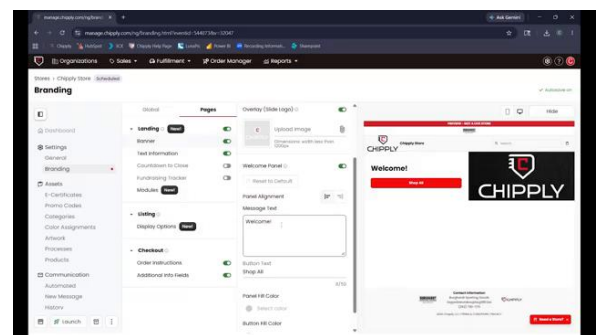
Choose from any preset slide image Chipply provides, upload your own banner image, or use a **YouTube video** link. You can also upload an overlay slide logo that displays over the center of the banner image.

On desktop, the banner splits into two panels — a welcome message on one side and the banner image on the other, with a **Shop All** button that takes shoppers into the store.

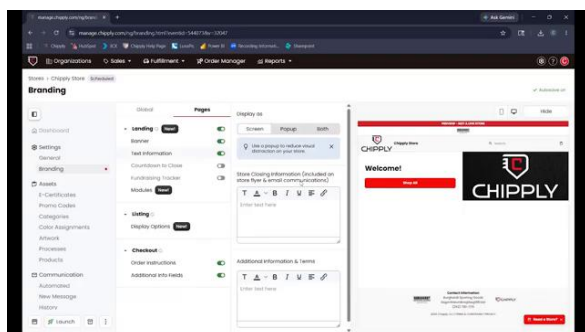
WELCOME PANEL

Toggle the welcome panel on or off, enter your **welcome message** text, and choose which side the panel sits on — left or right.

You can also customize the **button text** (for example, “Shop All” or “Shop New Arrivals”) along with fill colors for the panel and the button.



Pages — Welcome panel message and button



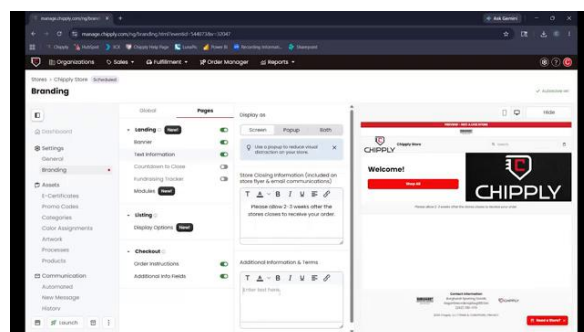
Pages — Text Information, store closing information

TEXT INFORMATION

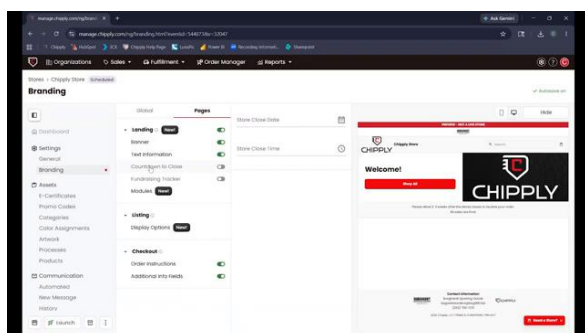
Store Closing Information is a good place to set expectations for when customers will receive their order — for example, “please allow 2 to 3 weeks after the store closes to receive your order.” Whatever you enter here is also included on the store flyer and in email communications.

You can choose to display this as on-page text, as a popup, or both, and format the text however you'd like.

Additional Information & Terms displays directly below the closing information — a good spot for something like “all sales are final.” Like the closing information field, this text supports full formatting.



Pages — Additional information and terms



Pages — Countdown to Close

COUNTDOWN TO CLOSE

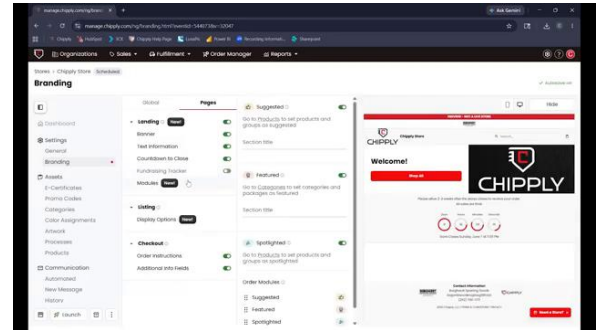
This is a great option for a group store with a hard end date — it's not recommended for catalog stores, since those stay open long-term. Toggle it on, click **Store Close Date**, and choose the date and time you want displayed to customers.

TIP This displayed close date does not have to match the close date on the Settings page. You can show customers a close date of Sunday night while actually keeping the store open until Monday morning on the back end — this catches any last-minute stragglers who were up late finishing their order.

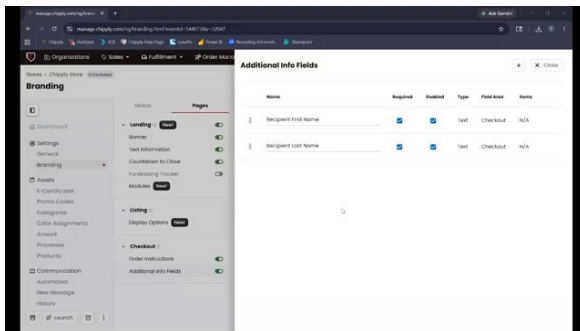
MODULES

Turn on a **Suggested Products** module, a **Featured Products** module, and a **Spotlight Products** module, then choose which products feed each one from the Products page.

Under **Display Options**, you can also set the default desktop and mobile layout — large, medium, or list view.



Pages — Modules and display options



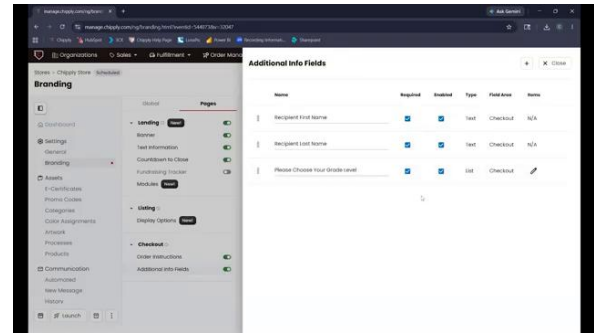
Checkout — Additional Info Fields

CHECKOUT — ORDER INSTRUCTIONS & ADDITIONAL INFO FIELDS

Order Instructions can require the customer's agreement before they're able to submit their order.

Additional Info Fields already ask for the recipient's first and last name by default — this section is also where you'd add fields to organize orders by grade level, homeroom teacher, department, and so on.

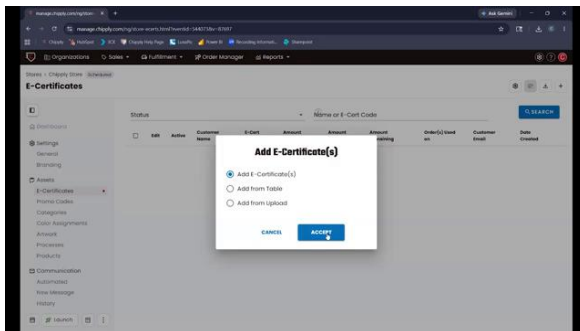
Click the plus button to add a new field. We suggest using the **List** field type — it leaves less room for error than a free-text box when someone needs to select a teacher or coach name. Title the field (for example, “Please choose your grade level”), then enter the list's selectable options.



Checkout — Adding a new list field

When you close the store and print packing slips, you can organize them based on what shoppers selected in this field.

E-CERTIFICATES, PROMO CODES & CATEGORIES



E-Certificates — Add E-Certificate(s)

E-CERTIFICATES

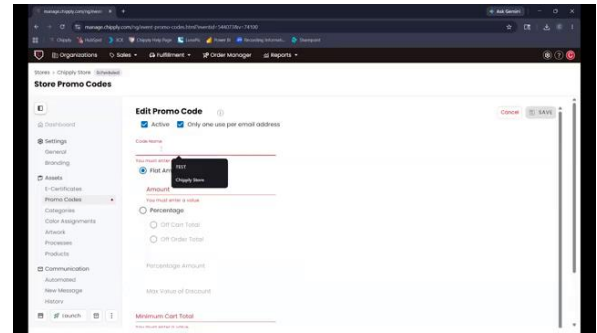
E-Certificates work like gift cards — everybody gets their own code. Click **Add**, then choose **Add from Table**, **Add from Upload**, or generate codes directly (for example, 10 codes at \$25 each).

Add from Upload gives you a template to share with your contact, who can fill in recipient names, emails, and amounts before you upload it back into Chipply.

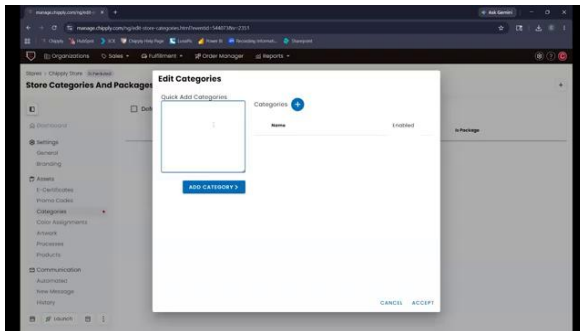
PROMO CODES

Promo codes are a little different — one shared code that a larger group of people can use, optionally limited to **one use per email address**.

Create a code name, then set either a flat dollar amount or a percentage discount. You can also require a **minimum cart total**, and make the code valid on all products or only on selected products.



Promo Codes — Edit Promo Code



Categories — Edit Categories

CATEGORIES

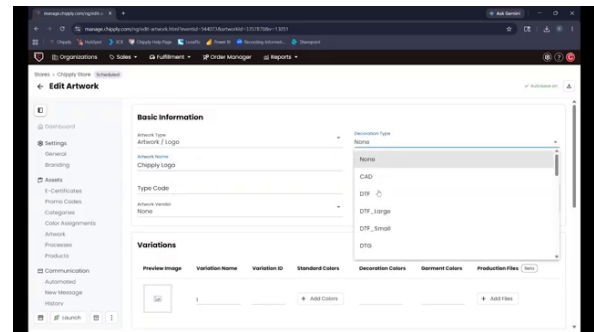
If you'd like to organize the store by unisex, women's, youth, and accessories — or by sport, or any other grouping — click the **plus button** in the upper right, then **Category**, and enter the category names you'd like to use.

ARTWORK

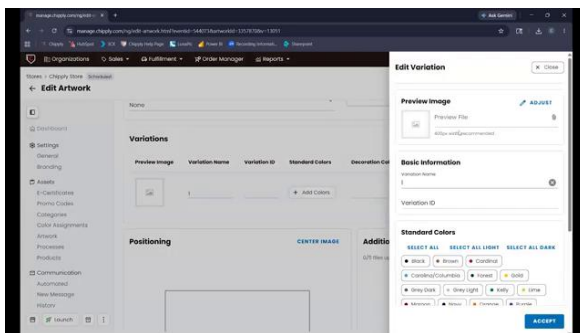
Artwork and processes are the backbone of a successful Chipply store — they're what let Chipply's automation place the right logo on the right product. Click **Artwork** in the left-hand menu to upload the logo files used throughout the store.

ADDING NEW ARTWORK

Click the plus button for **New Artwork**. Give it an **Artwork Name** that will make sense to your production team, and optionally choose a decoration type — the type code specifies the decoration method, such as screen print or embroidery.



Edit Artwork — Basic Information



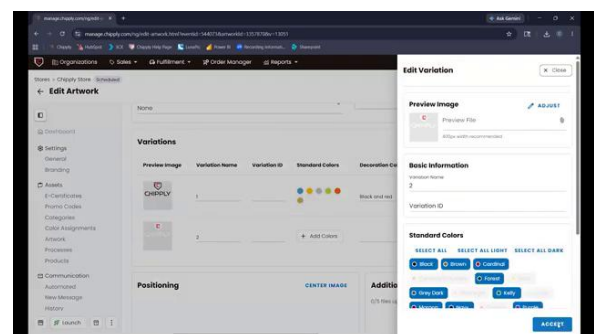
Edit Artwork — Variations and preview image

Under **Variations**, upload the logo file — Chippily only accepts **.png or .jpg** (400px minimum width), so convert the artwork first if it's in a different format. If this is the only color the logo comes in, you're done. If the same logo also comes in a different color — say, white text instead of black — click **Add** to create a second variation row and upload that version too.

TIP All additional color variations must be the same size and/or aspect ratio as the primary artwork file.

STANDARD COLORS

For each variation, set the **Decoration Colors** (the colors that appear in the artwork itself) and **Garment Colors** (which product colors that version is meant for) — for example, black text on light garments and white text on dark garments.

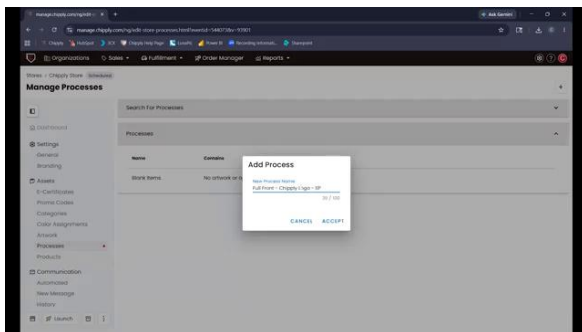


Edit Artwork — Standard colors and positioning

Then match your **Standard Colors** to those garment colors. This doesn't limit which colors you offer in the store — it simply tells Chipply which logo variation to automatically apply to which garment color at the product level.

PROCESSES

Click **Processes** in the left-hand menu. Think of a process as one design or “page” on the work order — a full front print, a left chest embroidery, and so on. Every unique combination of logo, decoration type, and placement should be its own process.



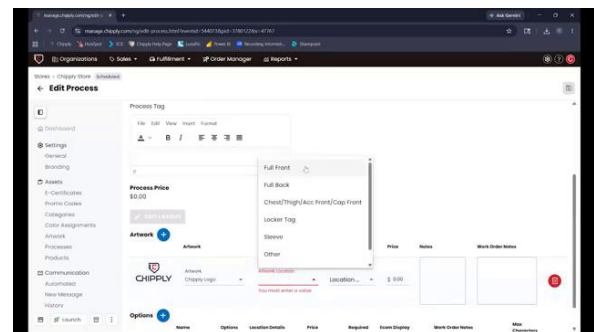
Manage Processes — Add Process

CREATING A PROCESS

Click the plus button for **New Process**. Name it starting with the design, then the logo name, then the decoration type abbreviation — screen print, embroidery, heat transfer, direct to film, and so on — so work orders stay organized for production.

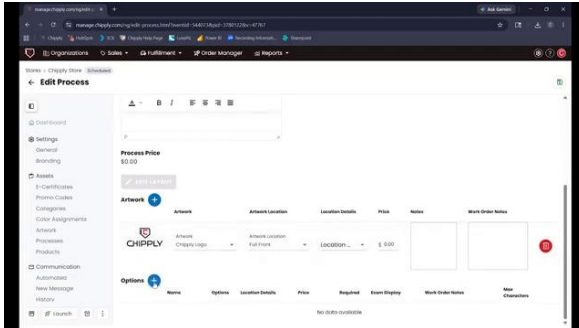
Process Description is internal and appears on the work order. **Process Tag** is customer-facing — use it to let shoppers know, for example, that a process is embroidered.

Click the plus button under **Artwork**, choose the existing logo from the dropdown, and pick the artwork location: Full Front, Full Back,



Edit Process — Adding artwork to a process

Chest/Thigh/Accessory Front/Cap Front, Locker
Tag, Sleeve, or Other.



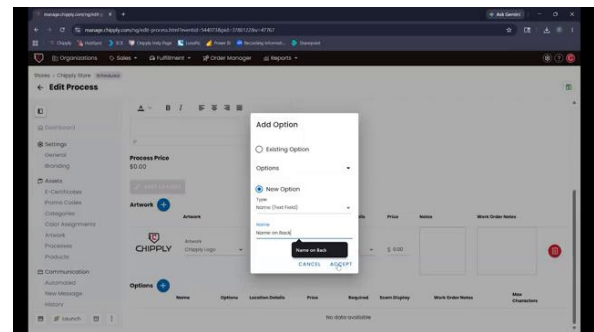
Edit Process — Artwork location and process price

If the decoration has its own cost, enter a **process price** here; otherwise you can price it into the product later. A single process can include more than one placement — for example, a left-chest-and-full-back design adds both artwork locations to the same process.

ADDING OPTIONS

Options add a **Name** or **Number** text field, or a **Group / Exclusive Group** drop-down list, to every product the process is attached to. An Exclusive Group list removes a choice once someone selects it — useful for letting players claim jersey numbers.

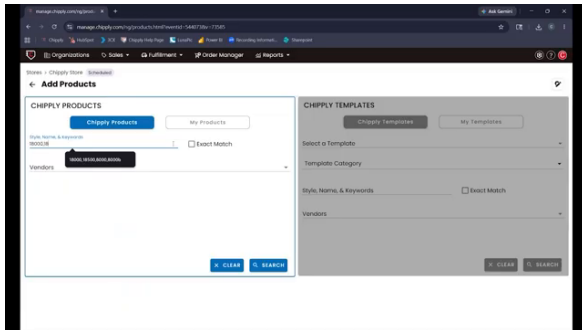
Click the plus button next to Options, choose **New Option** and a type, then set a price, whether it's required, and the **Ecom Display** text customers will see. Click **Save** when a process is finished, and repeat for every process the store needs.



Edit Process — Add Option (Name text field)

ADDING PRODUCTS TO YOUR STORE

There are several ways to add products to a store: search Chipply's product database, use a template, import products from a previous store with **My Products**, or add a **custom product**. With artwork and processes in place, click **Products** and the plus button to bring items in.



Add Products — Chipply Products search

SEARCHING CHIPPLY PRODUCTS

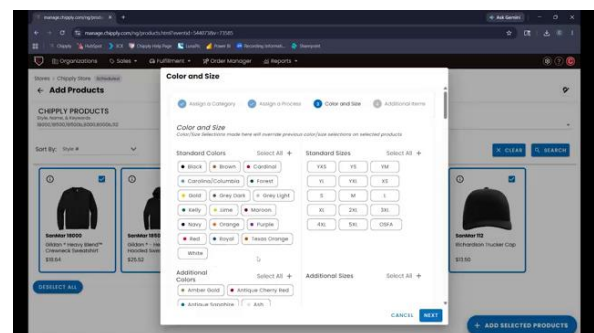
Enter style numbers separated by commas to search several items — across vendors — at once, then click **Search**. Select the items you want and click **Add Selected Products**.

OTHER WAYS TO ADD PRODUCTS

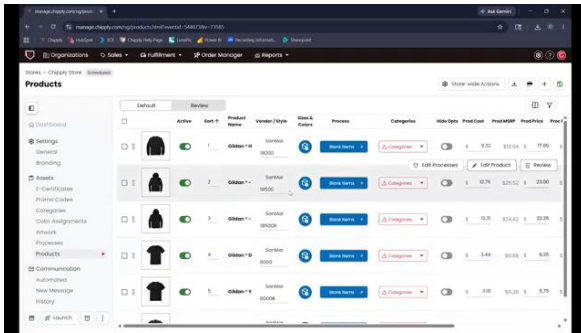
- **Templates:** streamline store creation. Save a product set you use often as your own template, or use one of Chipply's pre-built templates — updated quarterly with high-quality, well-stocked, strong-selling items.
- **My Products:** lets you seamlessly pull specific items from a previous store into the current one.
- **Custom Products:** covers anything outside Chipply's database, like a custom mug or a sublimated jersey.

CATEGORY, PROCESS & COLOR/SIZE

Chipply walks the new products through a short setup: assign them to a **category**, choose the **process** (or processes) they should use, and select which standard colors and sizes to offer. Any extra colors or sizes tied to the item appear separately under Additional Colors and Additional Sizes.



Add Products — Color and Size



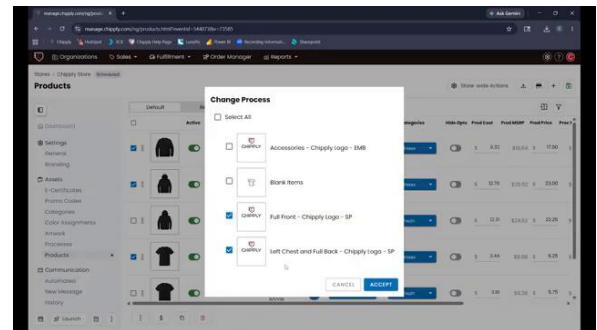
Add Products — Additional Items

Additional Items lets you turn on inventory thresholds, set an auto pricing tier, apply fundraising, and choose where the new products land in the store's sort order — all of this can still be adjusted later once the products are added.

BULK ACTIONS

Select multiple products at once, then click the **three dots** or the **Bulk Actions** button to adjust them together:

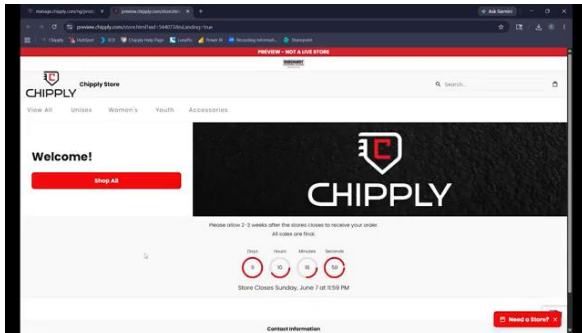
- **Change Process:** quickly adjust the process for selected products, or add multiple processes to one product.
- **Choose Colors and Sizes:** update the colors and sizes for the selected products.
- **Change Use Inventory Thresholds:** enable or disable inventory thresholds for the selected products.
- **Change Required:** add a "Required" callout to the selected products.
- **Move Products:** rearrange the selected products within your store.
- **Randomize Display Colors:** randomize the display colors for your selected products.



Products — Bulk Actions, Change Process

FINALIZING THE STORE

With products, colors, and processes in place, it's time to take the store to the finish line — checking the storefront, adjusting logo placement, managing inventory, and setting prices.



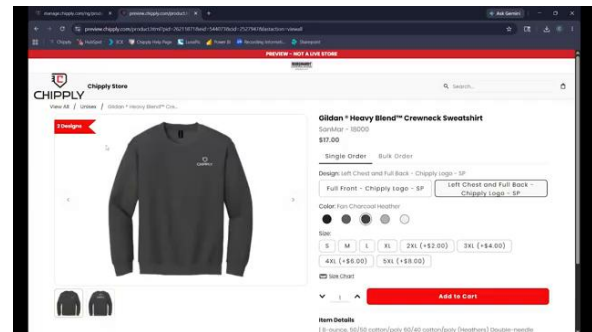
Store Preview — storefront welcome banner

STORE PREVIEW

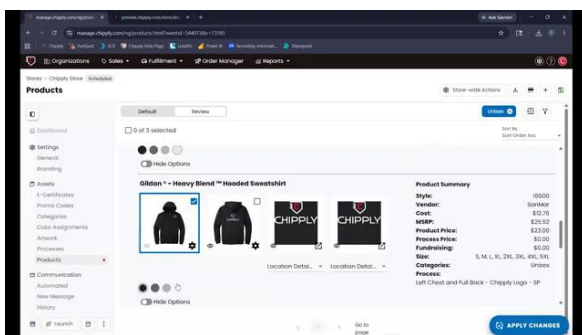
Click **Store Preview** to see the storefront exactly as customers will. Branding, the banner, and — if enabled — the countdown clock all display here.

PRODUCT DETAIL & COLOR VARIANCE

Clicking into an item shows every design and placement assigned to it, along with the colors and sizes offered. If every product on the store defaults to the same display color, head back to **Products**, filter by category, and set individual display colors for more variety.



Storefront — product detail with two designs



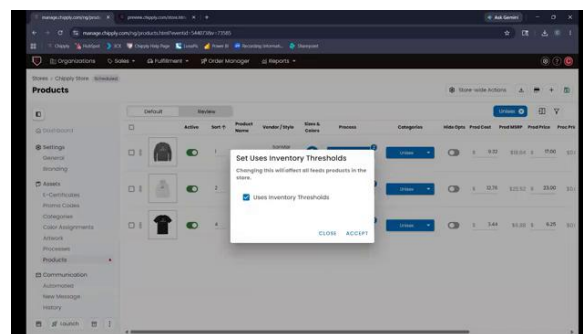
Products — Edit Layout, logo positioning

LOGO POSITIONING

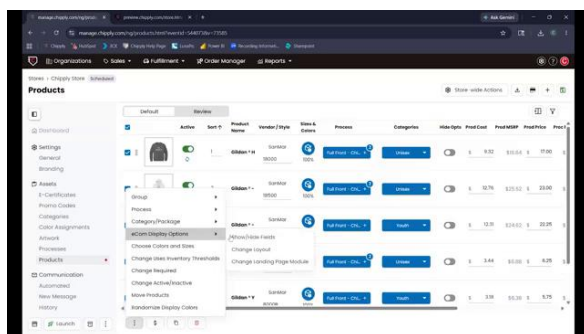
From the Products page, use the **edit-layout** (pencil) icon on an item to resize, move, or tilt its logo on the mockup if it isn't centered the way you'd like.

INVENTORY THRESHOLDS

For vendors Chippily pulls live inventory from — such as SanMar and S&S — turning on **inventory thresholds** (store-wide or per product) automatically hides any color/size combination that falls below your threshold (**100 by default**). This helps you avoid backorders and last-minute substitutions.



Products — Set Use Inventory Thresholds



Products — Store-Wide Actions menu

STORE-WIDE ACTIONS

Click **Store-Wide Actions** in the top right corner to apply a change to every product in the store at once:

- **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.

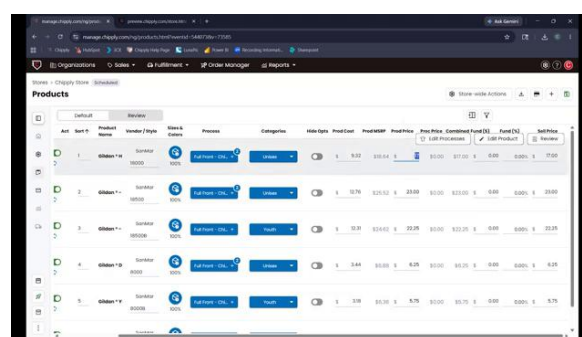
PRICING & FUNDRAISING

Once items look the way you want, the last step before the store is finished is setting pricing. This all happens on the Products page — scroll to the right to see every pricing column.

PRICING COLUMNS

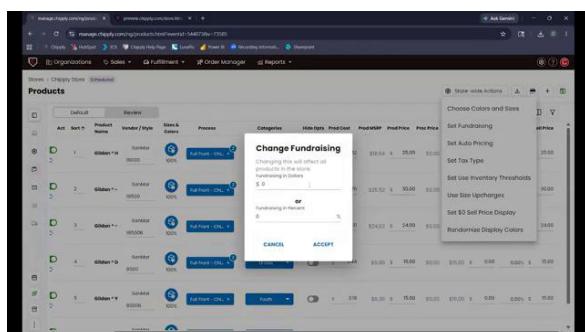
Product Cost is a rough estimate of what you'll pay the vendor — by default it's set at **50% of MSRP** and doesn't need to be changed. **Product MSRP** is the Manufacturer's Suggested Retail Price, pulled in from the vendor. **Product Price** is where you enter what you're actually selling the item for, before any size upcharges, tax, or fundraising.

Process Price (your decoration cost, if you set one) and **Product Price** add together to form the **Combined Price**.



The screenshot shows the 'Products' page in the Chipply Store interface. It displays a table with columns for Product Name, Vendor/Style, Price, Categories, Size Type, Prod Cost, Prod MSRP, Prod Price, Process Price, Combined Price, Fund%, and Settings. Five products are listed, each with a 'Fundraise' button and a 'Settings' dropdown menu.

Products — Pricing columns



Products — Change Fundraising

FUNDRAISING

Set fundraising after your product price is entered — as a flat dollar amount or a percentage of the combined price. If every item gets the same amount, use **Store-Wide Actions** to apply it across the board; if amounts vary,

select specific products first and apply fundraising to just that group.

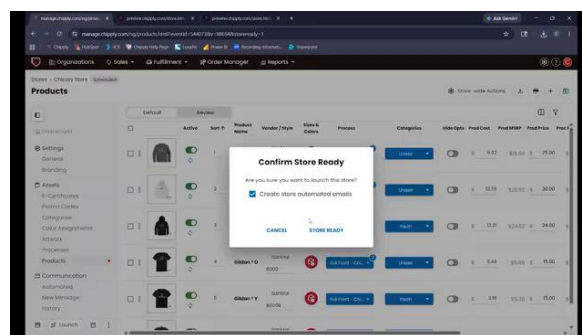
Sell Price is the sum of Product Price, Process Price, and Fundraising — it's the only number the customer ever sees, and it's what they'll pay for each item.

TIP If you adjust a product's sell price directly, any difference is automatically reflected in the fundraising amount.

LAUNCHING YOUR STORE

Once pricing, colors, and inventory are set, click **Launch**, then **Store Ready** in the left-hand menu. Confirm the pop-up — leave “Create store automated emails” checked — and click **Store Ready**. The store will go live on the open date set on the Settings page.

For anything beyond the basics covered here — boosting and spotlighting items, deeper store-building features, or general questions — reach out to your Chipply account manager, the team at teamchipply@chipply.com, or call **262-202-8129**.



Confirm Store Ready

TIP Congrats on completing your first store build!