



Dear Producer,

with PIER 2.0 we empower you not only to provide us with relevant traceability information but also to tell customers more about your beautiful product, its USP, powerful sustainability initiatives and existing certification.

We want to show our customers – HORECA & Traders - the beauty and uniqueness of the articles we are offering and even more provide them with some excellent information about the production method which they can even use in their businesses. Please feel free to enrich the map with the different production steps and related pictures or accompanying text.

We are able to digest videos, pictures, pdfs and links to websites.

The following manual will provide you with detailed information.

METRO AG / METRONOM, Düsseldorf



PIER 2.0: SUPPLIER MANUAL

ABOUT



- **REQUIREMENTS & ATTRIBUTES FOR UPLOADING OF ADDITIONAL INFORMATION TO PROTRACE SYSTEM**
- **USAGE OF PIER 2.0 FEATURES**

ATTRIBUTES OF PIER 2.0

ATTRIBUTE	BASIC (+)	ADDITIONAL (++)
PRODUCT GALLERY*	+	+
MAP*	+	+
BACKGROUND INFORMATION*	+	+
LINK TO THE WEBSITE		+
PDF DOCUMENT		+
CERTIFICATES		+
VIDEO ABOUT YOUR COMPANY		+

Attributes marked with „” are mandatory to be provided for PIER 2.0

REQUIREMENTS FOR BASIC ATTRIBUTES

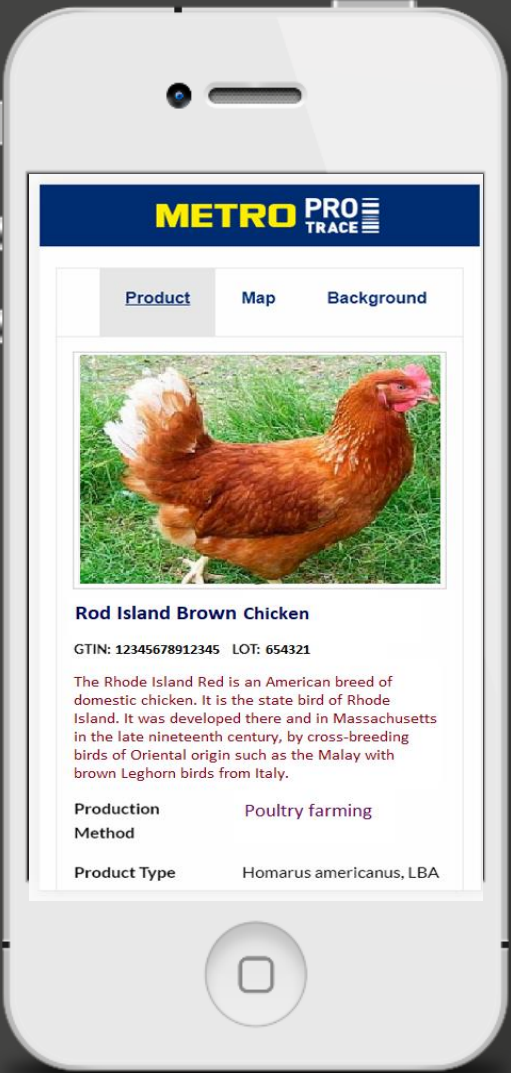
ATTRIBUTE	REQUIREMENTS
PRODUCT GALLERY	Minimum: 3 pictures Maximum: 12 pictures
MAP / Markers	Up to 3 pictures * <u>for each production step</u>
Text	Add a short text ^{*2} <u>to each marker</u>
BACKGROUND INFORMATION	Background text with a minimum of 300 characters

*. picture of the farm, processing of raw material, commissioning of the product etc.

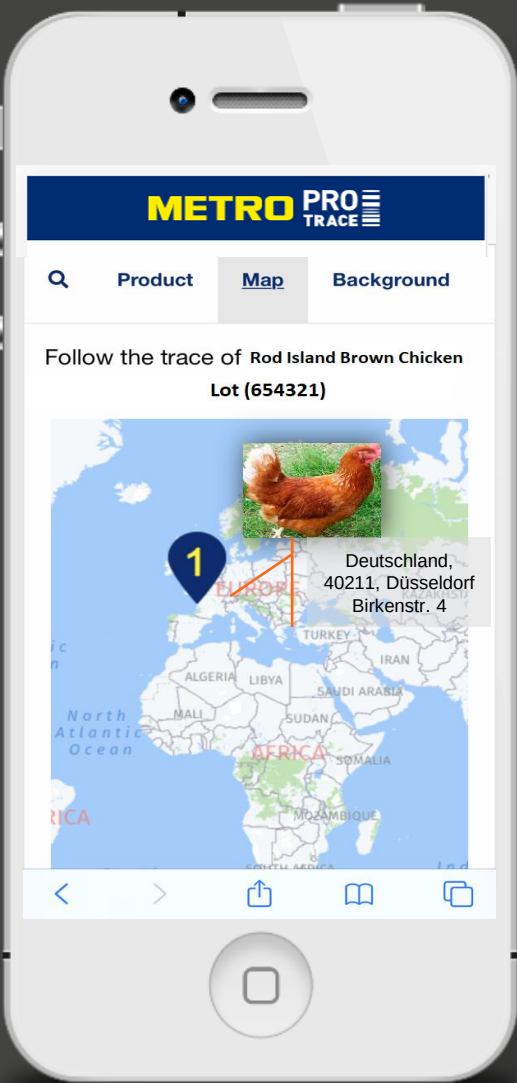
*2 farm address, production plant address, short description of the production step etc.

The following requirements are the minimum and should be provided in order to start using PIER 2.0

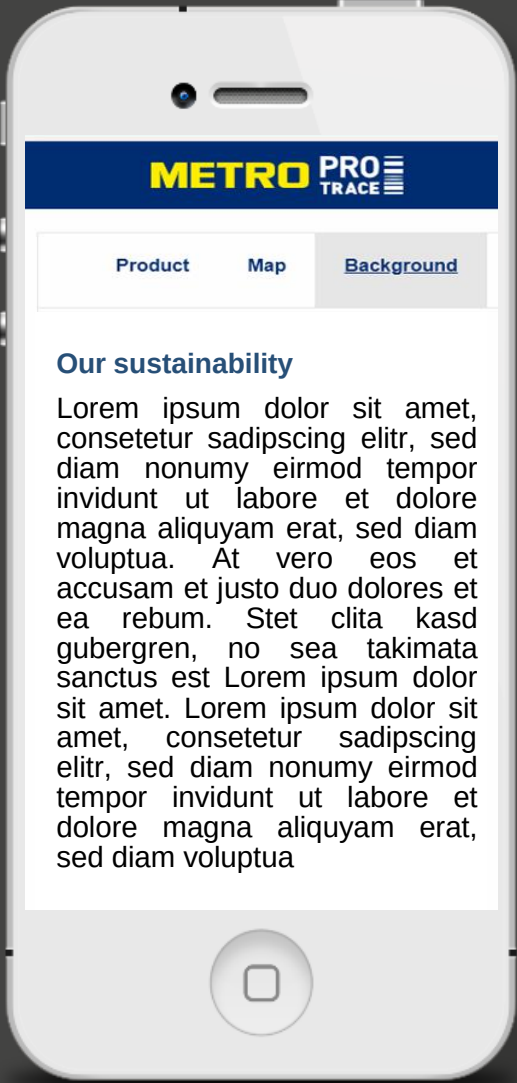
BASIC ATTRIBUTES: OVERVIEW



Product Gallery



Interactive Map



Background Information

REQUIREMENTS FOR ADDITIONAL ATTRIBUTES

ATTRIBUTE	REQUIREMENTS
LINK TO THE WEBSITE	1 Link which leads e.g. to your website
PDF DOCUMENT	1 PDF Document about your products*
VIDEO ABOUT YOUR COMPANY	1 Video: min quality is 360p Max length is 3 mins
CERTIFICATES	PDF, PNG, JPG formats

*PDF Document will be added additionally to the background text (if you want to share even more information with the customers)

Additional attributes contain functionalities which will be added to BASIC attributes.

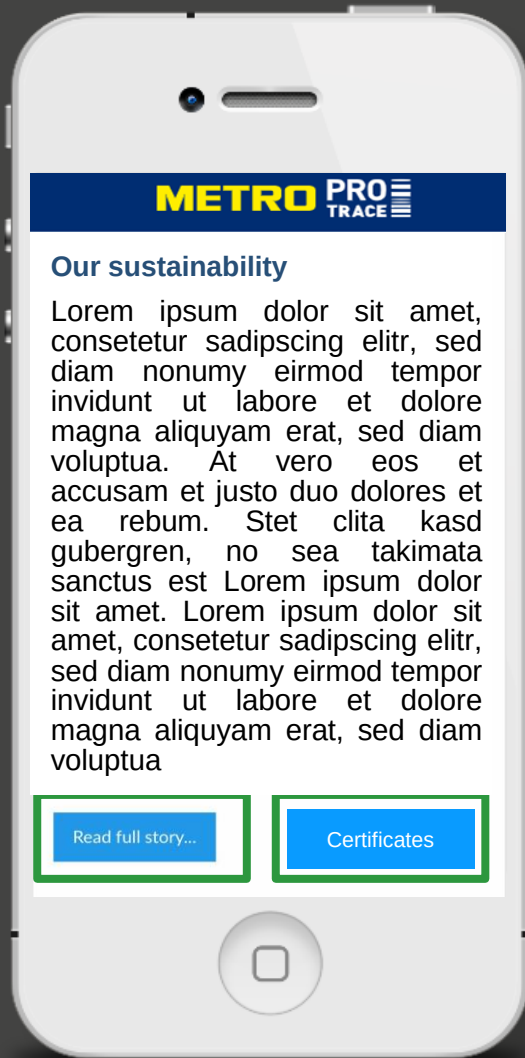


HINT:

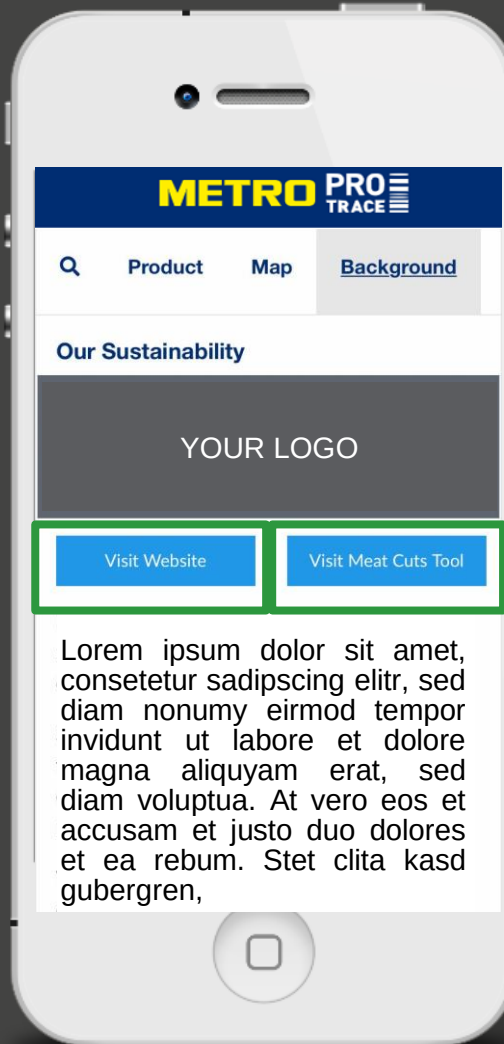
We highly recommend to use all the features of PIER 2.0 as METRO customers want to know about the whole storyline of your products.

In order to use it, you should provide a content for each of the six categories.

ADDITIONAL ATTRIBUTES: OVERVIEW



PDF Document

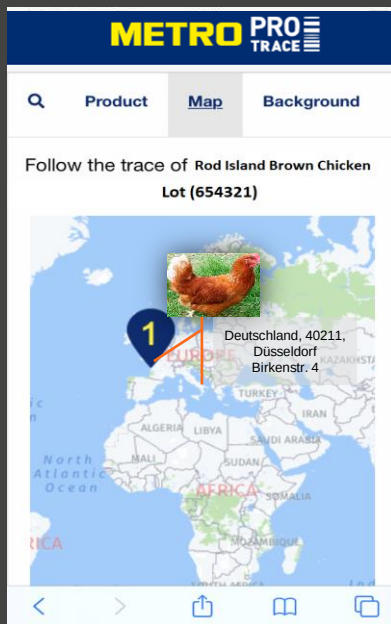


Link to the Website



Video about your
company

COMPREHENSIVE DESCRIPTION OF FEATURES (1/3)



INTERACTIVE MAP

FUNCTION 1: ABILITY FOR CUSTOMERS TO RETRACE THE WHOLE PRODUCT JOURNEY

The map will show up to **3 markers** of your event chain and will be prepared automatically.

FUNCTION 2: INTERACTIVE MAP FOR OUR CUSTOMERS

Each marker will be connected with a **picture and farm address to each production step**.

By pushing a marker, a picture of the related production process will appear on the screen.

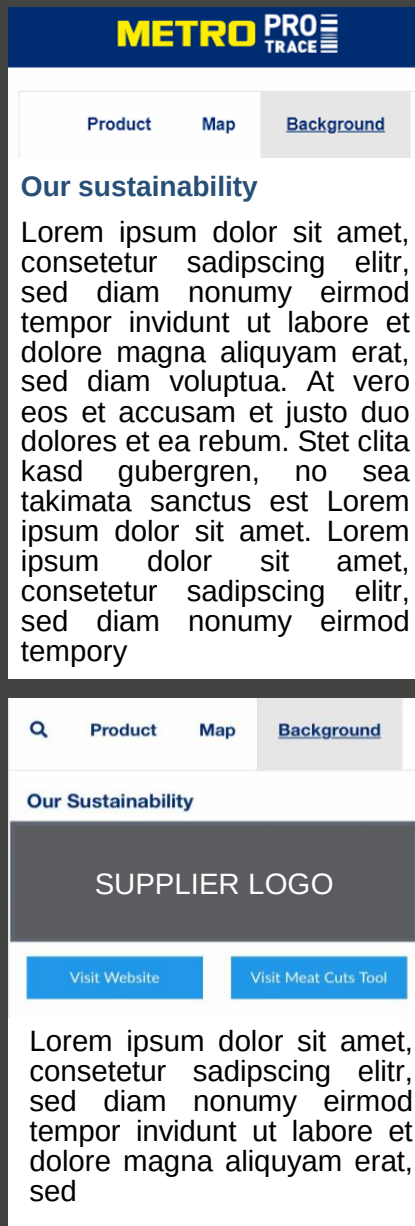
PRODUCT GALLERY

FUNCTION 1: SHOWING THE REAL PRODUCT TO THE CUSTOMER

PIER 2.0 enhances you to upload **up to 12 pictures** of your products into product gallery. As an option, the pictures can be:

- of your company,
- production processes,
- rearing of the animals,
- farming of the fish etc.

The pictures will be shown together with regular traceability attributes under the product category



BACKGROUND INFORMATION

FUNCTION: PROMOTION OF YOUR COMPANY

Here you can add:

- any text about your company,
- highlight sustainability information,
- mention special and sustainable catching methods etc.

We recommend to add an additional picture per each line which describes and advertises your content visually.

LINK TO AN EXTERNAL WEBSITE

FUNCTION: CONNECTION WITH E.G. YOUR CORPORATE WEBSITE

There is an **opportunity to add a link** which will direct our customers instantly to your homepage. The link will be added to the background information thus the customer will be **followed easily to your homepage**.

COMPREHENSIVE DESCRIPTION OF FEATURES (3/3)



Our sustainability

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Read full story...

Certificates

REFERENCE TO PDF DOCUMENT

FUNCTION: EXPAND THE STORY OF YOUR COMPANY

Provide us with PDF or Brochure to **tell more about your company** to our customers.

You can also tell about

- your history,
- sustainable initiatives where your company participates etc.

CERTIFICATES

FUNCTION: ENSURE YOUR PRODUCTS QUALITY

Attach certificates to indicate products which are traceable to global standards

VIDEO ABOUT YOUR COMPANY

FUNCTION: YOUR PRODUCTS STORYTELLING

Impress your customers with your company's traceability chain. **Show authenticity and transparency of all your product events** along the whole supply chain.

There is an opportunity to either attach a **Video file** or **embed YouTube video**



Product

Map

Background

Our sustainability

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WHOM TO PROVIDE MY MEDIA MASTER DATA

Please send your compressed materials to the following mails:

oliver.teschl@metronom.com

benjamin.maas@metronom.com



BUSINESS OWNER:

CORPORATE RESPONSIBILITY

britta.gallus@metro.de

FIRST LEVEL SUPPORT

OFFER SOLUTION SERVICES

pier@sourcingsupport.de

eLearnings & "HOW TOs"

<https://suppliers.sourcingsupport.metro.de/support/solutions/15000003769>



PRODUCT OWNERS:

SUPPLY CHAIN

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