



TIPS AND TRICKS OF THE NEW ROTHCO WEBSITE

SEPT 1ST 2013

**NEW WEBSITE
LAUNCHED**

395,930

**LINES OF
CUSTOM CODE**

76

**NEW FEATURES
AND IMPROVEMENTS
SINCE LAUNCH**

10% INCREASE

IN ONLINE B2B ORDERS

6000

AVG. DAILY VISITS

11037

**PRODUCT
VARIATIONS**

22681

**ACTIVE WEB
ACCOUNTS**



FINDING AN ITEM

TIP: HOVER OVER CATEGORIES INSTEAD OF CLICKING TO GO STRAIGHT TO THE TERTIARY LEVEL

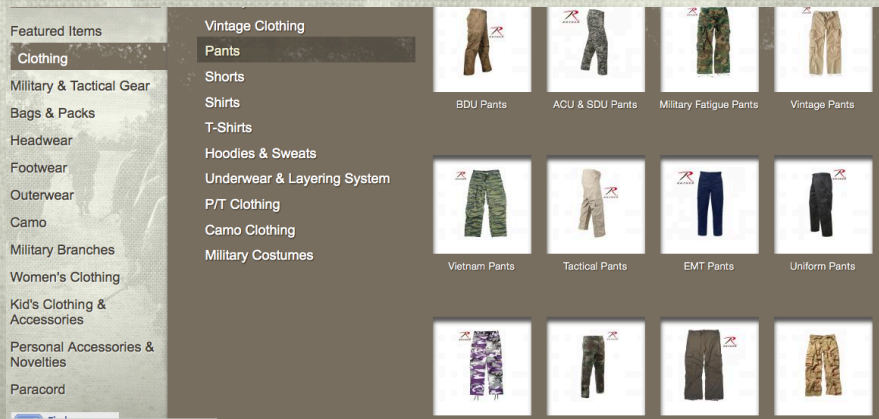
ITEM NUMBER SEARCH

KEYWORD SEARCH

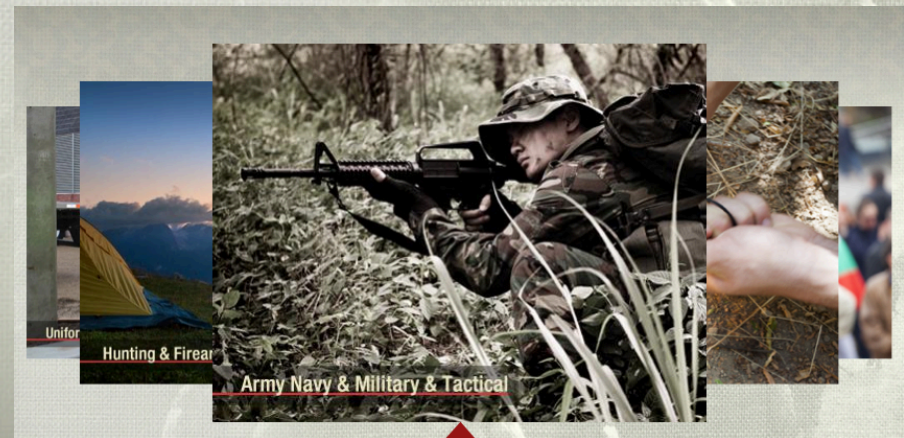
Search By: ☐ Express

Item #

Keyword



CATEGORY SEARCH



MARKET SEARCH



PLACING AN ORDER

TIP: HIT ENTER WHEN THE PRODUCT PAGE LOADS TO GO STRAIGHT TO EXPRESS ORDERING

1) DROPDOWN OPTIONS

Color: Waist Size: Quantity:

Item #: 4665 Price: ~~\$24.99~~ \$24.40 Available: 99+

2) EXPRESS ORDERING GRIDS

Hide Express Ordering <input type="button" value="v"/> Express Ordering for Rothco Tactical Duty Pants											
Item No	Color	Waist Size	UPC	Weight(lbs)	MSRP	MAP	Unit Price	UOM	Avail	QTY	Cost
4765	Black	30	613902947658	1.7000	\$62.49	\$41.49	\$24.90	PR	85	<input type="text"/>	
4765	Black	32	613902947641	1.7000	\$62.49	\$41.49	\$24.90	PR	99+	<input type="text"/>	
4765	Black	34	613902947634	1.7000	\$62.49	\$41.49	\$24.90	PR	99+	<input type="text"/>	
4765	Black	36	613902947627	1.7000	\$62.49	\$41.49	\$24.90	PR	99+	<input type="text"/>	

3) NEW DIRECT ORDERING SYSTEM



DIRECT ORDERING SYSTEM

TIP: THIS SYSTEM HAS FULL KEYBOARD CONTROL – PLACE LARGE ORDERS RAPIDLY WITHOUT TOUCHING YOUR MOUSE

HTTP://BETA.ROTHCO.COM/DIRECT



Checkout

Start New List

Total Lines: 3

Total Quantity: 3

Total Cost (\$): 2.78

Welcome To Rothco's New Direct Ordering System!

Un-named List - 3 Item(s) - Last Modified: 2014-05-07 10:16:51.000

[Rename This List](#)

Item #.	Item Name	Search Item # or Item Name									
Item No	Item Name	Variation	UPC	Weight(lbs)	MSRP	MAP	Wholesale Price	Avail	QTY	Cost	
1599	Scrambled Eggs Military Pin		613902159907	.0200	\$3.99	\$0.00	\$1.47	99+	1	\$1.47	✖
1666	Rothco Iron On / Sew On Embroidered US Flag Patch	Black / Silver - Normal	613902016668	.0100	\$1.99	\$0.00	\$0.69	99+	1	\$0.69	✖
1777	Rothco Iron On / Sew On Embroidered US Flag Patch	Red White Blue with Yellow Border - Normal	613902177703	.0100	\$1.49	\$0.00	\$0.63	99+	1	\$0.63	✖

TOTAL LINES:

3

TOTAL COST:

2.78

TOTAL ITEMS:

3

Checkout

The Express Ordering applications does not allow for automatic back ordering of an item. If you would like to place a back order, please contact Rothco directly at 1-800-645-5195 or Info@Rothco.com All orders larger than 500 SKU'S cannot be placed via our Express Ordering System, please separate your orders to keep them below this size.



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DIRECT ORDERING SYSTEM

TIP: CLICK ON ANY ITEM NUMBER TO VIEW THE IMAGE OF THAT ITEM. CLICK THE ITEM NAME TO SEE FULL PRODUCT DETAILS

- **PRESS ESCAPE TO ALWAYS RETURN TO ITEM NUMBER SEARCH BOX**
- **USE TAB KEY TO MOVE BETWEEN DIFFERENT FIELDS**
- **USE ENTER KEY TO SEARCH OR MOVE BETWEEN ROWS**
- **ADD TO MULTIPLE LISTS QUICKLY BY SELECTING IN DROPDOWN**
- **RENAME YOUR LIST FOR FUTURE REFERENCE**
- **USE UP/DOWN ARROWS ON KEYWORD SEARCH TO SCROLL THROUGH RESULTS**



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STILL TOO SLOW? TRY CSV UPLOAD

[HTTP://BETA.ROTHCO.COM/DIRECT/CSV_UPLOAD](http://beta.rothco.com/direct/csv_upload)

TIP: ADD A THIRD COLUMN TO YOUR CSV WITH YOUR P.O. NUMBER AND THE SYSTEM WILL AUTOMATICALLY SEPARATE EACH P.O. INTO SEPARATE LISTS

- **IMPORT AN ORDER USING A CSV FILE DIRECTLY FROM YOUR WEBSITE**
- **ENSURE COLUMNS FOR UPC AND QUANTITY**
- **CLICK CSV UPLOAD ON DIRECT ORDERING SYSTEM**

CSV Uploader

Do you want to continue anyway ?

Following are the info regarding bulk csv orders upload....

Total record found in CSV: 11

Total Orders Found: 3

Total record found in system: 11

The following items could not be found and will be skipped during the import:

UPC	Quantity	PO_Number
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CSV File Format

	A	B	C
1	upc	qty	po_number
2	61390234565	5	po12
3	94664002312	10	po12
4	94664008090	2	po13
5	61390287644	4	po23
6	61390266011	2	po24
7	38739011851	0	po12
8	38739011875	1	po23
9			

- **YOU WILL RECEIVE AN ALERT FROM THE SYSTEM SHOWING ANY ERRORS OR OUT OF STOCKS**
- **THE LIST WILL BE AUTOMATICALLY CREATED AND YOU CAN CHECK OUT AS NORMAL**



ROTHCO DIGITAL APPS

TIP: VISIT [APPS.ROTHCO.COM](http://apps.rothco.com) ON A MOBILE DEVICE TO USE OUR MOBILE INVENTORY APP. OUR INVENTORY IS YOUR INVENTORY!

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Choose the Size of the Banner You Wish to Download

500 x 250 : DOWNLOAD

[HTTP://APPS.ROTHCO.COM](http://apps.rothco.com)



**BANNER
BUILDER**

**MOBILE
INVENTORY
CHECKER**



CATALOG BUILDER



ROTHCO CATALOG BUILDER

TIP: LINKING THE ITEMS IN YOUR CATALOG TO THE PRODUCT PAGES OF YOUR WEBSITE WILL HELP YOU GAIN SEO

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HTTP://DEALER.ROTHCO.COM/YOURDOMAIN/2014

CHOOSE YOUR OWN ROTHCO DOMAIN NAME

TWO EASY WAYS TO LINK ITEMS TO YOUR WEBSITE

POST LINKS TO YOUR CATALOG OR EMBED DIRECTLY ON YOUR WEBSITE

LINKING ITEMS IN ONE CATALOG WILL LINK THE SAME ITEMS IN ALL CATALOGS

Rothco Dealer Tools

Settings

[Back to Main Page](#) [Log Out](#)

Before you can use the new Rothco Dealer Tools you need to set up your own personal link that you can use to access the features. The format of the link will be:

Eg. <http://dealer.Rothco.com/YourMilitaryStore/catalog>

The name you choose to display in your link must be unique and less than 32 characters. Note that to prevent broken links and for SEO purposes we do not recommend that you change your link once you have started using it as it will change the link for other features that you are already using. Rothco reserves the right to change your link or make it inactive at any time for misuse or inappropriate behavior. Only one unique link is allowed per Rothco account.

<http://dealer.Rothco.com/mystore/catalog>

Rothco Item Number	Link to Item on Your Website
10002	<input type="text" value="http://www.galaxyarmynavy.com/item-10002.asp"/> <input type="button" value="Save"/>
10003	<input type="text" value="http://www.galaxyarmynavy.com/item-10003.asp"/> <input type="button" value="Save"/>
10004	<input type="text" value="http://www.galaxyarmynavy.com/item-10004.asp"/> <input type="button" value="Save"/>
10005	<input type="text" value="http://www.galaxyarmynavy.com/item-10005.asp"/> <input type="button" value="Save"/>

Eg. <http://www.galaxyarmynavy.com/item-8885.asp>

<http://www.galaxyarmynavy.com/item-> [.asp](#)



STRICTER ACCOUNT CONTROLS

TIP: CREATE A SEPARATE WEB ACCOUNT FOR EVERYONE IN YOUR ORGANIZATION TO EASILY TRACK WHAT EACH PERSON IS ORDERING

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[HTTP://BETA.ROTHCO.COM/MY_ACCOUNT](http://beta.rothco.com/my_account)

FULL CONTROLL
OVER YOUR
ONLINE
ACCOUNTS

FOUR NEW ACCOUNT LEVELS:

- ADMINISTRATOR
- PLACE ORDERS
- SEE PRICING
- BUILD LISTS ONLY

19973	seetestdev	see@gmail.com	See Pricing			
19971	jlmrow	jlmrow@gmail.com	Basic Display			
19970	new_one	new@one.com	All Privilege			
19968	dev10test	dev100@gmail.com	See Pricing			

Show My Lists

calandriello.frank@yahoo.com

connie.biscardi@rothco.com

michelle.oliveira@rothco.com

VIEW THE ORDER
LISTS OF ANYONE IN
YOUR ORGANIZATION



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WHATS NEXT? ROTHCO API

TIP: JOIN OUR BETA PROGRAM TO PROVIDE YOUR INPUT DURING THE WHOLE DEVELOPMENT PROCESS. HOW CAN ROTHCO HELP YOU?

COMING 2014!

LIVE PRODUCT
UPDATES AND
INVENTORY INFO

AUTOMATIC ORDER
ENTRY DIRECTLY
FROM YOUR WEBSITE

ACCESS TO PREMIUM
PRODUCT DATA AND
SPECIFICATIONS

INSIDE INSIGHTS TO
BEST SELLERS,
USER TRENDS AND
MORE

SEND AND
RECEIVE DATA AS
XML, JSON, CSV

EASY INTEGRATION