



DEALER PORTAL



USER GUIDE

Welcome to ZAFCO International's Dealer Portal, your one-stop shop to access all the resources available to you. We have put together a guide to help you navigate our Dealer Portal and take advantages of all the different features available to you.

Currently, the Dealer Portal gives you access to all the Marketing Resources at ZAFCO International. Here, you can:



Download existing creative assets such as sales tools, product catalogs, logos, and creatives.

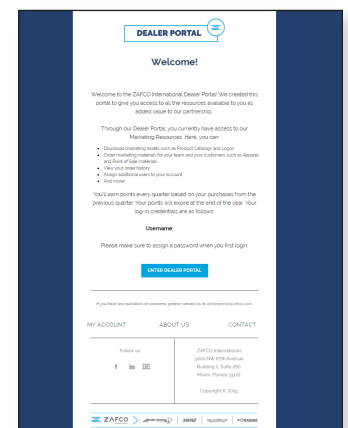


Place online orders for point-of-sale materials, literature, apparel, and giveaways, to be delivered right to your location.

LOGGING IN

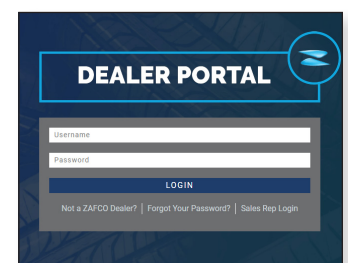
FIRST TIME USERS

- 1 When your account is created, you will receive an email stating you were invited to **ZAFCO International's Dealer Portal**, along with your username.
- 2 Click the **LOGIN** button within the email and you will be redirected to the site.
- 3 You will be prompted to create a **password**.



RETURNING USERS

- 1 Go to **zafcointernational.com/dealerportal**
- 2 Enter your **username** and **password** that you created upon initial login.



MARKETING RESOURCES



SHOP

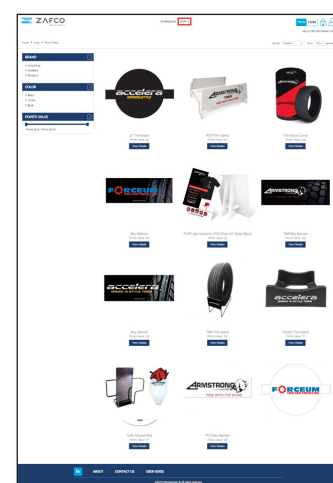
Utilizing points provided by ZAFCO International, use the **Shop** section to purchase the POS Materials, Apparel, Promotional Giveaways, and Literature that your business might need to help sell the ZAFCO International brand you carry.

Placing an order for POS Materials, Apparel, Promo Items, or Literature

- 1 Click on the **SHOP** button in the main navigation bar at the top of the site. To simplify your search, you can filter the Shop Section using a variety of categories on the left-hand column or you can select a category from the dropdown.
- 2 Click **VIEW DETAILS** for item(s) you are interested in **purchasing**.
- 3 Select a color, if applicable.
- 4 Enter a quantity.
- 5 Click **ADD TO CART**.
- 6 Repeat for all items in a single order. Verify order items and quantities as well as shipping address.
- 7 Once you are ready to checkout, click on the cart icon at the top of the page and select Verify order items and quantities as well as shipping address.
- 8 Click **SUBMIT** to place the order.

Once the order is placed, you will receive an email confirmation. You will also receive an email with tracking details once the order has been shipped.

Note: You can only ship to one address at a time.



MARKETING RESOURCES (continued)

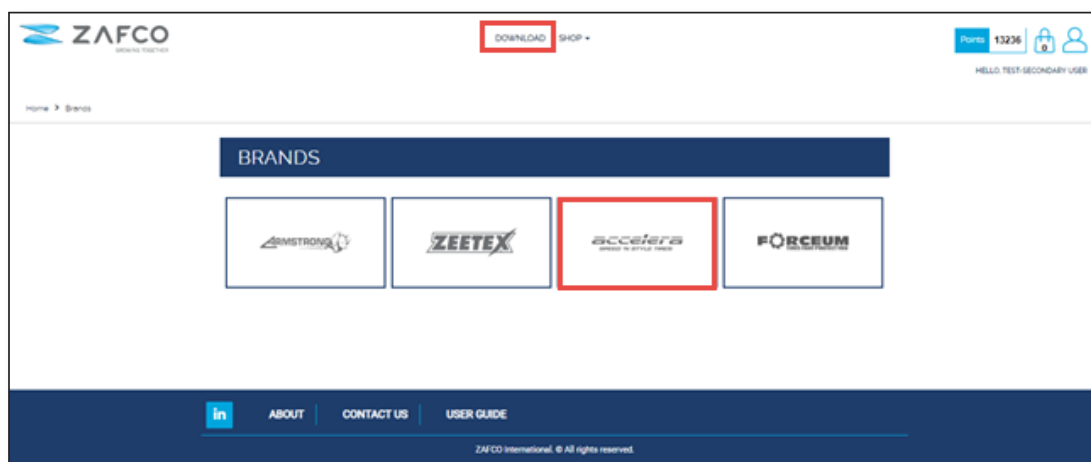


DOWNLOADS

Use the **Downloads** section to download brand assets such as logos, pattern pictures, literature, as well as post-sales tools like infographics and training presentations that your business might need to help sell the ZAFCO brands.

Downloading Marketing Resources

- 1 Click on the **DOWNLOADS** button in the main navigation bar at the top of the site.
- 2 Select a **ZAFCO** tire brand.
- 3 In a new tab, you will be directed to Brandfolder, where we host all our brand assets.
- 4 Enter the password (available on the Downloads Page) to enter Brandfolder.



MARKETING RESOURCES (continued)

Search for the asset you wish to download.

- 1 Type your search term into the **SEARCH BAR** and any matching results will display.
- 1 **PINNED TAGS** appear right above the Search Bar. These are saved searches we created to help you find assets quickly.

SECTIONS are used at the top to organize the assets (for eg. Catalogs). Clicking on the Section name will filter results.

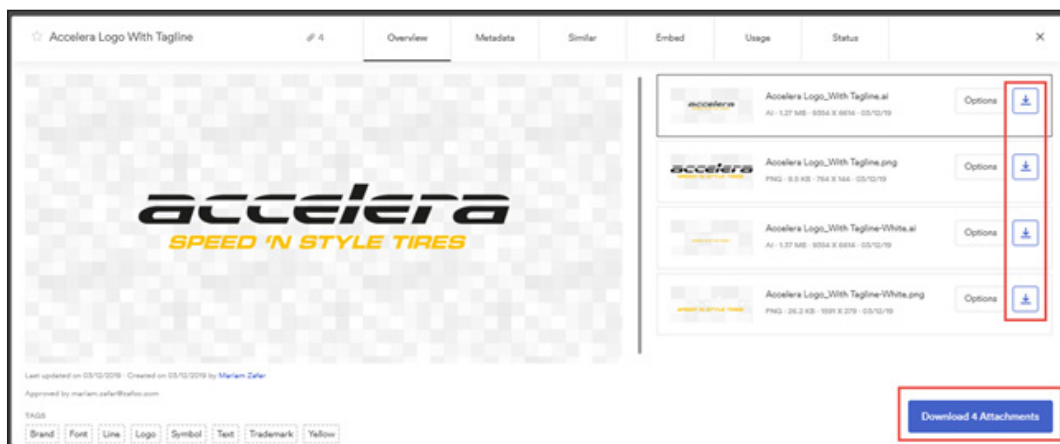
The screenshot displays the 'Customers - ZAFCO Intl.' interface. At the top, there is a horizontal row of filter buttons labeled 'Sections: All', 'Logos', 'Colors', 'Catalogs', 'Warranty', 'PCR Patterns', 'UHP Patterns', 'Competition Patterns', 'SUV/4x4/LT Patterns', 'Winter Patterns', 'Technical Specs', 'Training Resources', and 'Creatives'. Below this, a row of pinned tags includes '+ New', '+ USA', '+ Canada', '+ Mexico', and '+ Latin America'. At the bottom left, there is a 'Filters' button and a search bar with a magnifying glass icon and a text input field.

MARKETING RESOURCES (continued)

Download a single asset (or asset group)

- 1 Hover your mouse on the asset and click on **VIEW**
- 2 To download all files in an asset, select the **DOWNLOAD X ATTACHMENTS** in the bottom right hand corner.
To download a single file, select the download icon next to the file.
- 3 To change the format or size of an image, click on **OPTIONS** to the right of the asset name. This will open a menu to select your format and size options.

Note: The original aspect ratio will be maintained. When selecting a width or height, the other will update automatically.

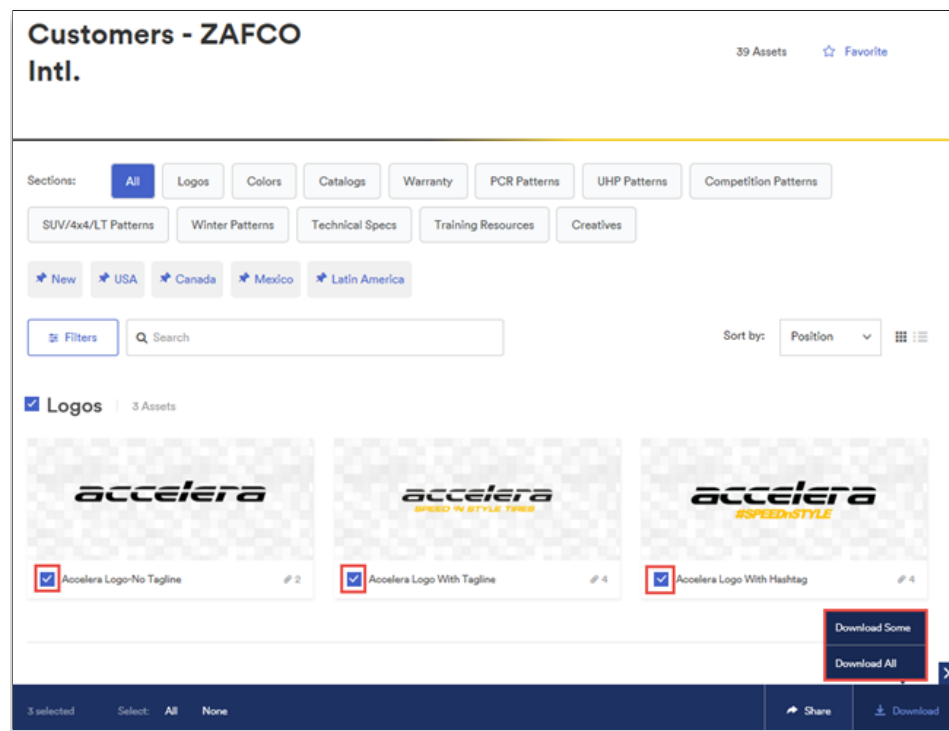


MARKETING RESOURCES (continued)

Download assets in bulk

- 1 Select assets individually by selecting the checkbox in the bottom right OR select entire sections by checking the box name to the Section name (for eg. **LOGOS**).
- 2 After assets are selected, the Bulk Actions Bar will appear in the bottom left where you can choose **DOWNLOAD ALL** to create a .zip or **DOWNLOAD SOME** for more options.

Note: Selecting "Download Some" will allow you to create a .zip file or share link to a .zip file with a subset of assets by deselecting any merged files from the window that appears. "Download Some" also allows you to resize and reformat in bulk by using the "Max Height" "Max Width", and the format dropdown.



MARKETING RESOURCES (continued)



ADDING A USER

The primary user (eg. Owner/CEO or Purchasing Manager) can add secondary users, providing them with access to Marketing Resources within the Dealer Portal. You might consider doing so if you have additional team members you would like to invite. An example would be if you have multiple locations and want the location managers to be able to manage their own needs, or if you have a Marketing Manager that you would like to invite to manage the Marketing resources.

Note: All users will have access to the same pool of points, which will be deducted from your company's master account.

Adding Secondary Users to access Marketing Resources

Navigate to the Dealer Portal (zafcointernational.com/dealerportal) and login.

- 1 Click on **MY ACCOUNT** in the top right of the main navigation bar.
- 2 On the left, click on the Create User tab and fill out the necessary information.
- 3 Select the **ACCESS TYPE**
- 4 Click **INVITE USER**
- 5 Once you have invited the user, they will receive in email informing them of their invitation. The email will also provide them with login information.
- 6 You can view all the active users on your account by clicking on the **USER LIST** tab.

My Account	
My Account Information	First Name <input type="text"/>
Create User	Last Name <input type="text"/>
User List	Job Title <input type="text"/>
	Username <input type="text"/>
	Email Address <input type="text"/>
	Access Type <input type="text" value="Marketing Resources"/>
	<input type="button" value="INVITE USER"/>

MARKETING RESOURCES (continued)



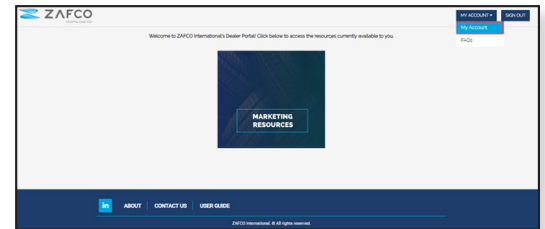
MY ACCOUNT

You can access your account by clicking on the MY ACCOUNT drop-down menu bar.

1 Click on **MY ACCOUNT** drop-down menu bar at the top of the page.

>> Here you can:

- Edit your account details.
- Change your password.
- Add additional users (primary users only).



View Order History

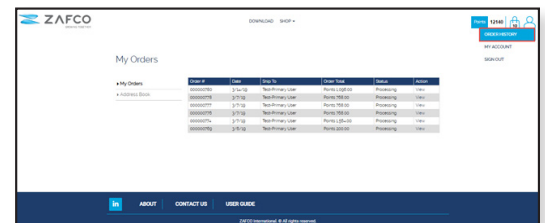
To view your order history for Marketing materials:

1 Login to the Dealer Portal..

2 Enter **MARKETING RESOURCES**

3 Click on the **MY ACCOUNT** icon on the top right-hand corner in the navigation bar.

4 Click on **ORDER HISTORY**



FAQs

What is the Zafco International Dealer Portal?

It is an online platform that gives you easy access to all the resources made available to you through your partnership with ZAFCO International.

What resources are currently available through the Dealer Portal?

Currently, you will be able to access Marketing Resources. To do so, visit zafcointernational.com/dealerportal and click on "Marketing Resources."

What can I use the Marketing Resources section for?

Here, you can:

- 1 Download** creative assets such as sales tools, product catalogs, logos, and creatives.
- 2 Place online orders** for point-of-sale materials, literature, apparel, and giveaways, to be delivered right to your location.

Does this cost me anything?

Not at all. This is our way of supporting you to grow ZAFCO International's brands in the market. You will be able to use the points in your account to order Marketing materials.

How many points do I get?

Points are calculated based on **purchasing behavior**. You will earn points every quarter based on your purchases from the previous quarter. Your points will expire at the end of the year.

Can I add additional users to my account?

Along with the **primary user** that we assign to your company, we have created the option for you to grant access to additional team members, or even your authorized dealers, which means you can easily add both internal and external users to your account. An example would be if you have multiple locations and want the location managers to be able to manage their own needs, or if you have a Marketing Manager that you would like to invite to manage the Marketing resources.

Can my Zafco Sales Representative place orders on my behalf?

If you are unable to place an order for Marketing materials for some reason, you can request your ZAFCO Sales Representative to place orders on your behalf. You will receive an order confirmation email and tracking information when your order ships.

Do additional users get additional points?

No, all points are allocated at a company level, which means all the internal and external users in your company will access the same pool of points.

What else is available to me besides Marketing Resources?

For now, only Marketing Resources are available. However, we're working on some exciting new resources which will be available for you to access soon.