



BLANCO

MAM Media Asset Management – CELUM

Manual for international partners and BLANCO subsidiaries

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Media Asset Management (MAM) is the storage and management of any digital content, in particular media files such as graphics, music files and blocks of text.

MAM belongs to the field of content management systems.

Source: Wikipedia

The system (CELUM) offers a range of new features and options, e.g.:

- not only images, but also other asset types, such as video or PDF files, can be allocated.
- All assets can be downloaded in type-specific or application-oriented formats (the correct file format/correct resolution for the intended use).
- In future there will also be the option of downloading image/asset collections for specific themes (e.g. 'how-to videos' or 'historic images').

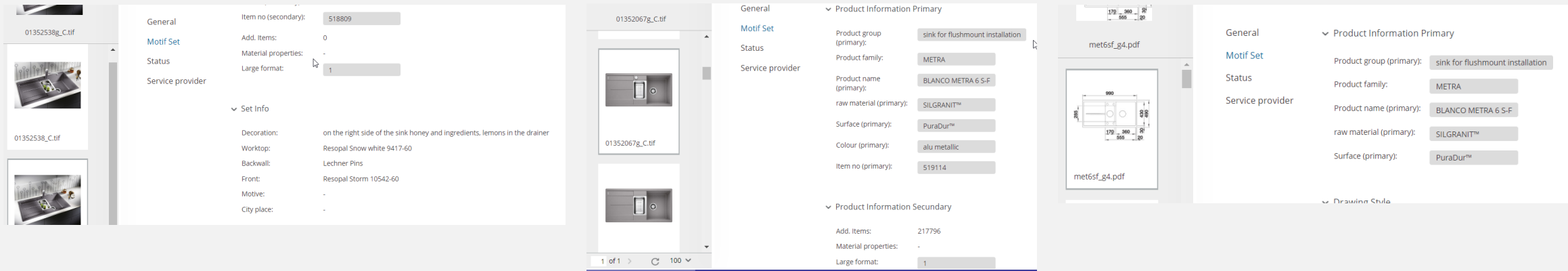
This system will replace the familiar image data download.

Introduction

What is MAM?

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- An asset is a file (e.g. an image, video or document) that corresponds to a defined file type (e.g. .tif, .mp4, .pdf).
- Every asset is assigned an asset type in CELUM.
- The asset type defines which information fields (metadata) are displayed.



Introduction

Assets and asset types

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There are different options for selecting the system, depending on the user group;

BLANCO users:

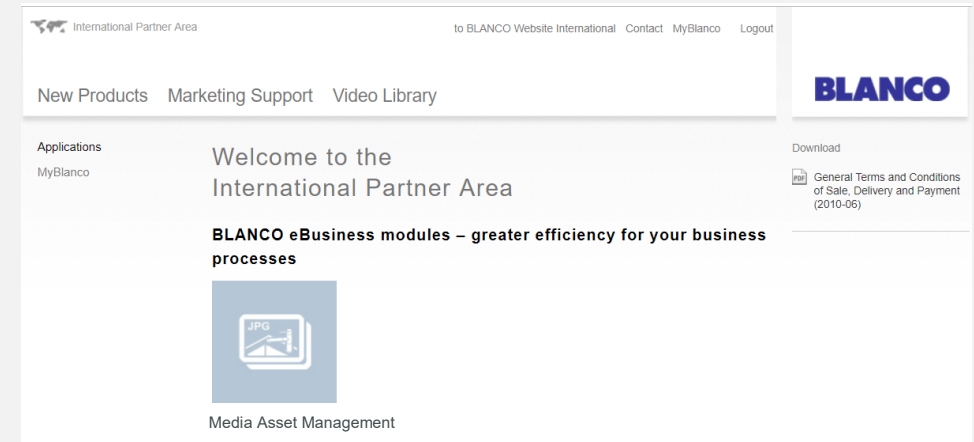
- On the intranet, under 'Home' and under the navigation point 'Media Asset Management'

International partners and subsidiaries:

- Log in via the 'BLANCO Partner Area' on the extranet

External service providers, etc.

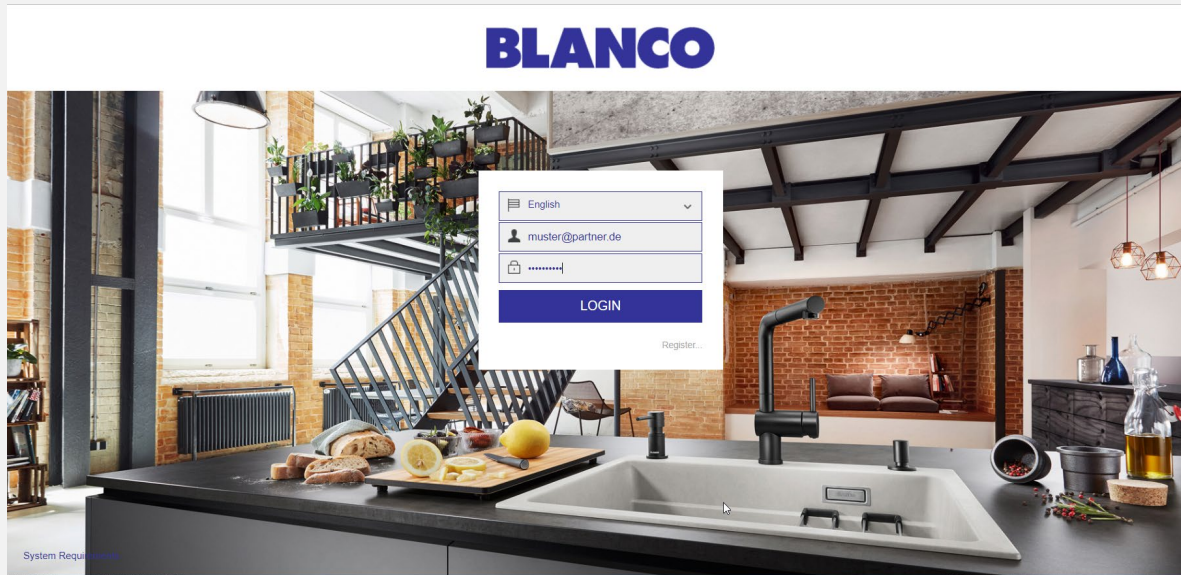
- Log in via a direct link
<https://media.blanco.com/login/login.do>



Login

Where can I find MAM?

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CELUM start screen

Select language

A detailed view of the login form. It features a language dropdown menu with 'English' selected, an email input field with 'muster@partner.de', a password input field with masked characters, and a large blue 'LOGIN' button. A small 'Register...' link is located at the bottom right of the form.

'Register'

Register...

Login

Login and first registration

BLANCO



USER REGISTRATION

Max
Mustermann
max.mustermann@web.de
max.mustermann@web.de
Musterfirma
0049 00000 0000
Marketing coordinator <u>BLANCO sales partner</u> <u>XYZ in XYZ</u>

SEND REQUEST

[Back to login](#)

Please fill in all
fields in this form

You will receive confirmation via
email as soon as we have
processed your registration
request



USER REGISTRATION

You registered successfully. You will receive a
confirmation e-mail.

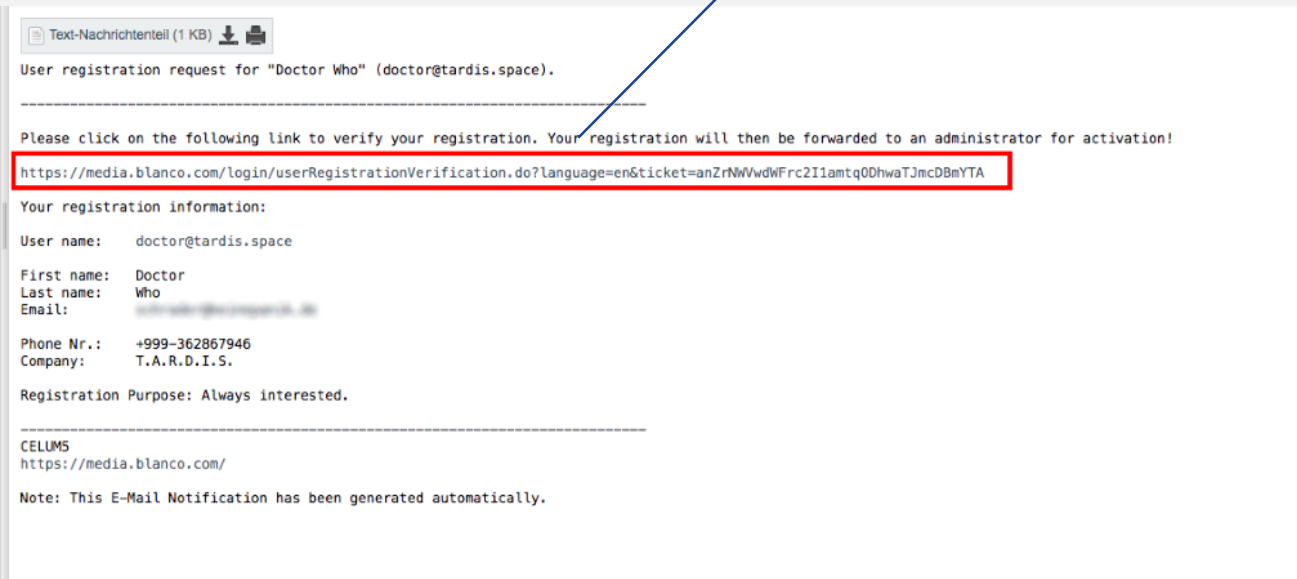
[Back to login](#)

Login

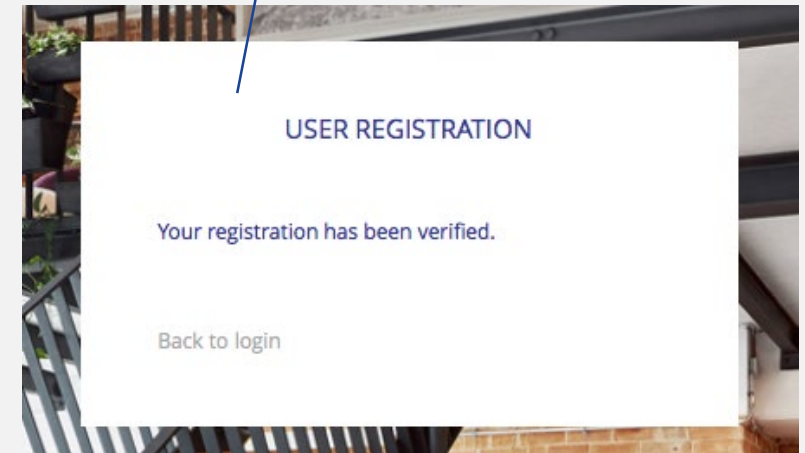
Login and first registration



Please click on the link to verify
your data



Now we get informed about your
request for access.
We try to deal with your request
in contemporary way

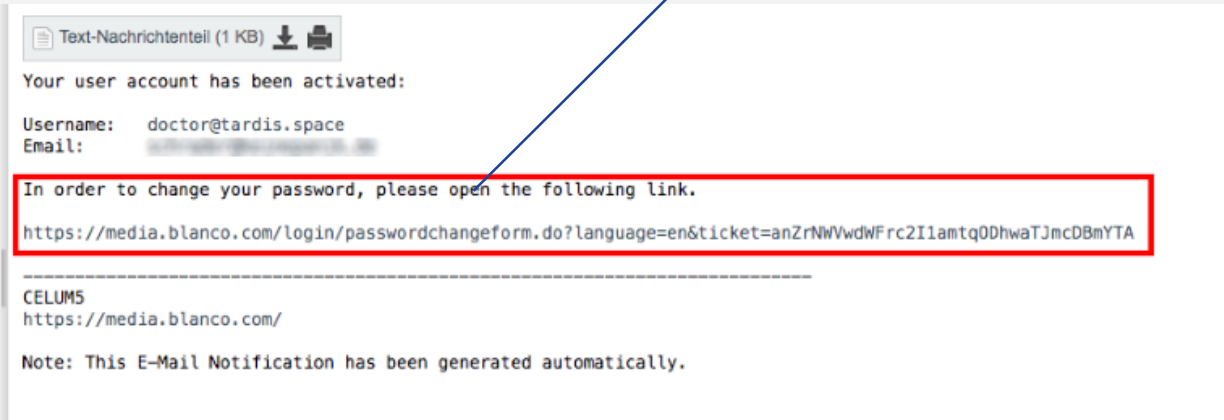


Login

Login und Erst-Registrierung

BLANCO

You will receive another email.
Please click on the link to change
your password



Change the password according
to the guidelines

ENTER NEW PASSWORD

Password

Password Confirmation

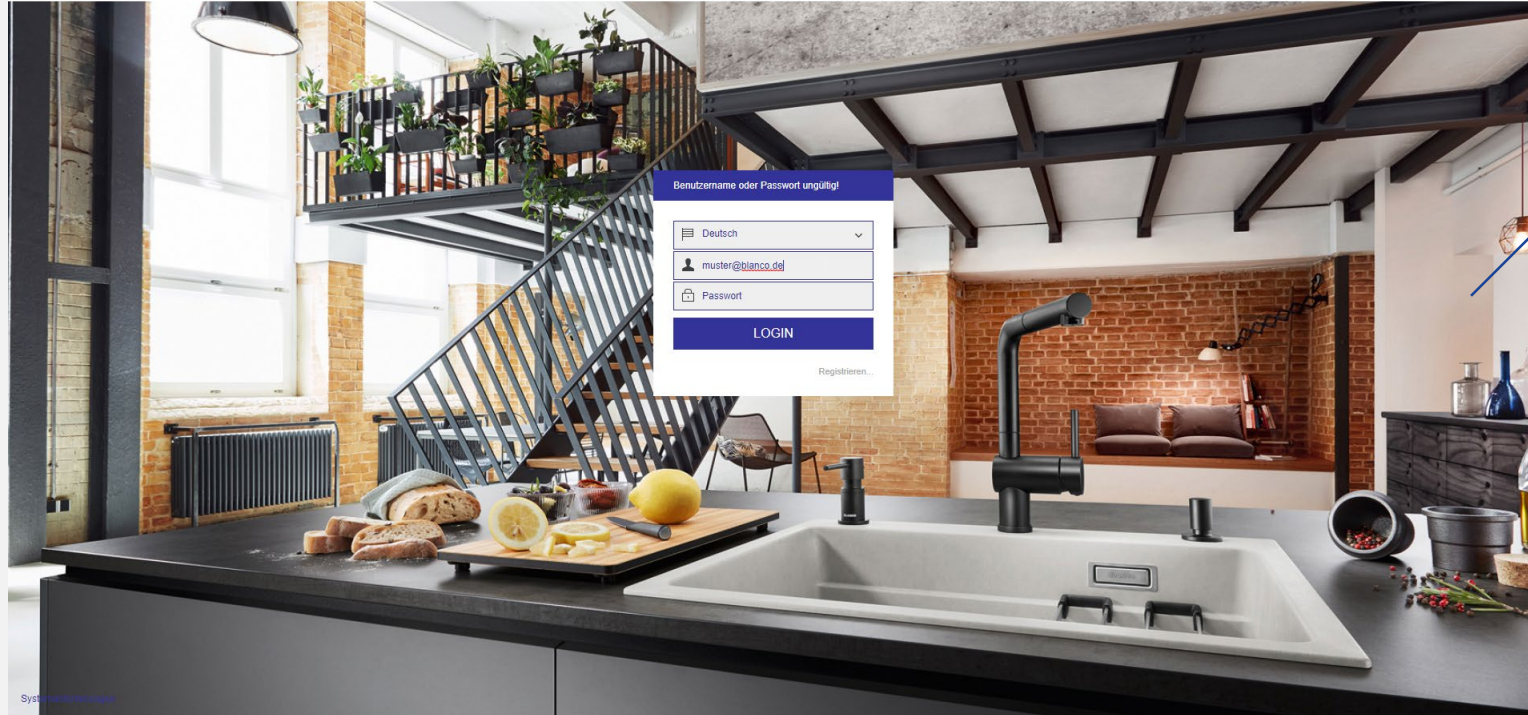
CHANGE PASSWORD

- ✗ New password and confirmation matches
- ✗ Does not contain more than 3 equal characters in a row
- ✗ Has minimum length of 10
- ✗ Contains 1 or more special characters
- ✗ Contains 1 or more numbers
- ✗ Contains at least one upper case character

Login

Login und Erst-Registrierung

BLANCO

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Managed!
Now you can access the system

Login

Login und Erst-Registrierung

BLANCO

Main tabs

Search

Profile

Quick search

Search via structure tree

Structure tree with 'knots'

Download area

Logout

Clipboard

Asset list

Sidebar

The screenshot displays the BLANCO web application interface. At the top, there are navigation tabs: HOME, COLLECTIONS, COUNTRY, and SEARCH. A 'Quick search' bar is located in the top right corner. On the left, a 'Structure tree with knots' shows a hierarchy of folders: CAN, CN, DE, EU (selected), UK, and USA. Below this is a 'Download area' with a 'DOWNLOAD 0 | 0' button and a 'CLIPBOARD' button. The main content area features an 'Asset list' table with columns: Preview, Status, ID, Name, Created, Modified, and File Size. Two assets are listed: 14912 (01015015_U.tif, 151.35 KB) and 14913 (01015016_U.tif, 179.13 KB). A detailed view of the selected asset (01015016_U.tif) is shown on the right, including its 'General Information' (Name: 01015016_U.tif (ID:14913), Created: 9/28/2019 by Administrator). At the bottom, there is a 'Drop Assets here to download' area with a 'START DOWNLOAD' button. The interface is annotated with labels for various components: 'Main tabs' (HOME, COLLECTIONS, COUNTRY, SEARCH), 'Search' (top center), 'Profile' (top right), 'Quick search' (top right bar), 'Search via structure tree' (left sidebar), 'Structure tree with knots' (left sidebar), 'Download area' (bottom left), 'Logout' (bottom left), 'Clipboard' (bottom center), 'Asset list' (main table), and 'Sidebar' (left sidebar).

User interface

BLANCO

Main tabs:

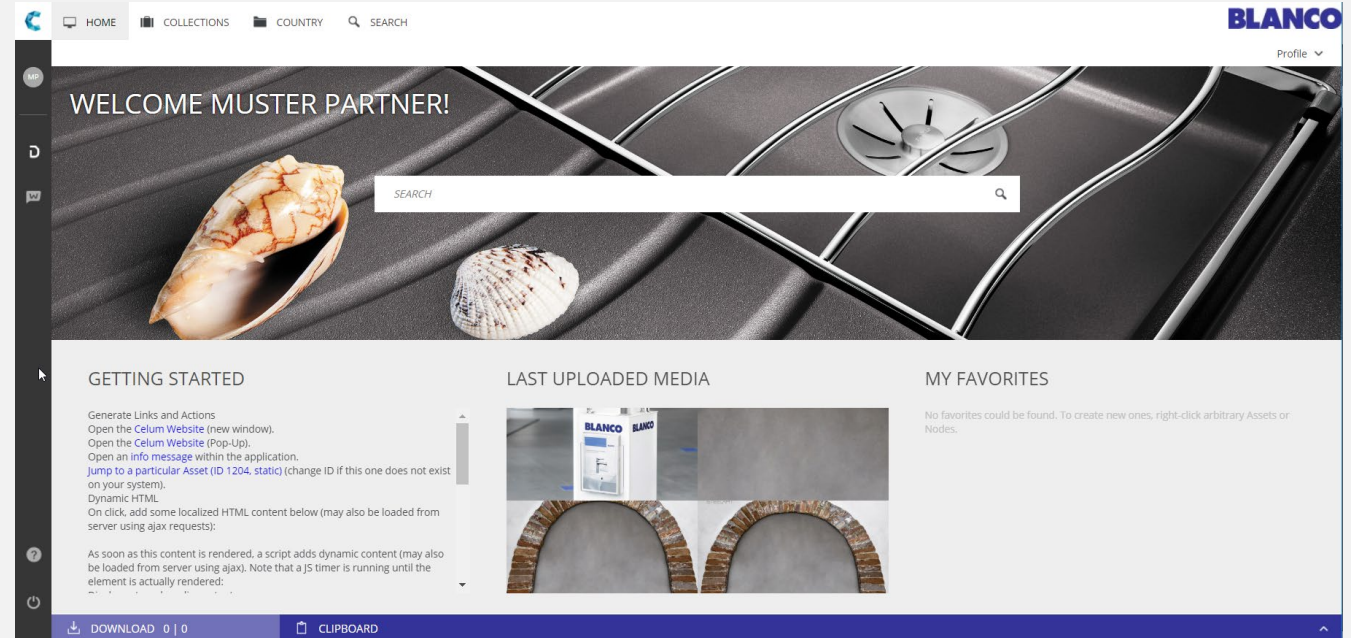


■ HOME

The HOME screen is one way of getting into CELUM.

Together with the quick search, help topics are displayed here, along with recently uploaded media and personal favourites.

CELUM always saves the last displayed view before you log out and returns to this page when you log into the system again.



Main tabs

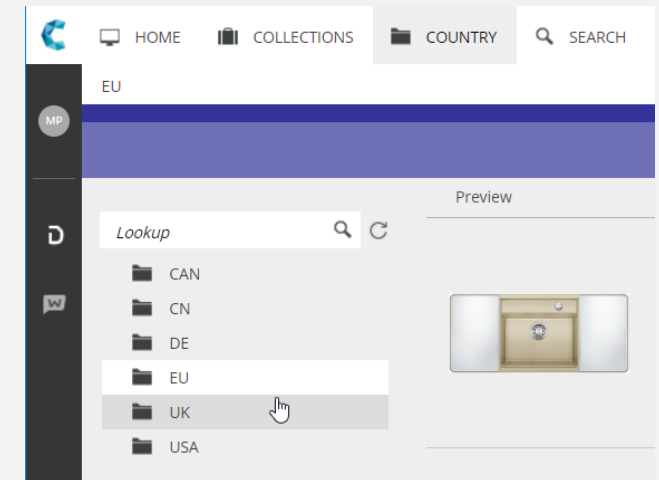
HOME

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Main tabs:



- Collections:**
 You can find theme-/use-related asset collections that have been put together by BLANCO under the 'Collections' tab. Whole collections can be downloaded.
- Country:**
 The country selection can be used to define in advance which asset portfolio should be accessed.
 (As one of BLANCO's international partners, you should always choose 'EU' here)
- Search:**
 clicking on 'Search' opens up the search field
 (see [here](#) for more info)



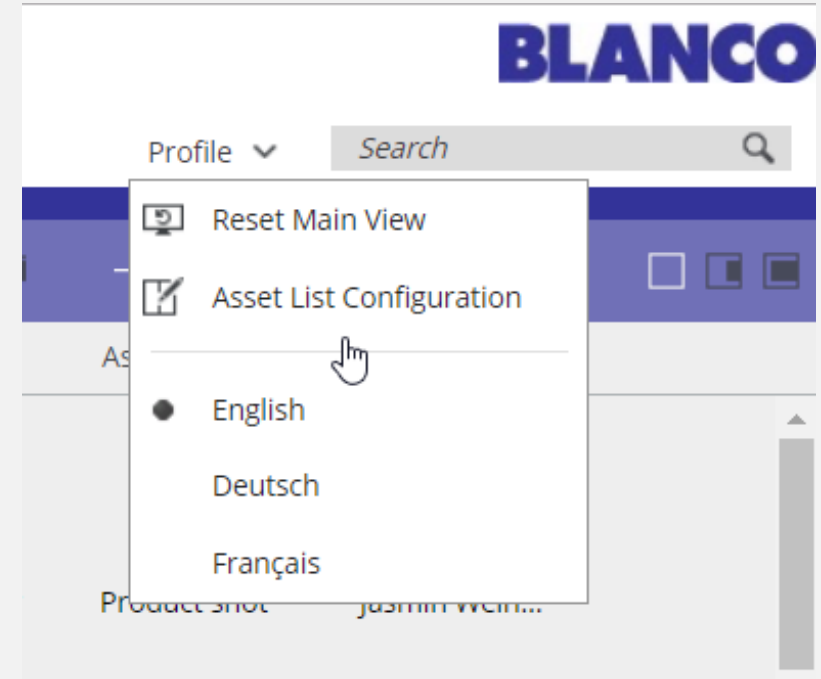
Main tabs

COLLECTIONS / COUNTRY / SEARCH

BLANCO

Profile:

- The display language can be selected under the 'Profile' menu item.
- CELUM has 3 system languages:
English, German and French
English + German are available.
- It is possible to reset e.g. individual asset list configurations under the 'Reset main view' menu item.
 - The 'Asset list' area can be individually configured here. (see [here](#) for more info)



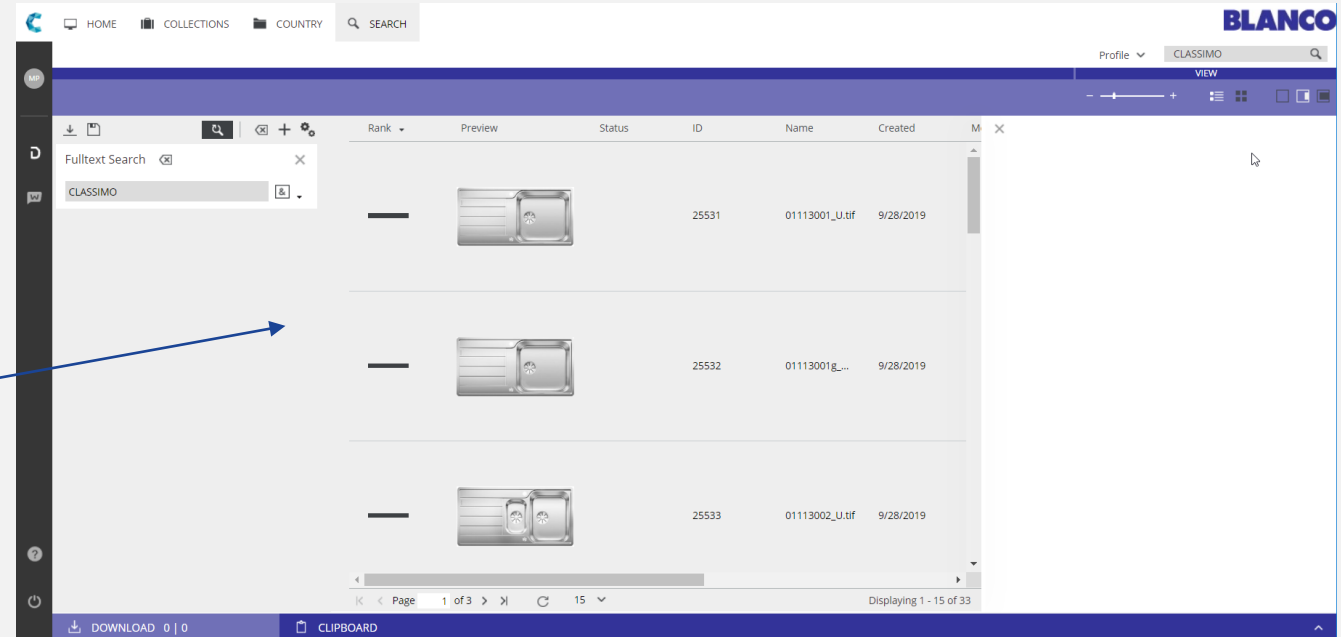
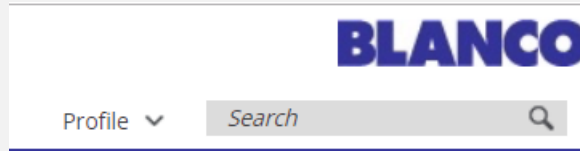
Profile

Main view / Configure asset list / Language

BLANCO

Quick search

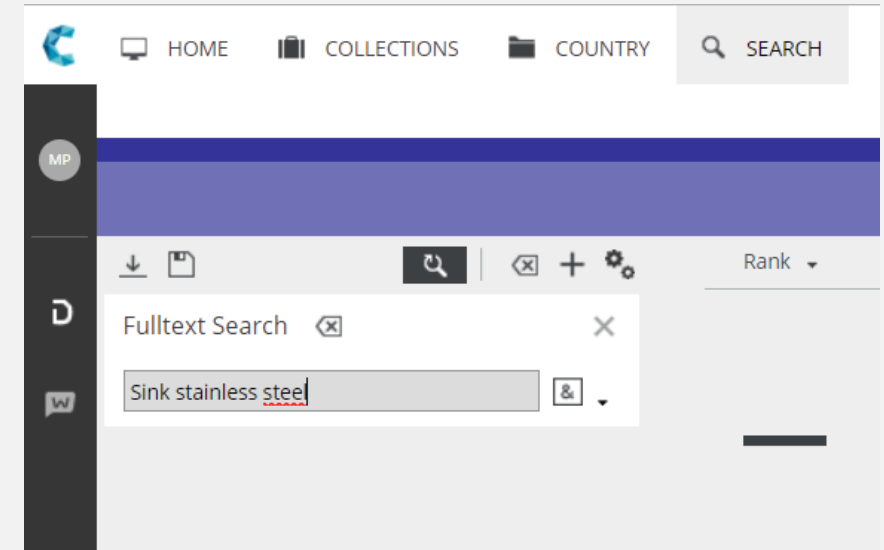
- You can search for a name, an item number or something else via the search field at the top right.



Quick search

Advanced search

- All search functions can be displayed by clicking on 'Search'
- Open saved searches: 
- Save search as: 
- Switch on automatic search (manually clicking on 'Search' no longer required): 
- Restore default system settings: 
- Add search setting: 
- Configure search setting: 



Search

Advanced search functionality

BLANCO

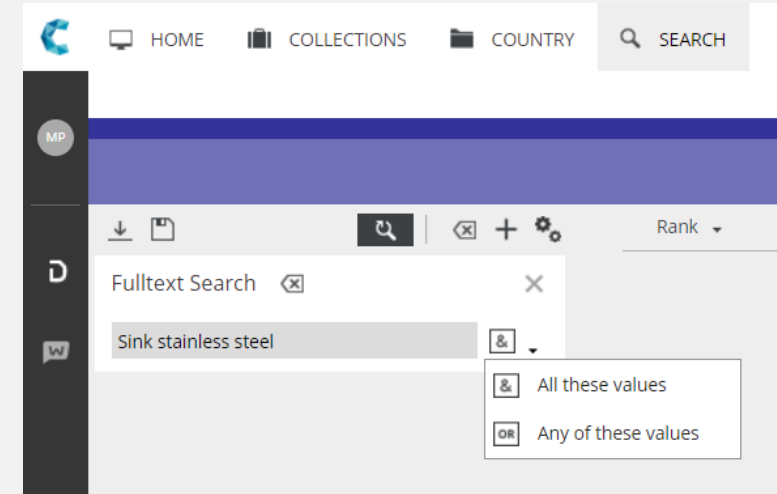
The down arrow beside the full-text search opens a selection of 'All these values' and 'One of these values' (based on the input values in the full-text search)



= Search for all input values



= Search for one of these values



Example:

If, for example, you enter 'Zenar Ceramic' in the search field and click on the '&' icon, both values will be searched for in the metadata.

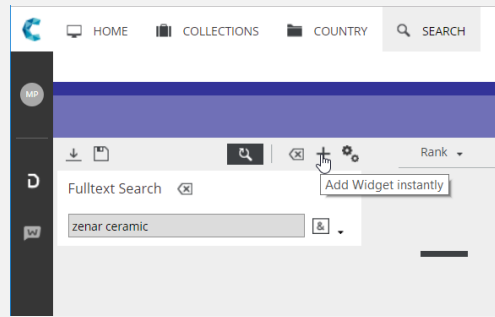
If you enter 'Zenar Ceramic' and click on the 'OR' icon, a search will be conducted for either of these values. All search results of 'Zenar' and for 'Ceramic' will be displayed as a result

Search

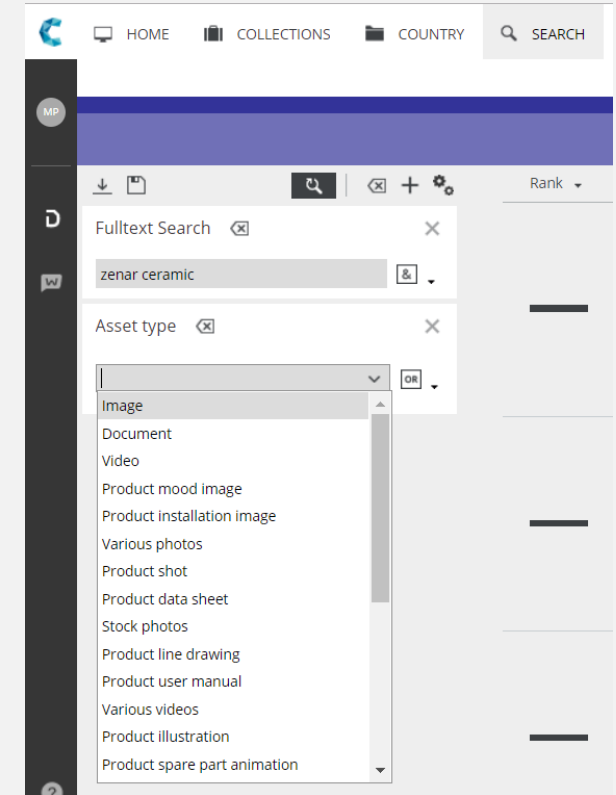
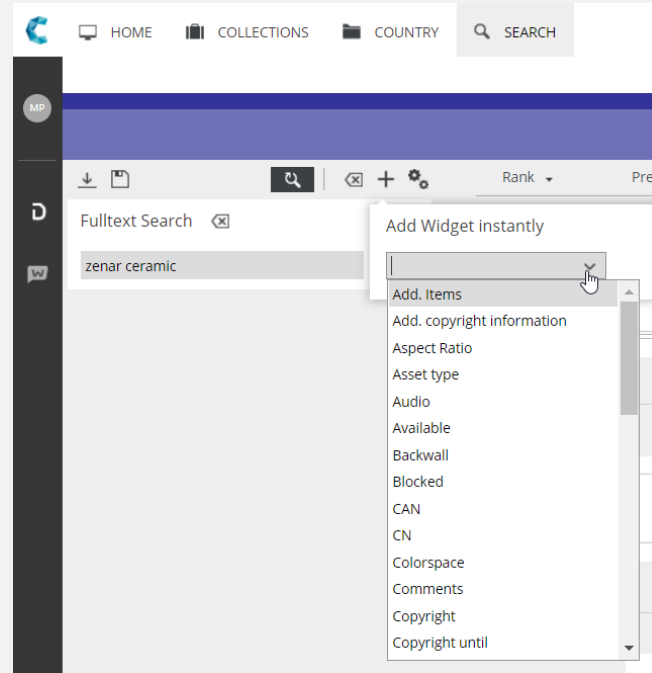
Advanced search functionality

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Clicking on 'Add search restriction' opens up new menus under the full-text search.



This function allows a more targeted search.

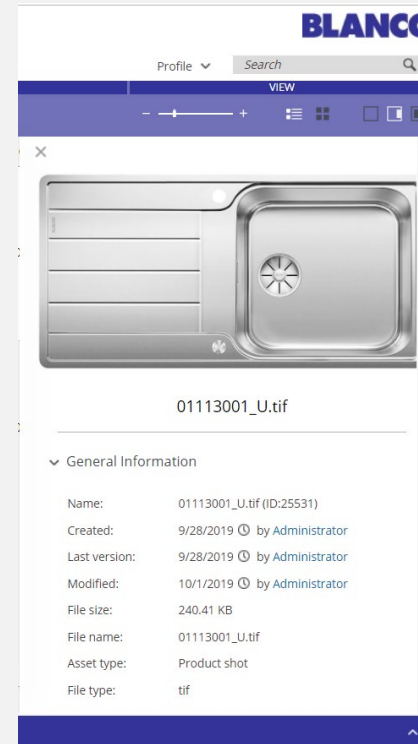
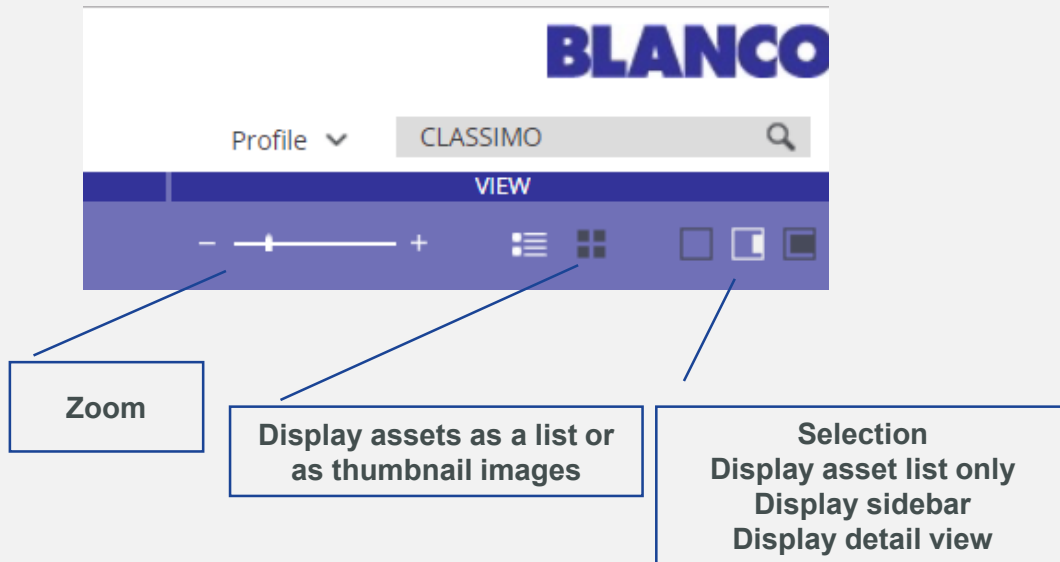


Search

Adding search restrictions

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'View' appears on the right-hand side of the CELUM screen. Different view settings can be selected by clicking on this bar.

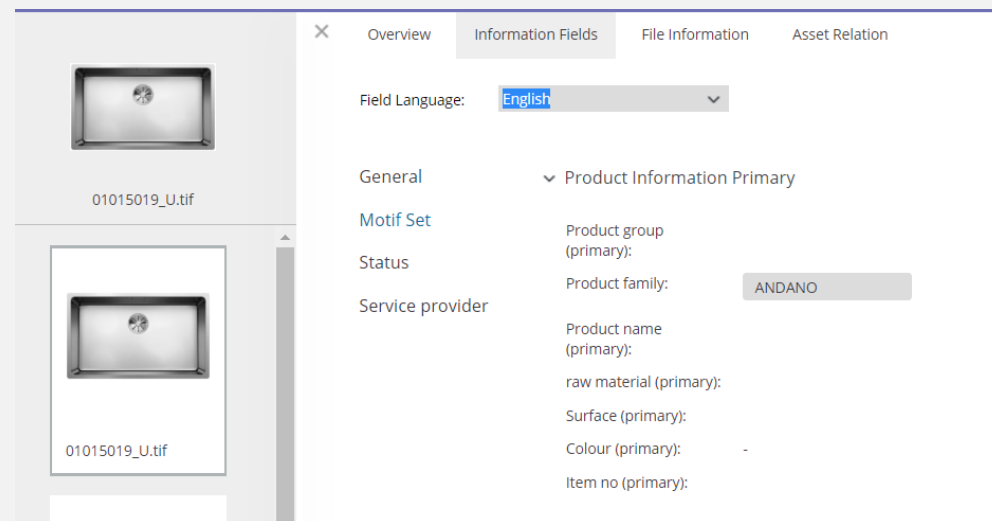
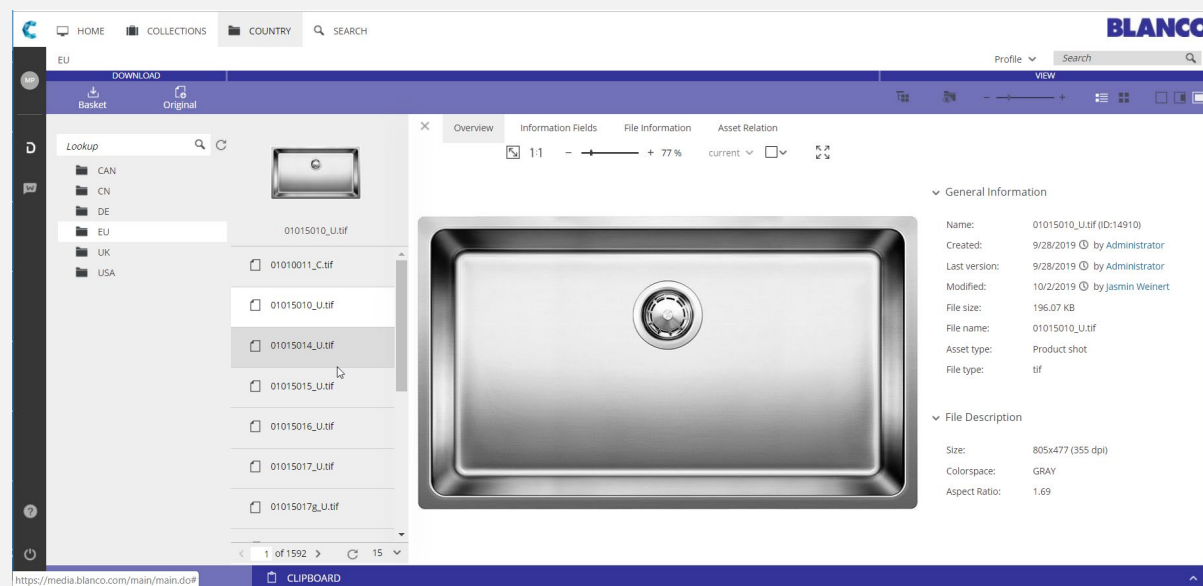


The sidebar is position to the right of the asset list and displays detailed information about the selected asset.

Sidebar

Double-clicking on an asset opens up a new view that allows you to view detailed information about the selected asset, known as 'metadata'.

Different information about the asset is displayed depending on the information area selected.



Metadata

The asset list appears in the main display area

The screenshot displays the BLANCO digital asset management (DAM) interface. The top navigation bar includes links for HOME, COLLECTIONS, and COUNTRY, along with a search bar. The main content area is divided into a left sidebar with a search bar (containing 'classimo') and a main display area. The main display area shows a table of assets with columns for Rank, Preview, Status, ID, Name, and Created. A blue arrow points to the first row of the table, which corresponds to the asset '01113001_U.tif'. To the right of the table, a detailed view of the selected asset is shown, including a large preview image and a 'General Information' section with details such as Name, Created, Last version, Modified, File size, File name, Asset type, and File type.

Rank	Preview	Status	ID	Name	Created
—			25531	01113001_U.tif	9/28/2019
—			25532	01113001_g...	9/28/2019
—			25533	01113002_U.tif	9/28/2019

General Information

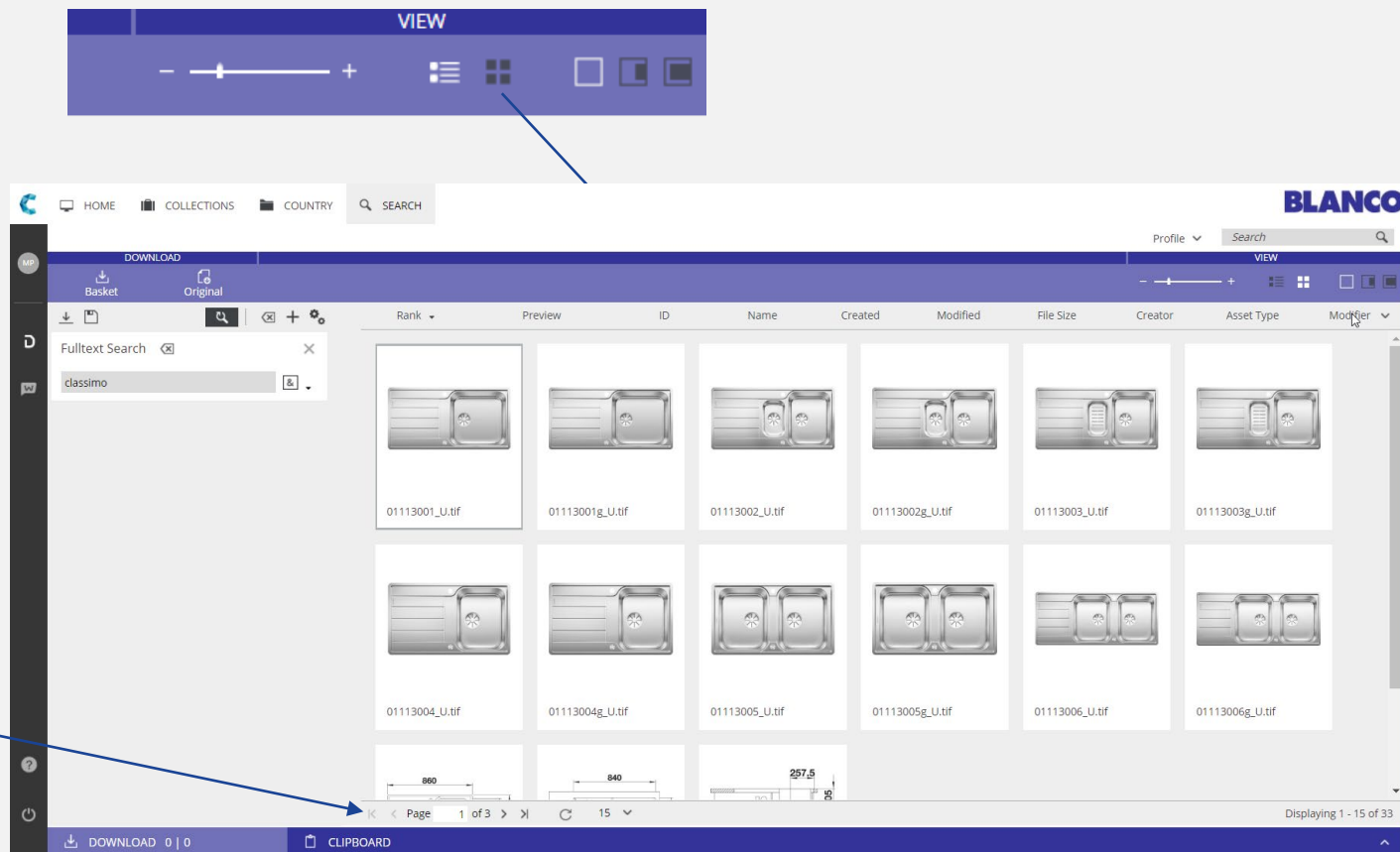
- Name: 01113001_U.tif (ID:25531)
- Created: 9/28/2019 by Administrator
- Last version: 9/28/2019 by Administrator
- Modified: 10/1/2019 by Administrator
- File size: 240.41 KB
- File name: 01113001_U.tif
- Asset type: Product shot
- File type: tif

Asset list

The asset list is displayed as thumbnails or as a list depending on the selected view

This thumbnail view allows a quick overview of the existing assets.

At the bottom of the asset list is a bar with further display options.

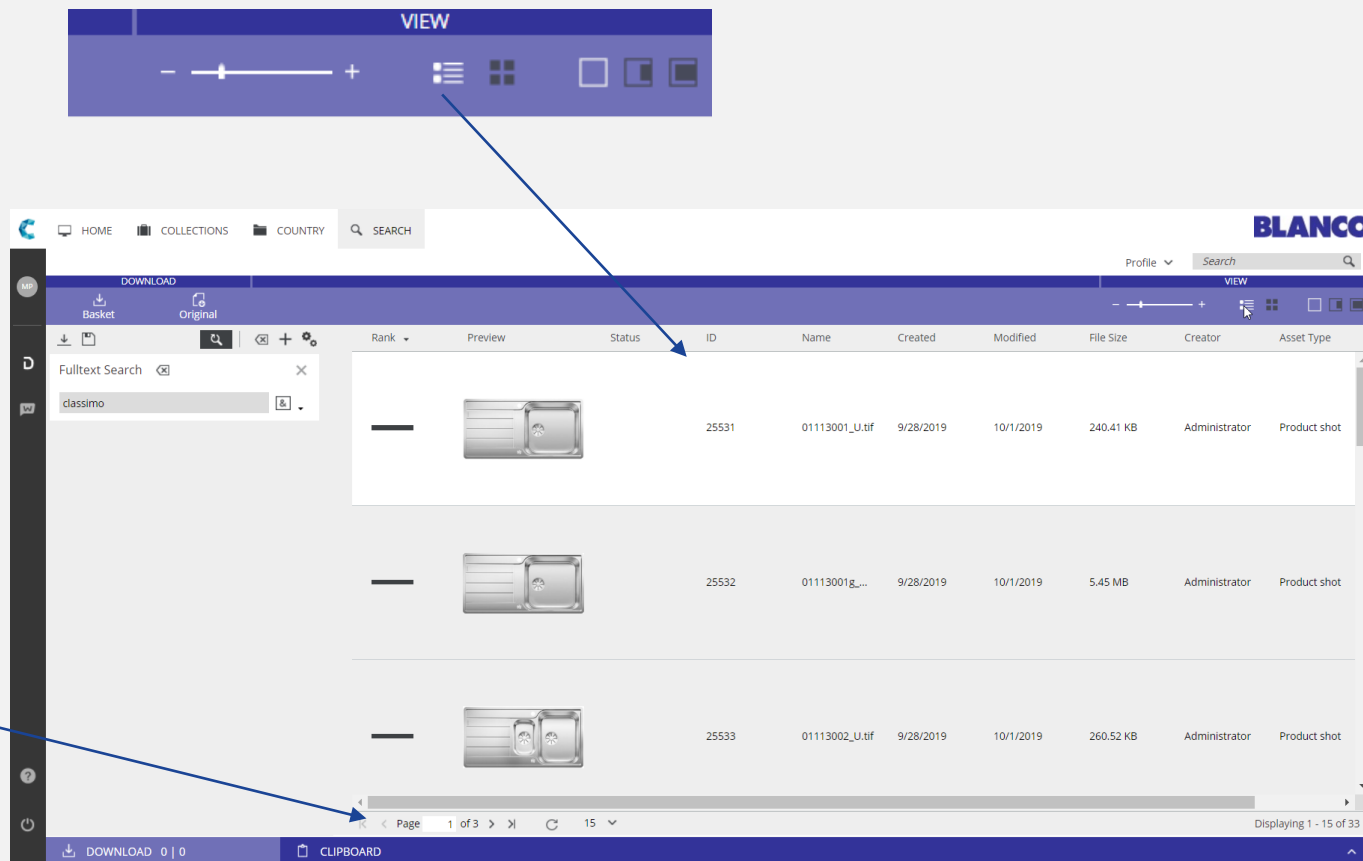


Asset list

Thumbnails

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The list view displays more information about the individual assets.

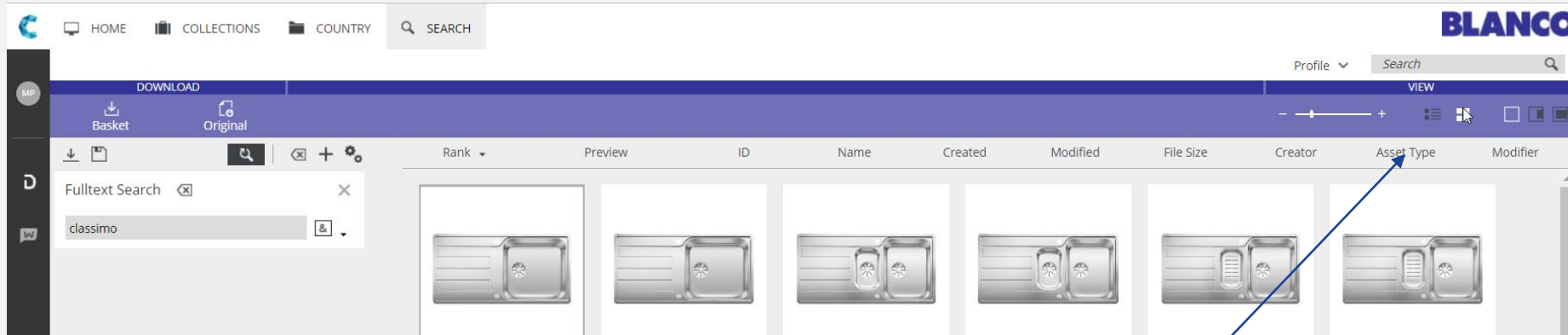


At the bottom of the asset list is a bar with further display options.

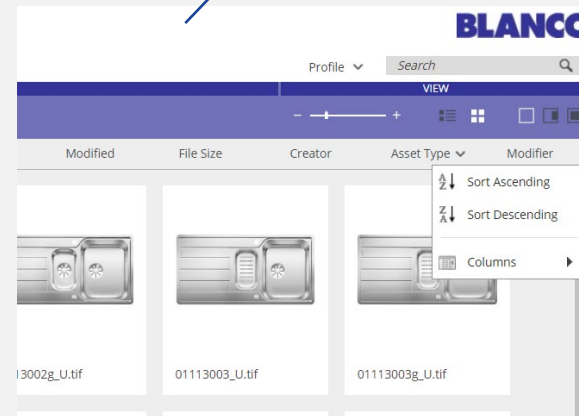
Asset list

List view

BLANCO

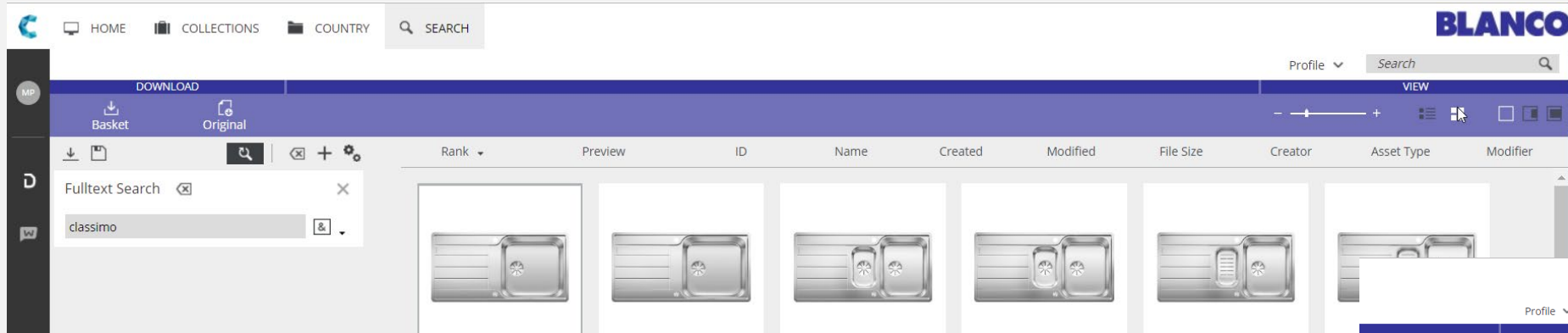


Both asset list view provide the option of sorting the displayed headers in ascending or descending order.

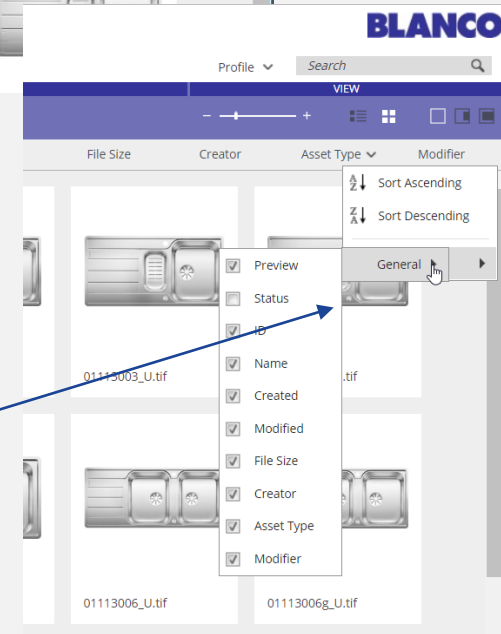
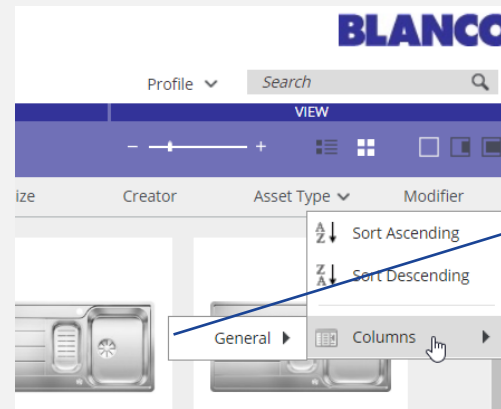


Asset list

Sort into columns



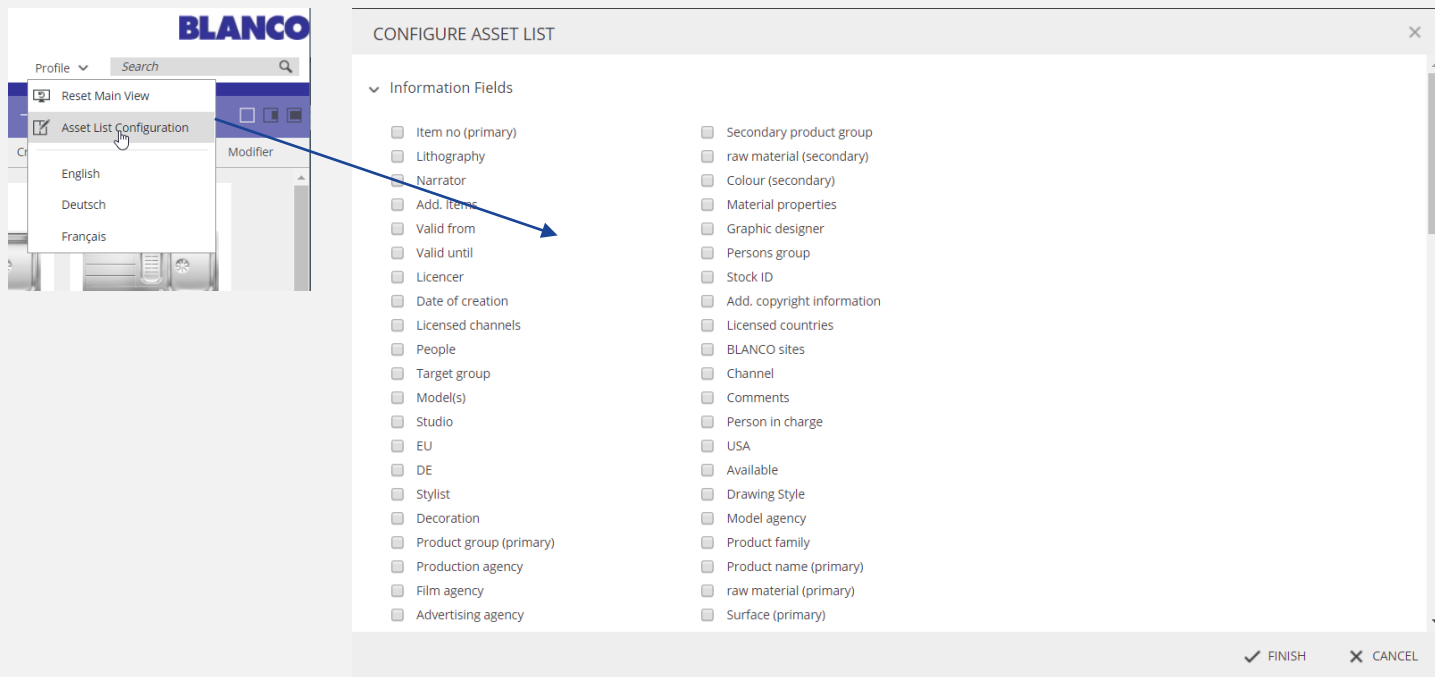
In addition, columns can be shown or hidden via the 'Columns' submenu.



Asset list

Show/hide columns

The asset list can be configured individually if required.



The following default values are preconfigured:

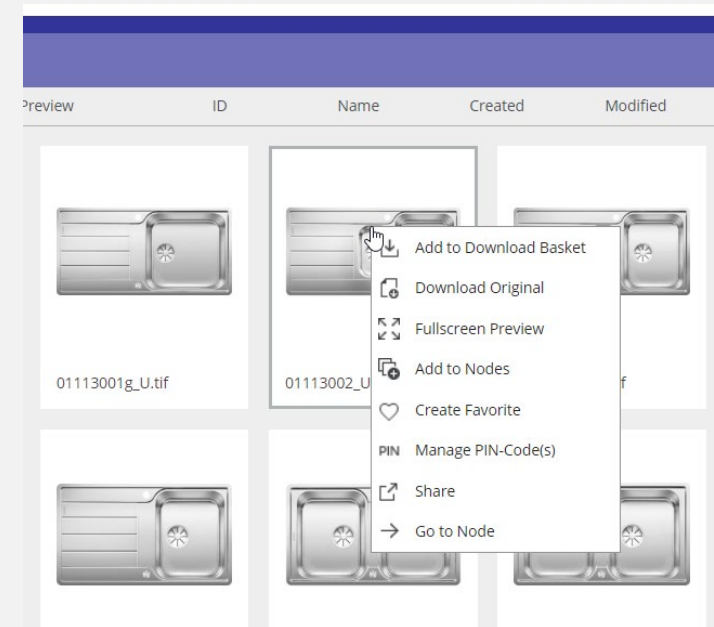
- ✓ Default
 - ✓ Preview
 - ✓ Created
 - ✓ Creator
 - ✓ Status
 - ✓ Name
 - ✓ File Size
 - ✓ Asset Type
 - ✓ ID
 - ✓ Modified
 - ✓ Modifier
 - ✓ File Name

Asset list

Configure asset list individually

If you right-click on an asset in the asset list, a new menu opens.

- 'Add to download basket' = adds this asset to the download basket
- 'Download original' = direct download (without format selection)
- 'Full screen view' = displays the asset in full screen view
- 'Create favourite' = asset is displayed on the start page (quick retrieval)
- 'Manage PIN code(s)' & 'Share' = share via PIN codes or hyperlink



Asset list

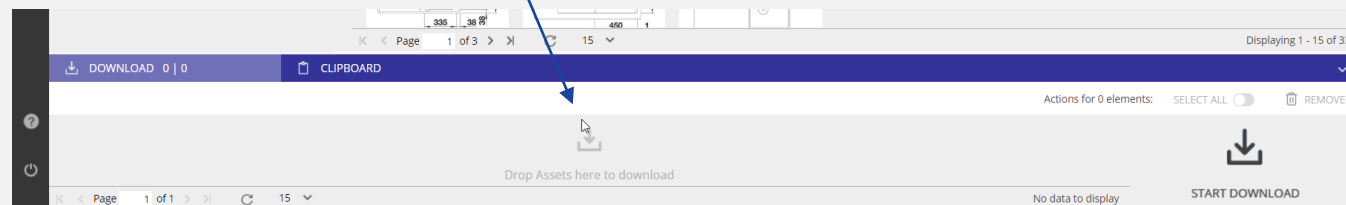
Manage assets

BLANCO

The clipboard and download area can be opened from the bottom of the CELUM screen.



The clipboard can be used to create a temporary selection of assets.



Assets in the clipboard are not automatically transferred to the download basket.

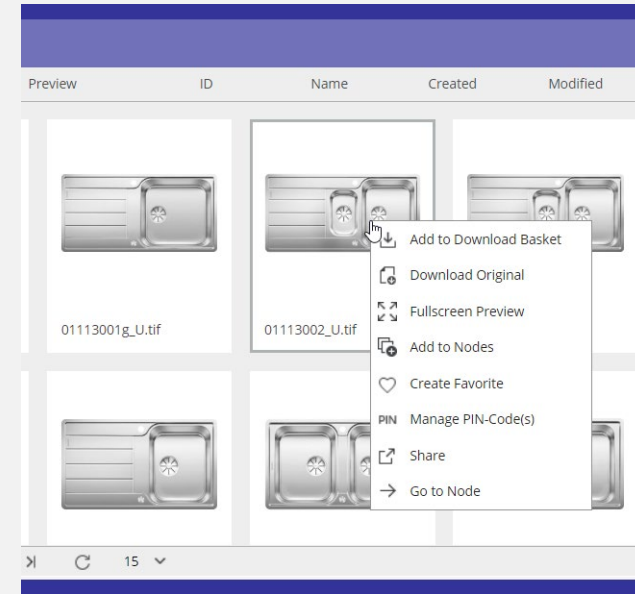
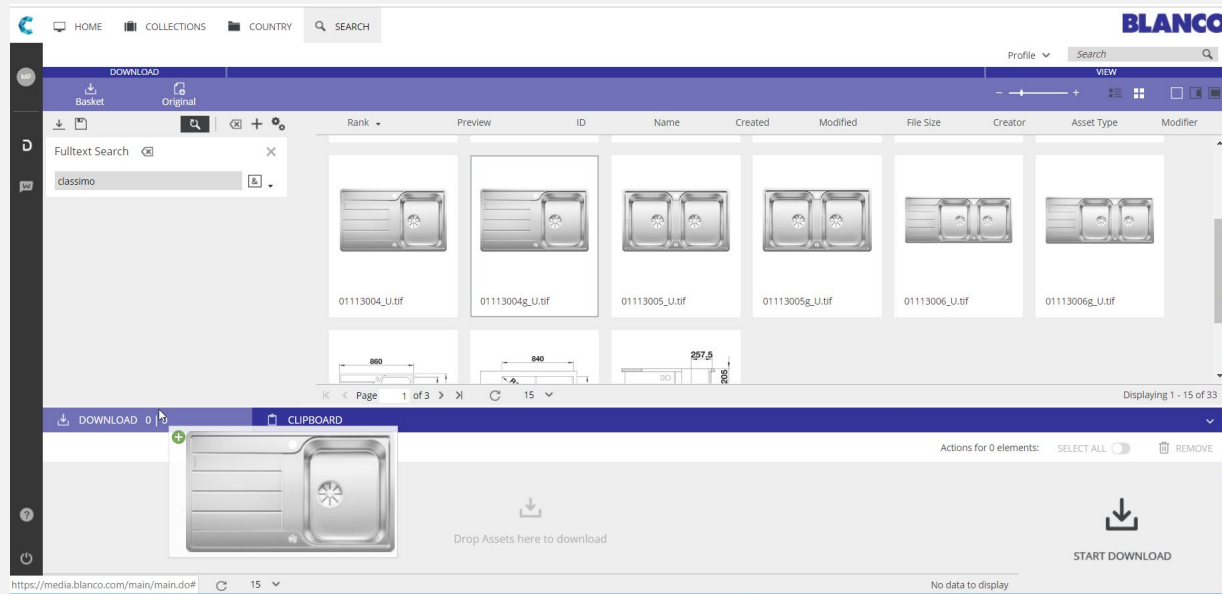
The assets remain in the clipboard even after you leave CELUM.

The clipboard should be emptied regularly to ensure that it does not slow down the system.

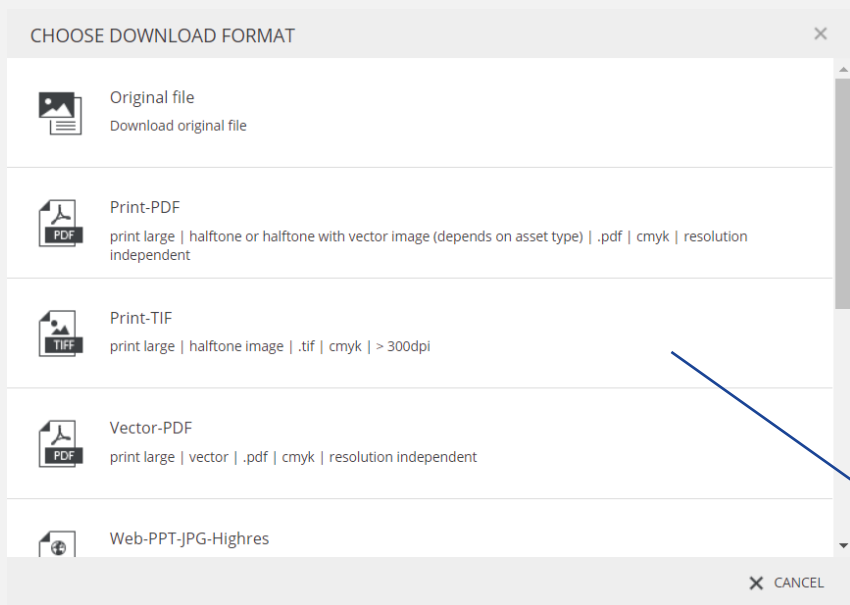
Clipboard

The download basket is also at the bottom of the screen.

Assets can be stored in the download basket using drag & drop or transferred there by right-clicking on 'Add to download basket'.



Download basket



You should select the download format you want when placing an asset in the download basket.

Different download formats are available, depending on the asset type.

The following information shows which format is suitable for which use:

Name	Print-PDF
Channel	print large
Image type	halftone or halftone with vector image (depends on asset type)
File type	.pdf
Colour spectrum	cmyk
Resolution	resolution independent

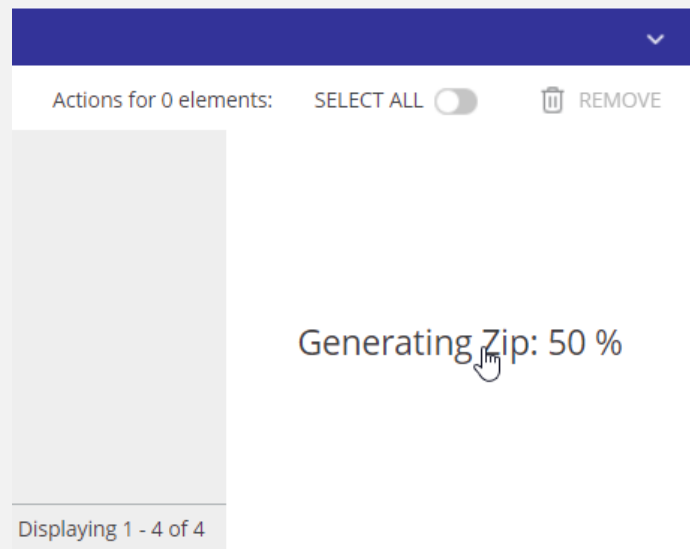
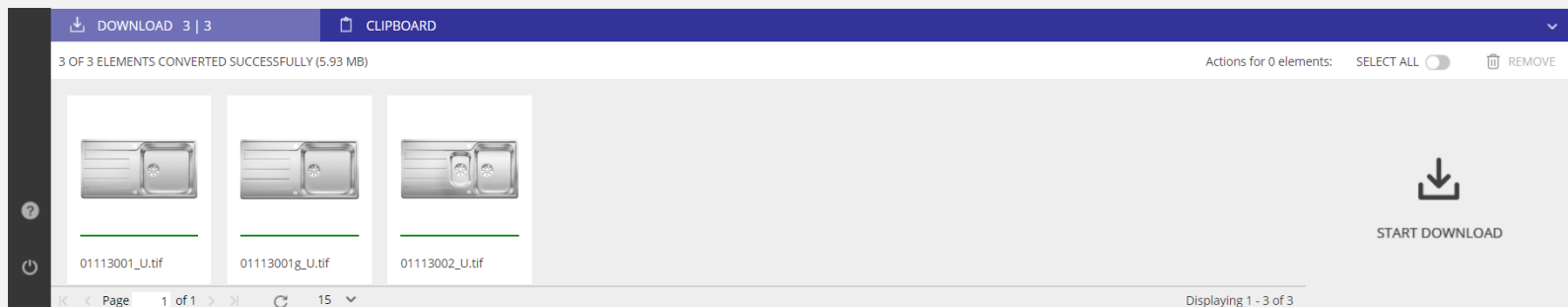
Download basket

Download formats

BLANCO

If you want to download several files, it makes sense to gather them together in the download basket.

When you click on 'Start download', a zip file is generated and stored in the defined local file location. When you click on 'Start download', a zip file is generated and stored in the local file location specified by the system.

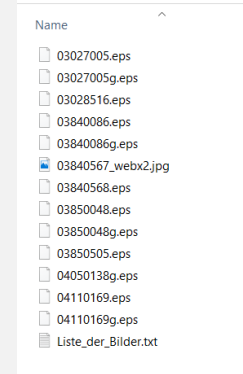


Download

Begin download

BLANCO

Up until now, the file name was usually defined by an 8-digit number in our storage system for image data. A .txt file with information about the images also used to be included when you downloaded images.



Liste_der_Bilder.txt - Editor			
Datei	Bearbeiten	Format	Ansicht ?
Bildname	Titel	Art.Nr.	
04110169g.eps	Spülmittel-Spender / Seifen-Spender BLANCO LATO, schwarz matt	Art.-Nr.: 525789	
04050138g.eps	Zugknopf rund, schwarz matt	Art.-Nr.: 238688	
03027005g.eps	BLANCO CATRIS-S Flexo, schwarz matt	Art.-Nr.: 525793	
03840567_webx2.jpg	BLANCO LINUS-S, schwarz matt	Art.-Nr.: 525807	
04110169.eps	Spülmittel-Spender / Seifen-Spender BLANCO LATO, schwarz matt	Art.-Nr.: 525789	
03850048.eps	BLANCOLINUS, schwarz matt	Art.-Nr.: 525806	
03850048g.eps	BLANCOLINUS-S, schwarz matt	Art.-Nr.: 525807	
03840086g.eps	BLANCOLINUS-S, schwarz matt	Art.-Nr.: 525807	
03027005.eps	BLANCO CATRIS-S Flexo, schwarz matt	Art.-Nr.: 525793	
03840568.eps	BLANCO LINUS-S, schwarz matt	Art.-Nr.: 525807	
03850505.eps	BLANCO LINUS, schwarz matt	Art.-Nr.: 525806	
03028516.eps	BLANCO CATRIS-S Flexo, schwarz matt	Art.-Nr.: 525793	

In future, this information will be visible straight away from the file name. A classification file will no longer be generated.

You can find out more in the IPTC/XMP information, which you can access by right-clicking on 'Settings'

Search

Information File name

BLANCO

‘Manage PIN code(s)’

This function is helpful if you want to make only 1 single asset available without using the download basket. In this case, this asset can be sent to a person within a limited time.

MANAGE PIN-CODE(S) FOR 01113001G_U.TIF

Settings

Give your PIN-Link a name and define the validity date range. Add information for the recipient and optionally request a read confirmation.

Name:

PIN-Code: ↻

Validity:

Information for the recipient

English:

German:

+ New ✕ Delete ✓ FINISH

MANAGE PIN-CODE(S) FOR 01113001G_U.TIF

Download Formats

Define in which formats the recipient gets the Asset(s). Without Download Format, the recipient can only preview the Asset online.

Download Formats:

- ☒ Original file
Download original file
- ☐ Print-PDF
print large | halftone or halftone with vector image (depends on asset type) | .pdf | cmyk | resolution independent
- ☐ Print-TIF
print large | halftone image | .tif | cmyk | > 300dpi
- ☐ Vector-PDF
print large | vector | .pdf | cmyk | resolution independent
- ☐ Web-PPT-JPG-Highres
web large | halftone image | .jpg | rgb | > 300dpi
- ☐ Web-PPT-JPG-Highres_Logo-Award-Picto
web large | halftone image | .jpg | rgb | 300dpi

People

Let other users view or

Edit:

+ New ✕ Delete ✓ FINISH

MANAGE PIN-CODE(S) FOR 01113001G_U.TIF

Share

Define in which recipient can on

<https://media.blanco.com/pinaccess/showpin.do?pinCode=AjdkAOeDc4t>

✉ Send via e-mail 📋 Copy to Clipboard

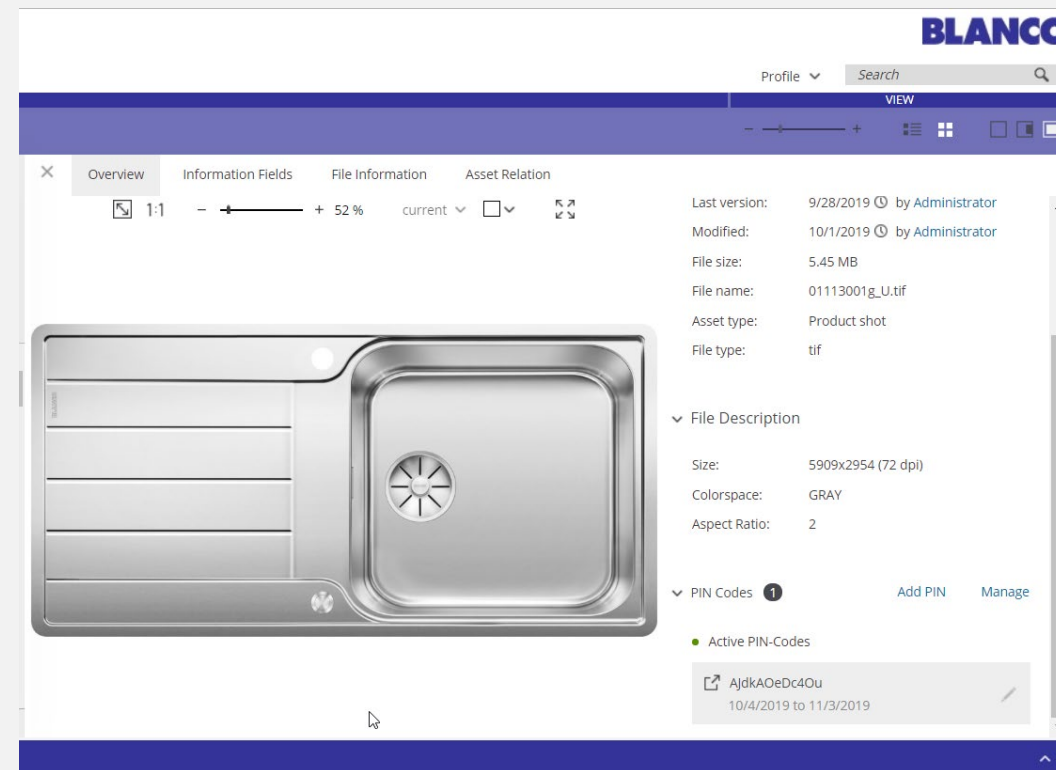
No values added.

Manage PIN codes – share assets

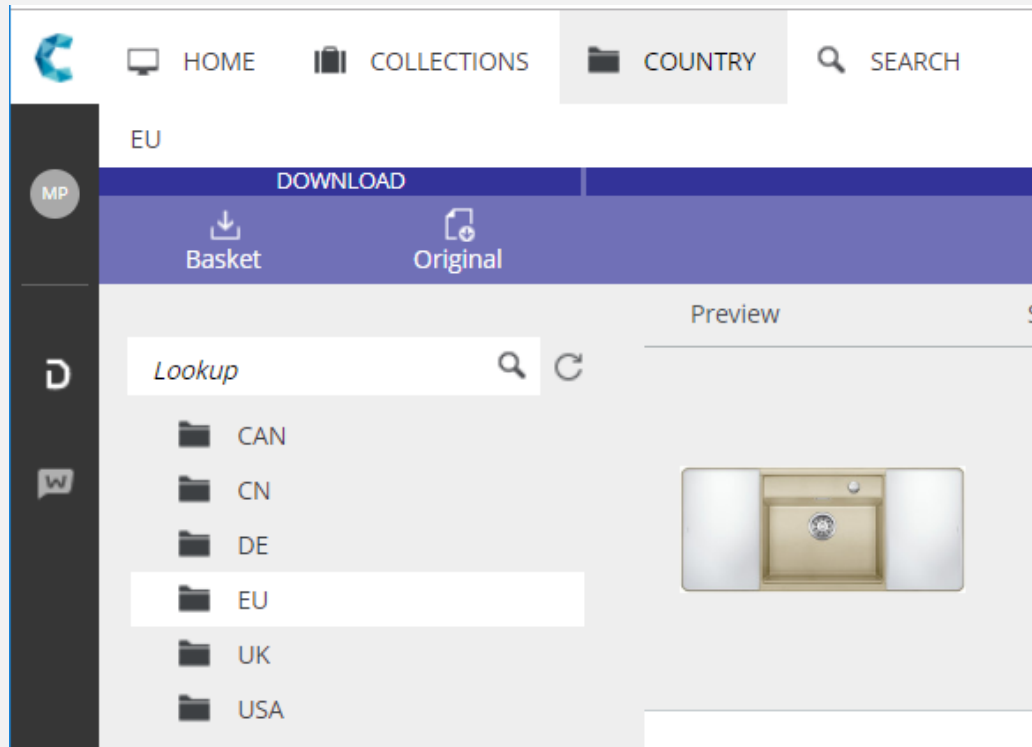
Explanation

To do this, right-click on 'Manage PIN code(s)'. You will have to perform the following steps:

- Create a name for the PIN
- Validity (mandatory field; the default is always set as a month from the current day)
- Information for the recipient (+ read confirmation)
- Download formats (mandatory field)
- Share
- After finalising the PIN code, it will be displayed in the thumbnail at the bottom of the sidebar.



Manage PIN codes – share assets



The following rules apply to assets located in the folders in the 'COUNTRY' structure tree:

- Assets in the CAN, CN, UK and USA country folders are only to be used for these markets
- Assets in the CAN, CN, UK and USA country folders are the copyright of the respective subsidiary
- Assets in the DE and EU country folders are the copyright of BLANCO GmbH + Co KG

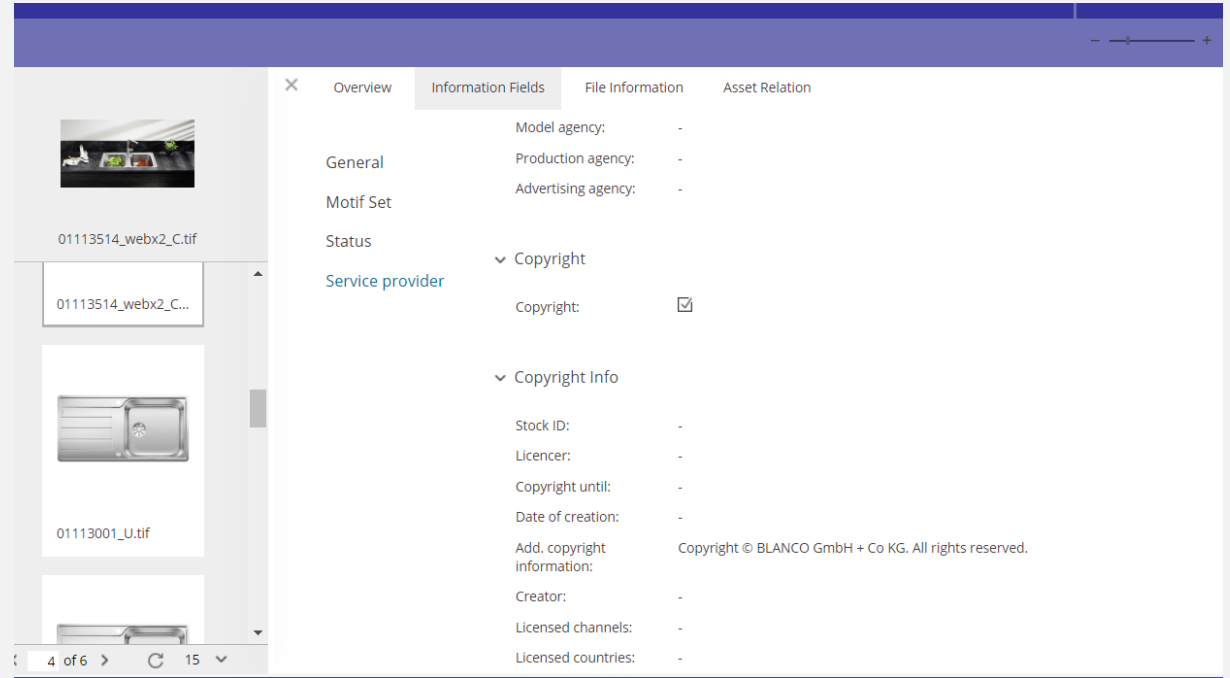
'COUNTRY'

Portfolio and copyright

BLANCO

The 'Metadata' / 'Service providers' area contains information about copyright.

If the use of the selected asset is restricted in any way, you will be notified of this when you download it.



The screenshot displays the BLANCO asset management interface. On the left, a list of assets is shown with thumbnails and filenames: '01113514_webx2_C.tif' and '01113001_U.tif'. The right panel shows the 'Information Fields' tab for the selected asset. It includes sections for 'General', 'Motif Set', 'Status', and 'Service provider'. The 'Copyright' section is expanded, showing 'Copyright: [checked]'. The 'Copyright Info' section is also expanded, displaying fields like 'Stock ID', 'Licencer', 'Copyright until', 'Date of creation', 'Add. copyright information', 'Creator', 'Licensed channels', and 'Licensed countries'. The 'Add. copyright information' field contains the text: 'Copyright © BLANCO GmbH + Co KG. All rights reserved.'

Copyright info

BLANCO

By downloading assets from our Media Asset Management service, you agree to the following licence terms:

Licence terms

Section 1 Subject of the agreement

(1) The licensee intends to use the media from the database (images, videos, audio files) to promote BLANCO products or advertise the fact that the licensee sells BLANCO products. The rights necessary for this purpose are acquired through this agreement.

(2) These media are protected by copyright for the benefit of BLANCO.

Section 2 Granting of rights

(1) For the aforementioned purposes, BLANCO hereby grants the licensee the following non-exclusive rights of use:

- (a) The right to use the media on the licensee's website and online shop;
- (b) The right to use the media on advertising banners/online ads for the licensee's website;
- (b) The right to use the media for the licensee's social media marketing (e.g. Facebook, Instagram, Snapchat, etc.);
- (c) The right to use product photos for promotional catalogues, products flyers and print advertisements;

(d) The right to use the media in any other way than advertising, regardless of the advertising medium.

The rights are granted only to the licensee and the companies associated with it, and are neither transferable nor sublicensable without the consent of the copyright holder.

The rights do NOT include permission to modify images, videos, audio or still images from videos. Modification refers to everything except adjusting the size. Retouching, cropping, changing the colour values, additions, etc. are therefore not permitted.

The licensee undertakes to use the contractual media (images, videos, audio) exclusively in connection with BLANCO and in order to promote BLANCO products or advertise the fact that the licensee sells BLANCO products. The licensee may only use images or videos depicting products that may be distributed and sold in its country. The licensee is aware that BLANCO does not sell all of its products or their different versions in every country. The licensee is obliged to check whether the depicted product is sold in its country.

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By downloading assets from our Media Asset Management service, you agree to the following licence terms:

The distribution or sale of the media in tangible or intangible form is not permitted.

(2) The granting of rights may be subject to time or territory limits. The licensee is obliged to heed where and for how long each media object may be used. The granting of rights applies only to the countries in which the respective product is distributed by BLANCO.

(3) The granting of rights of use encompasses all currently known or unknown types of use that are or will be required for the purpose of the agreement, even if these only subsequently arise due to a new legal situation or for other reasons relating to the image that is the subject of the agreement, or only subsequently become known.

(4) The licensee is entitled to use the image that is the subject of the agreement on its website, including in connection with works by other copyright holders, to use a detail of it, or to edit it to a limited extent. Additions and fundamental changes to the image that is the subject of the agreement are not permitted.

Section 3 The licensee's duty of cooperation

The licensee undertakes to provide the copyright holder with copies of print advertising material upon request, free of charge.

Section 4 Licence period

(1) The granting of rights under this contract (licence period) begins with the download and ends at the time specified for the respective medium.

(2) This contract may be terminated prematurely for good cause, especially if the licensee violates the licence terms set out in Section 2 repeatedly or to a significant degree. Termination without notice requires that the other party be warned in writing in advance and asked to rectify the alleged reason for termination without notice within a reasonable timeframe, unless there are particular reasons under the terms of Sections 314 Para. 2 or 323 Para. 2 of the German Civil Code that make it unreasonable for the terminating party to adhere to the terms of the contract, even without prior warning or notice.

(3) The copyright holder reserves the right to revoke this licence in whole or in part at any time without giving reasons. If the copyright holder exercises this right to revoke the licence, it shall grant the licensee a reasonable period of time to cease using it – generally 3 months.

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Section 5 Duty to delete

The licensee undertakes to delete all contractual media in which people are depicted and in which the media are not part of a complete archiving of its website or individual web pages, and which it has at its disposal in electronic form. Information and content (including information material) at its disposal in tangible form are to be returned to the copyright holder or destroyed at the copyright holder's request or if the copyright holder does not wish to receive it back, at the licensee's expense.

Section 6 Final provisions

- (1) This contract is subject to the law of the Federal Republic of Germany.
- (2) Verbal sub-agreements do not exist. Changes or additions to this contract must be made in writing in order to be effective, and cannot be waived verbally.

(3) Should individual provisions of this contract be or become invalid, this shall not affect the validity of the remaining provisions. Instead of the invalid provision, the measures that the parties agree as per to the originally intended purpose, considered from an economic viewpoint, shall apply. The same applies in the event of any gap in the contract.

(4) Claims arising from this contract may neither be transferred, nor pledged, nor encumbered with the rights of a third party unless expressly agreed by the party liable.

(5) The place of fulfilment is Oberderdingen. Provided that both parties are traders under the terms of the German Commercial Code, the place of jurisdiction for all disputes arising from this contract is Karlsruhe.
add

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