TEAMCENTER

Consumer Packaged Goods on Rich Client — Usage

Teamcenter 2412

SIEMENS

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1. Overview of Consumer Packaged Goods

Overview of Consumer Packaged Goods

The Consumer Packaged Goods solution helps the consumer packaged goods and the food and beverage industries support the following areas:

- Brand management

  With brand management, you can classify and manage brands.

- Initiative management

  With initiative management, you can create and track initiatives such as package and artwork development.

- Finished product management

  Finished product management allows you to classify and manage finished products.

- Packaging and artwork

  Packaging and artwork are the first things that a consumer notices on a product. Creating a package involves creating marketing briefs, design briefs, package roughs, copies, and so on. With Teamcenter Consumer Packaged Goods solution, you can track and manage the steps in packaging and artwork creation.

Before you begin

Prerequisites	You must install Consumer Packaged Goods options during Teamcenter installation.
Enable Consumer Packaged Goods	You do not need to enable Consumer Packaged Goods.
Configure Consumer Packaged Goods	You must configure Consumer Packaged Goods before using it.

Consumer Packaged Goods interface

Consumer Packaged Goods interface

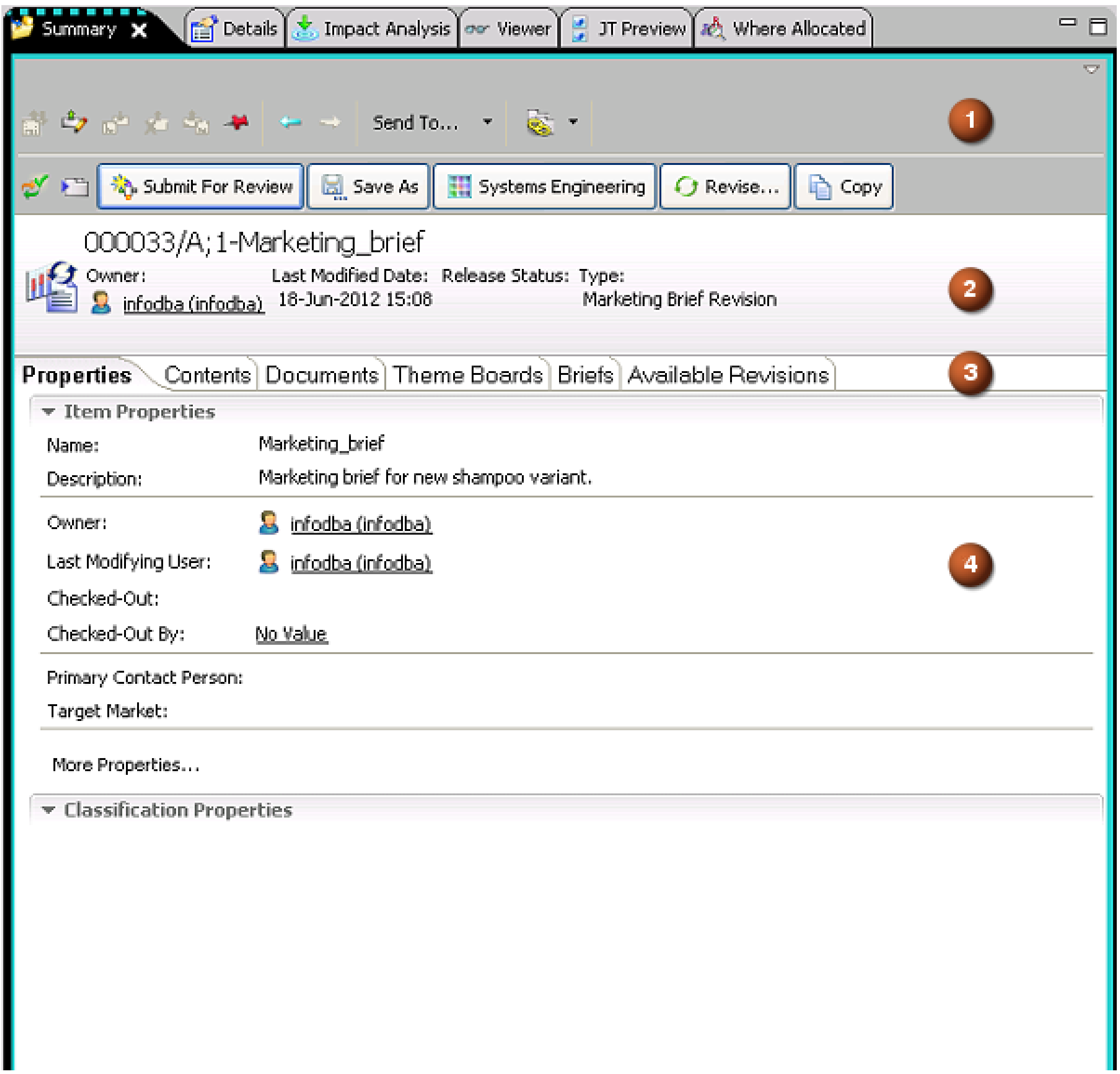
The Summary view of My Teamcenter allows you to create and view Consumer Packaged Goods items.

Note:

The **Summary** view of a Consumer Packaged Goods item shows items which are associated with it in tabs. These associated items are visible in the **Summary** view only if you use the default relationships.

Consumer Packaged Goods interface in rich client

You can create and view Consumer Packaged Goods items by using the **Summary** view of My Teamcenter.

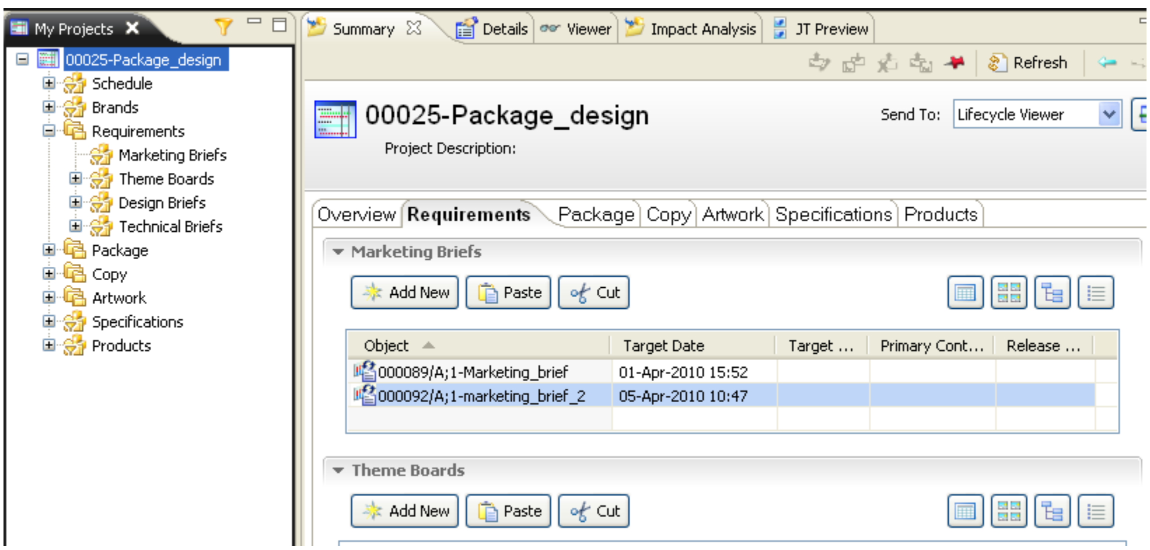


1	Commands	Allows you to perform actions like submitting an item for review, and revising an item, and so on.
2	Header	Allows you to view item information like item name, item thumbnail, and owner, and so on.
3	Tabs	Allows you to view properties, attached files, related items, and available revisions within tabs.
4	Sections	The **Summary** View is divided into different areas called *sections*. Sections allow you to view properties, classification trace, commands, and list of objects.

MyProjects view

After you install CPG, the **MyProjects** view shows the following enhancements:

- Smart folders are automatically configured for CPG objects in the project smart folder hierarchy.
- The **Summary** view shows CPG objects grouped together in tabs. For example, the **Requirements** tab shows **Marketing Briefs**, **Theme Boards**, and **Design Briefs**; the **Copy** tab shows **Copy Elements** and **Copies** and so on.



CPG tabs and sections

Artwork

Item	Tab	Section
Artwork	**Overview**	None
	Related Datasets	None
Artwork Revision	**Properties**	None
	Related Datasets	None
	Documents	None
	Structure	None
	Brand Assets	None
	Graphical Elements	Shows the child graphical elements added to the artwork revision using Structure Manager.
	Copies	Shows the child copies added to the artwork revision using Structure Manager.
	Dielines	None
	Family	None
	Package Items	Shows the package items that reference this artwork revision.
	Available Revisions	None

Brand Asset

Item	Tab	Section
Brand Asset	**Overview**	None
	Related Datasets	None
Brand Asset Revision	**Properties**	None
	Related Datasets	None
	Documents	None
	Brand Equities	Shows the brand equities which reference this brand asset revision.
	Artwork	Shows the artwork that references this brand asset revision.
	Graphic Elements	Shows graphic elements that reference this brand asset revision.

Item	Tab	Section
	Copy	Shows the copy that references this brand asset revision.
	Copy Elements	Shows the copy elements that reference this brand asset revision.
	Available Revisions	None

Brand Equity

Item	Tab	Section
Brand Equity	**Overview**	None
	Related Datasets	None
Brand Equity Revision	**Properties**	None
	Related Datasets	None
	Documents	None
	Products	None
	Brand Assets	None
	Briefs	**Marketing Briefs**
	Theme Boards	Shows the theme boards related to all the marketing briefs that are related with this brand equity revision.
	Available Revisions	None

Chemical

Item	Tab	Section
Chemical	**Overview**	None
	Related Datasets	None
Chemical Revisions	**Properties**	None
	Related Datasets	None
	Documents	None
	Specifications	The paste command creates different relations based on the object you paste.

Item	Tab	Section
		CP_Specification objects create the **CP_Has_Specifications** relations. For all other objects, **IMAN_Specificationrelation** is the default relation.
	Vendor Parts	None
	Available Revisions	None

Copy

Item	Tab	Section
Copy	**Overview**	None
	Related Datasets	None
Copy Revision	**Properties**	None
	Related Datasets	None
	Documents	None
	Brand Assets	None
	Copy Elements	Shows the child copy elements added using Structure Manager to the copy revision.
	Related Copies	In this tab, only a local copy can be related to a master copy. The commands **Add New**, **Cut**, and **Paste** only work for the master copy and not for the local copy.
	Artworks	Shows the parent artwork. (The artwork in context is the child element of some other artwork. Use Structure Manager to create the relation between the two artworks.)
	Available Revisions	None

Copy Element

Item	Tab	Section
Copy Element	**Overview**	None
	Related Datasets	None
Copy Element Revision	**Properties**	None
	Related Datasets	None
	Documents	None
	Brand Assets	None
	Copies	Shows the parent copies. (The copy in context is the child element of some other copy. Use Structure Manager to create the relation between the two copies.)
	Available Revisions	None

Design Brief

Item	Tab	Section
Design Brief	**Overview**	None
	Related Datasets	None
Design Brief Revision	**Properties**	None
	Contents	**Attached Files**
		Requirements Shows the requirements that reference this design brief revision. Create the requirements in Structure Manager and paste it on the design brief revision. You can also send the design brief to Systems Engineering and create the requirements in the context of the design brief.
	Documents	None
	Package Roughs	None
	Package Concepts	None

Item	Tab	Section
	Marketing Briefs	Shows the marketing briefs that reference this design brief revision.
	Available Revisions	None

DieLine

Item	Tab	Section
DieLine	**Overview**	None
	Related Datasets	None
DieLine Revision	**Properties**	None
	Related Datasets	None
	Documents	None
	Package Items	Shows the package items that reference this dieline revision.
	Artworks	Shows the artworks that reference this dieline revision.
	Available Revisions	None

Finish Product

Item	Tab	Section
Finish Product	**Overview**	None
	Related Datasets	None
	Impact Analysis	None
Finish Product Revision	**Properties**	None
	Related Datasets	None
	Documents	None
	Structure	Shows the structure added to the finish product revision using Structure Manager.
	Trade Item	None
	Specification	The paste command creates different relations based on the object you paste. **CP_Specification** objects create the

Item	Tab	Section
		CP_Has_Specifications relations. For all other objects, **IMAN_Specificationrelation** is the default relation.
	Vendor Parts	None
	Available Revisions	None

Formulated Material

Item	Tab	Section
Formulated Material	**Overview**	None
	Related Datasets	None
Formulated Material Revision	**Properties**	None
	Related Datasets	None
	Documents	None
	Structure	Shows the structure added to the formulated material revision using Structure Manager.
	Requirements	None
	Specifications	The paste command creates different relations based on the object you paste. **CP_Specification** objects create the **CP_Has_Specifications** relations. For all other objects, **IMAN_Specificationrelation** is the default relation.
	Vendor Parts	None
	Available Revisions	None

Graphic Element

Item	Tab	Section
Graphic Element	**Overview**	None
	Related Datasets	None
Graphic Element Revision	**Properties**	None

Item	Tab	Section
	Related Datasets	None
	Documents	None
	Brand Assets	None
	Artworks	Shows the parent artwork. (The artwork in context is the child element of some other artwork. Use Structure Manager to create the relation between the two artworks.) Open the artwork in Structure Manager and paste this graphic element on it.
	Available Revisions	None

Ingredient

Item	Tab	Section
Ingredient	**Overview**	None
	Related Datasets	None
Ingredient Revision	**Properties**	None
	Related Datasets	None
	Documents	None
	Specifications	The paste command creates different relations based on the object you paste. **CP_Specification** objects create the **CP_Has_Specifications** relations. For all other objects, **IMAN_Specificationrelation** is the default relation.
	Vendor Parts	None
	Available Revisions	None

Marketing Brief

Item	Tab	Section
Marketing Brief	**Overview**	None
	Related Datasets	None

Item	Tab	Section
Marketing Brief Revision	**Properties**	None
	Contents	**Attached Files**
		Requirements Shows the child requirements added to the marketing brief revision using Structure Manager.
	Documents	None
	Theme Boards	None
	Briefs	**Design Briefs**
		Technical Briefs
	Available Revisions	None

Package Concept

Item	Tab	Section
Package Concept	**Overview**	None
	Related Datasets	None
Package Concept Revision	**Properties**	None
	Related Datasets	None
	Documents	None
	Briefs	Shows the design brief that references this package concept revision.
		Shows the technical brief that references this package concept revision.
	Available Revisions	None

Package Item

Item	Tab	Section
Package Item	**Overview**	None
	Related Datasets	None
Package Item Revision	**Properties**	None

Item	Tab	Section
	Related Datasets	None
	Documents	None
	Structure	Shows the structure added to the package item revision using Structure Manager.
	Briefs	**Design Brief**
		Technical Brief
	Specifications	The paste command creates different relations based on the object you paste. **CP_Specification** objects create the **CP_Has_Specifications** relations. For all other objects, **IMAN_Specificationrelation** is the default relation.
	Related Items	**Dielines**
		Artworks
		Vendor Parts
		Family
	Attached Files	None

Package Rough

Item	Tab	Section
Package Rough	**Overview**	None
	Related Datasets	None
Package Rough Revision	**Properties**	None
	Related Datasets	None
	Briefs	Shows the design briefs that reference this package rough revision.

Raw Material

Item	Tab	Section
Raw Material	**Overview**	None
	Related Datasets	None
Raw Material Revision	**Properties**	None
	Related Datasets	None
	Documents	None
	Structure	Shows the child structure added to the raw material revision using Structure Manager.
	Specifications	The paste command creates different relations based on the object you paste. **CP_Specification** objects create the **CP_Has_Specifications** relations. For all other objects, **IMAN_Specificationrelation** is the default relation.
	Vendor Parts	None
	Available Revisions	None

Specification

Item	Tab	Section
Specification	**Overview**	None
	Related Datasets	None
Specification Revision	**Properties**	None
	Available Revisions	None

Technical Brief

Item	Tab	Section
Technical Brief	**Overview**	None
	Related Datasets	None
Technical Brief Revision	**Properties**	None
	Contents	**Attached Files**
		Requirements

Item	Tab	Section
		Shows the requirements that reference this technical brief revision. Create the requirements in Systems Engineering, and paste it on the technical brief revision.
	Documents	None
	Package Concepts	None
	Briefs Shows marketing briefs.	Shows marketing briefs which reference this technical brief revision. Navigate to the marketing brief, and paste this technical brief revision on the marketing brief.
	Available Revisions	None

Theme Board

Item	Tab	Section
Theme Board	**Overview**	None
	Related Datasets	None
Theme Board Revision	**Properties**	None
	Related Datasets	None
	Documents	None
	Graphical Elements	None
	Briefs Shows marketing briefs.	Shows the marketing briefs that reference this theme board revision.
	Available Revisions	None

Trade Item

Item	Tab	Section
Trade Item	**Overview**	None
	Related Datasets	None
Trade Item Revision	**Properties**	None

Item	Tab	Section
	Related Datasets	None
	Documents	None
	Products	Shows finished products. Paste this trade item revision on a finished product revision.
	Available Revisions	None

CPG commands

The following commands are available in CPG tabs:

Command	Description
Add New	Allows you to add a new item. Opens the **New Item** dialog box.
Paste	Allows you to paste an item.
Cut	Allows you to cut an item.

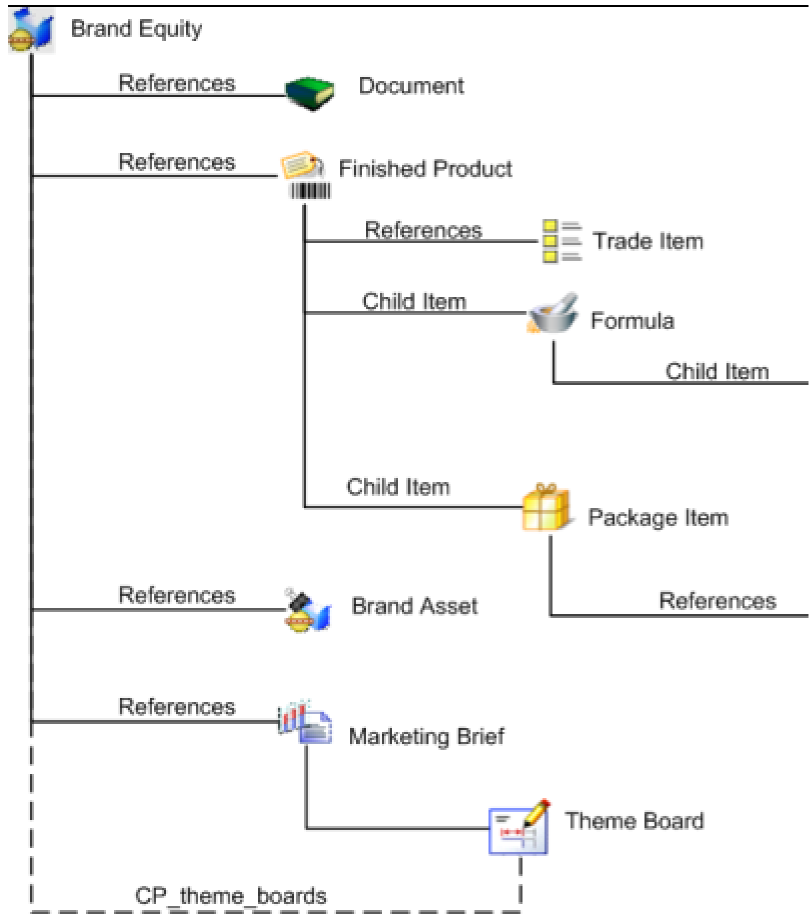
Commands are not available in the CPG tabs in the following cases:

- If child items or a structure is displayed (the structure is created in Structure Manager).
- If the item displayed in the tab is a parent item (primary relation).
- If there is a double traversal.

  A double traversal is a reference of a reference.

  Example:

  In a **Brand Equity** summary page, there is a tab for **Theme Board**. A **Theme Board Revision** is not directly related to a **Brand Equity Revision**. A **Theme Board Revision** is related to a **Marketing Brief Revision**, which is related to a **Brand Equity Revision**. (**Brand Equity Revision**→**Marketing Brief Revision**→**Theme Board Revision**).



Basic concepts for using Consumer Packaged Goods

Basic concepts for using Consumer Packaged Goods

The Consumer Packaged Goods functionality provides the following features:

- Packaging and artwork
- Brand management
- Finished product management

Package design life cycle

Package design can be divided into the following phases:

- Ideation

Create ideas and investigate their applicability.

- Design

  Design the package structure and artwork.

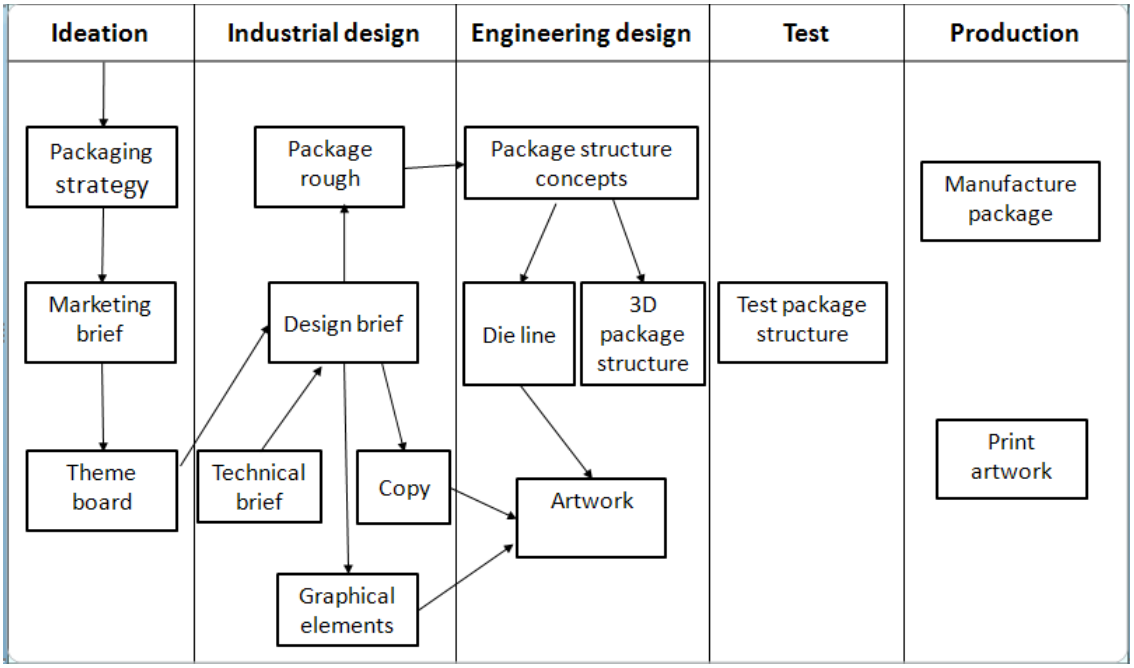
- Test

  Test and validate the package and its associated elements such as copy and artwork.

- Production

  Manufacture the package and print the artwork.

Sample Consumer Packaged Goods life cycle



1. **Create packaging strategy.**

   The marketing team creates the packaging strategy. The packaging strategy captures package color schemes, image-building messages of the brand and company that are applicable to all packages that the company produces.

2. **Create marketing brief.**

   The marketing team creates the marketing brief. The marketing brief provides inputs on how the package should be designed. It is based on market research, competition, and consumer requirements.

3. **Create theme board.**

   Based on the marketing brief, the design/creative team creates sketches of the package (theme boards). The marketing team uses theme boards to determine whether the package design adheres to the marketing brief and consumer requirements.

4. **Create technical brief.**

   Based on marketing and other requirements, the design team creates the technical brief. The technical brief captures dimensions, material properties, packaging structure technologies, printing technologies, and packaging requirements.

5. **Create design brief.**

   The design brief provides a high-level plan for the package design. The design brief includes creative brief and fit-for-use brief.

   Creative brief has creative information such as branding information, and design objective, and so on. Fit-for-use brief provides the plan for the packaging life cycle, which includes the package characteristics, package design, package functionality, the manufacturing plan.

6. **Create package roughs.**

   After the review and approval of technical and design briefs, a package rough is created.

   A package rough can be 2D sketches or 3D models of the package. The marketing, design, and engineering teams review the package roughs.

7. **Create package structure concepts.**

   The designer creates package structure concepts based on the package roughs. Package structure concepts describe how the package works with respect to transport, handling, dispensing, and so on.

   > Example:
   >
   > The shampoo dispensing mechanism in a shampoo bottle.

   Based on the package structure concepts, the design team creates a 3D model of the package structure in a CAD design tool.

8. **Create graphical elements.**

   The graphics design team creates the graphical elements based on the inputs received from the package rough. Graphical elements such as the logo and associated images are created in a graphics design tool.

9. **Create copy elements.**

   The copy team creates copy elements such as the slogan and ingredient list. The legal, regulatory, R&D, claims, and copy teams review the copy elements.

10. **Create die-line.**

    A die-line is a 2D drawing of the printable area of the package (the area on the package where the artwork is placed). The design team creates the die-line from the package structure concepts. The die-line is given to the artwork group to develop the artwork.

11. **Compose artwork.**

    The artwork team composes the artwork in a graphics design tool. Various graphical elements, such as the brand logo, and copy elements such as ingredient list and legal information, are composed together to create the artwork.

12. **Test package structure.**

    A package structure is created and sent for testing. The package design team tests and validates the package structure using methods such as Finite Element Model analysis, Computational Fluid Dynamics analysis, and crash test, and so on. After the package structure passes the test requirements, it can be sent for manufacturing.

13. **Manufacture package and print artwork.**

    The production team prints the artwork and manufactures the package.

Typical brand and finished product management usage scenario

Using Brand Management, you can organize all your brand information such as brand products, digital assets, brand documents, and other information in one place.

The figure above shows the brand hierarchy for an ice cream brand named Velvet Ribbon.

A typical Brand Management usage scenario is as follows:

1. Create a brand.

   In Teamcenter, a **Brand Equity** item represents a brand. All the other brand information is organized under brand equity.

2. Create brand assets under brand equity.

   A brand asset is any type of digital asset associated with the brand.

   > Example:
   >
   > Logo images, competitive analysis documents, promotional material, strategy documents, and packaging standards.

3. Add products to the brand.

   In Teamcenter, you can create a Finish Product item to represent a product belonging to the brand. A finished product represents any saleable item like an item that sits on the shelf or a case that holds several products.

4. Organize all brand related initiatives under one brand hierarchy.

   A brand equity also allows you to associate items like marketing briefs and theme boards.

> Example:
>
> A marketing plan for a new product variant can be associated to the brand equity.
>
> A theme board of the logo for the new variant can be associated to the brand equity.

5. Associate a trade item with a finished product.

   A trade item is a set of pre-defined attributes that are used as a contract between producers, distributors, and retailers to discover, order, and invoice a product at any point in the supply chain. Trade items are uniquely identified by the Global Trade Item Number (GTIN).

Consumer Packaged Goods features

Consumer Packaged Goods features

Packaging and artwork, brand management, and finished product management are the features provided by the Consumer Packaged Goods solution.

Brand management

The Consumer Packaged Goods brand management functionality helps organize product information on the basis of brand. You can create a brand hierarchy to classify product data such as finished products, formulated items, and product variants.

Finished product management

Finished product represents consumer unit and shipping units. It is an assembly of two or more items with a unique package associated with it. A finished product can have an associated trade item.

Finished product management allows you to create, classify, and manage finished products.

Basic tasks using Consumer Packaged Goods

Task	Overview
Create CPG items	Describes how to create CPG items, attach datasets and associate these items with the datasets.
Review CPG items	Describes how to review and approve CPG items.
Search CPG items	Describes the different ways to search for CPG items.
View CPG items	Describes how to visualize CPG items.

Task	Overview
Manage brands	Describes how to create and associate brands.
Manage finished products	Describes creation of finished products and trade items.

Consumer Packaged Goods objects and relations

Consumer Packaged Goods objects and relations

This section describes the Consumer Packaged Goods objects which includes:

- Packaging and artwork
- Formulated item
- Raw materials
- Component

Packaging and artwork objects

Object	Description
Package	A package is the first thing that a consumer notices on a product. Packages enclose and protect products for distribution, storage, sale, and use. Example: A shampoo bottle or milk carton.
Copy	Represents mostly textual data but can also contain symbols that are printed on the package.
Copy element	Represents the individual piece of textual information that constitutes the package label, for example a slogan.
Graphic element	Represents the graphics or piece of art appearing on a package.
Artwork	Represents the assembly of the copy elements and graphical elements.
Package rough	Represents the isometric view or sketch of the package with artwork.

Object	Description
Package structure concept	Represents the sketch or model showing how the package works. Example: A sketch showing how hand soap is dispensed from the bottle.
Die-line	Represents a 2D sketch showing the layout of various graphical elements and copy elements within the area allocated for artwork on a package.
Design brief	Captures the design requirements of the package. Example: Shelf height of the package should not exceed 12 inches.
Technical brief	Captures technical requirements of the package. A technical brief can capture dimensions, material properties, packaging structure technologies, and printing technologies, and can display packaging requirements.
Marketing brief	Represents a document that captures product marketing requirements.
Theme board	Represents an artifact that is used to capture an early prototype of the package. Typically, a theme board is a collage of an existing package, other paper clippings, and other creative prototype materials.
Trade item	Represents a product or service that has a unique global trade item number (GTIN). GTIN is used to retrieve information of the product or service.
Finished product	Represents an assembly of two or more items with a unique package associated with it. A finished product can have an associated trade item.
Brand	Represents a set of digital assets, which includes brand collateral like marketing briefs, and theme board and brand assets like logo, messages.
Brand asset	Represents an asset associated with a brand.

Object	Description
	Example: Logo of a brand.

Formulated item objects

Object	Description
Formulated item	Represents the final or intermediate formulated material that has a unique formula and unique process to make it.

Raw materials objects

Object	Description
Raw material	Represents the raw materials that are used in making formulated products and are most often bought from external suppliers.

Component objects

Object	Description
Ingredient	Represents the ingredients that are used in making formulated products.
Chemical	Represents a further decomposition of a raw material.

CPG relations

The **Summary** view of a Consumer Packaged Goods item shows items that are associated with it in tabs. These associated items are visible in the **Summary** view only if you use the default relationships.

Primary object	Secondary object	Relation type
Artwork Revision	**Artwork Revision**	**IMAN_reference**
Artwork Revision	**Dieline Revision**	**Reference**
Artwork Revision	**Brand Asset Revision**	**Reference**
Brand Equity Revision	**Brand Asset Revision**	**Reference**

Primary object	Secondary object	Relation type
Brand Equity Revision	Finish Product Revision	Reference
Brand Equity Revision	Marketing Brief Revision	Reference
Chemical Revision	Specification Revision	CP_Has_Specification
Component Revision	Constituent Revision	CP_Component
Copy Element Revision	Brand Asset Revision	Reference
Copy Revision	Copy Revision	CP_Has_Local_Copy
Copy Revision	Brand Asset Revision	Reference
CPG Formula Mater Revision	Item Revision	IMAN_Specification
CPG Raw Material	CPG Raw Material Revision	ParentChild
Design Brief Revision	Package Rough Revision	CP_Results_In_Package_Rough
Design Brief Revision	Graphic Element Revision	CP_Has_Graphical_Element
Design Brief Revision	Package Concept Revision	Reference
Finish Product	Finish Product	Parent Child
Finish Product Revision	Trade Item Revision	Reference
Finish Product Revision	Item Revision	IMAN_specification
Finish Product Revision	Specification Revision	CP_Has_Specification
Graphic Element Revision	Brand Asset Revision	Reference
Ingredient Revision	Item Revision	IMAN_specification
Ingredient Revision	Specficiation Revision	CP_Has_Specification
Item Revision	Artwork Revision	IMAN_reference
Item Revision	Package Revision	IMAN_reference
Item Revision	Specification Revision	CP_Has_Specification
Marketing Brief Revision	Technical Brief Revision	CP_Has_Technical_Brief

Primary object	Secondary object	Relation type
Marketing Brief Revision	Design Brief Revision	CP_Has_Design_Brief
Package Item Revision	Dieline Revision	IMAN_reference
Package Item Revision	Package Item Revision	IMAN_reference
Package Item Revision	Artwork Revision	IMAN_reference
Package Item Revision	Design Brief Revision	Reference
Package Item Revision	Technical Brief Revision	Reference
Package Item Revision	Item Revision	IMAN_specification
Package Item Revision	Specification Revision	CP_Has_Specification
Package Rough Revision	Copy Element Revision	CP_Has_Copy_Element
Package Rough Revision	Graphic Element Revision	CP_Has_Graphical_Element
Package Rough Revision	Package Concept Revision	CP_Has_Package_Concept
Raw Material Revision	Item Revision	IMAN_specification
Raw Material Revision	Specification Revision	CP_Has_Specification
Technical Brief Revision	Package Rough Revision	CP_Results_In_Package_Rough
Technical Brief Revision	Package Concept Revision	Reference
Theme Board Revision	Graphic Element Revision	CP_Has_Graphical_Element

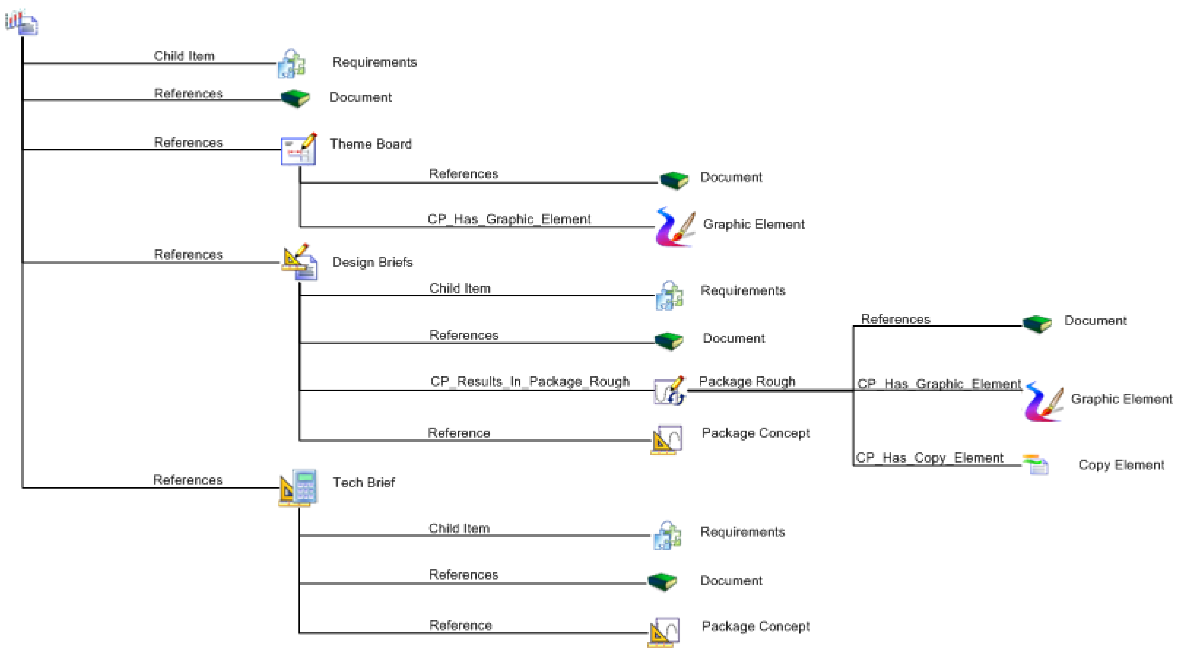
Parent child relationships

Parent type	Child
Package Item	Package Item
	Part
Artwork	Graphical Element
	Copy

Parent type	Child
Copy	Copy Element
Finished Product	Finished Product
	Package Item
	Formulated Item
	Part
	Raw Material

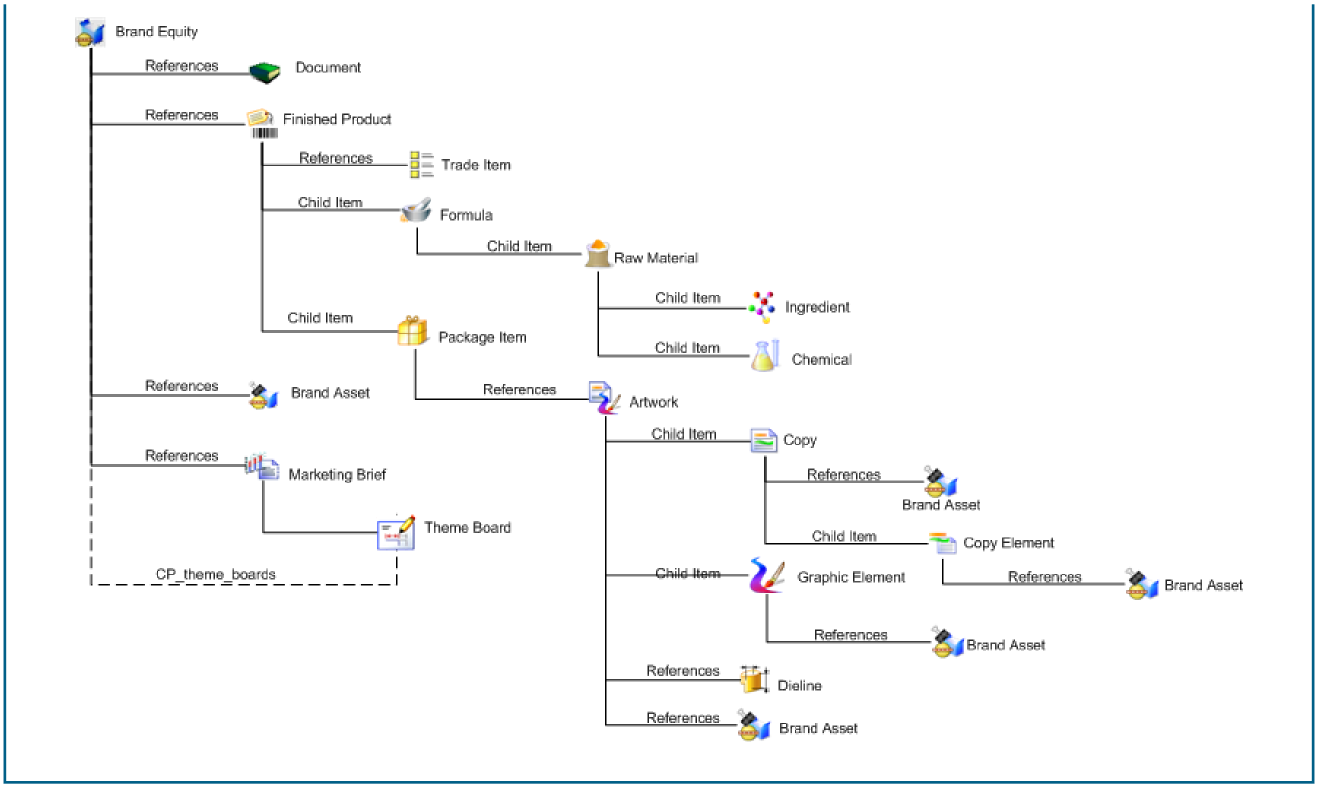
Example:

Marketing Brief relations



Note:

Brand Equity relations


Brand Equity
References
Document
References
Finished Product
References
Trade Item
Child Item
Formula
Child Item
Raw Material
Child Item
Ingredient
Child Item
Chemical
Child Item
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Copy
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Brand Asset
Child Item
Copy Element
References
Brand Asset
Child Item
Graphic Element
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Brand Asset
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Dieline
References
Brand Asset

2. Setting up vendors

Workflow for setting up vendors

You must follow the below process to set up vendors for CPG.

Create a vendor

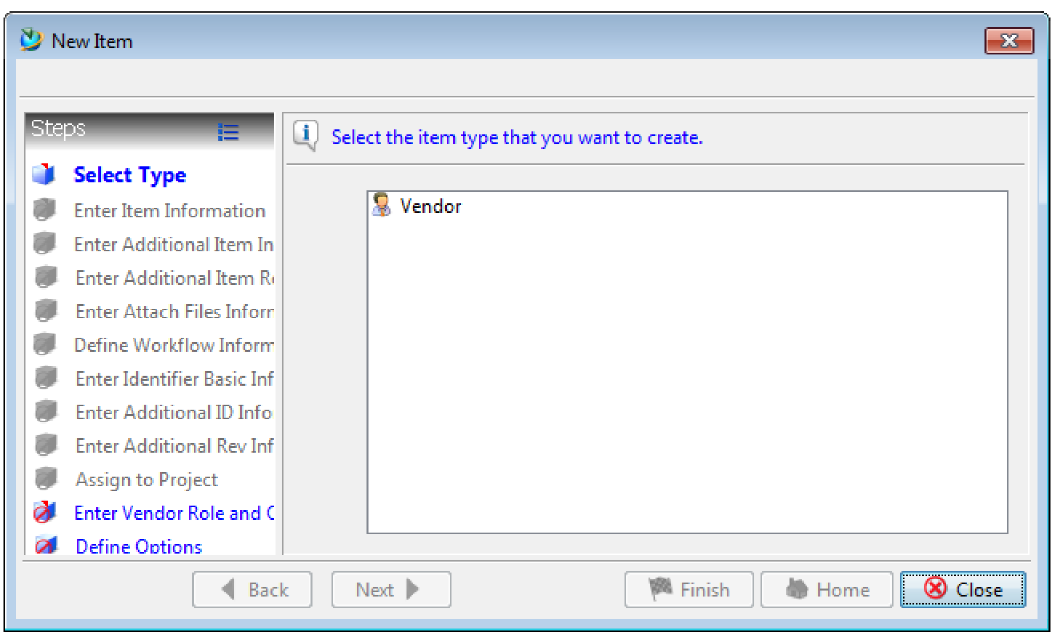
(Optional) Create locations for the vendor

(Optional) Create vendor contacts

Relate vendor contact to vendor location

Create a vendor

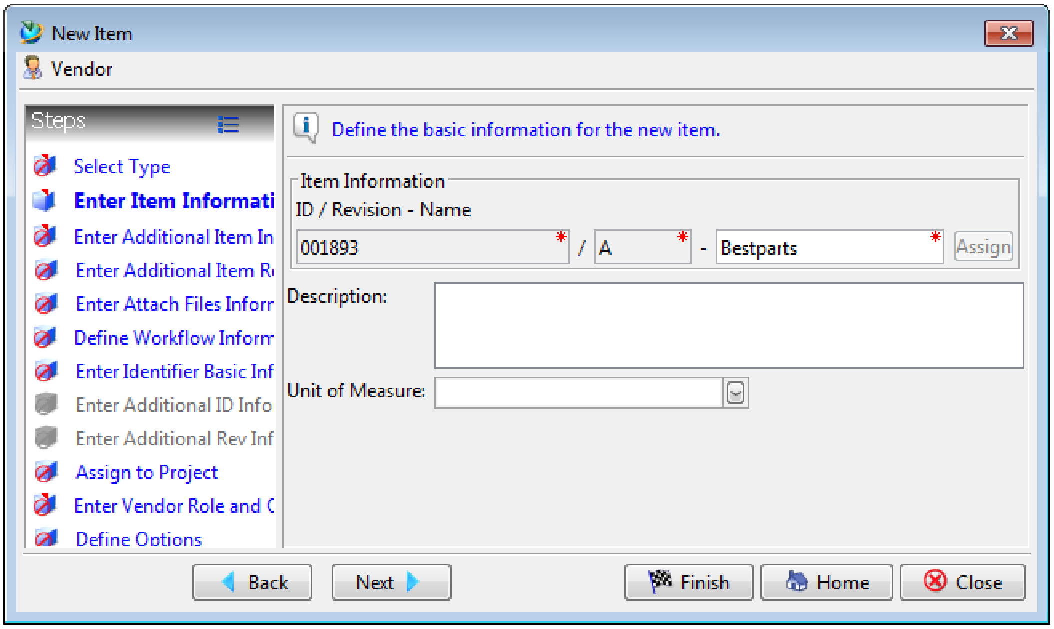
1. In My Teamcenter, choose **File→New→Vendor Management→Vendor**.



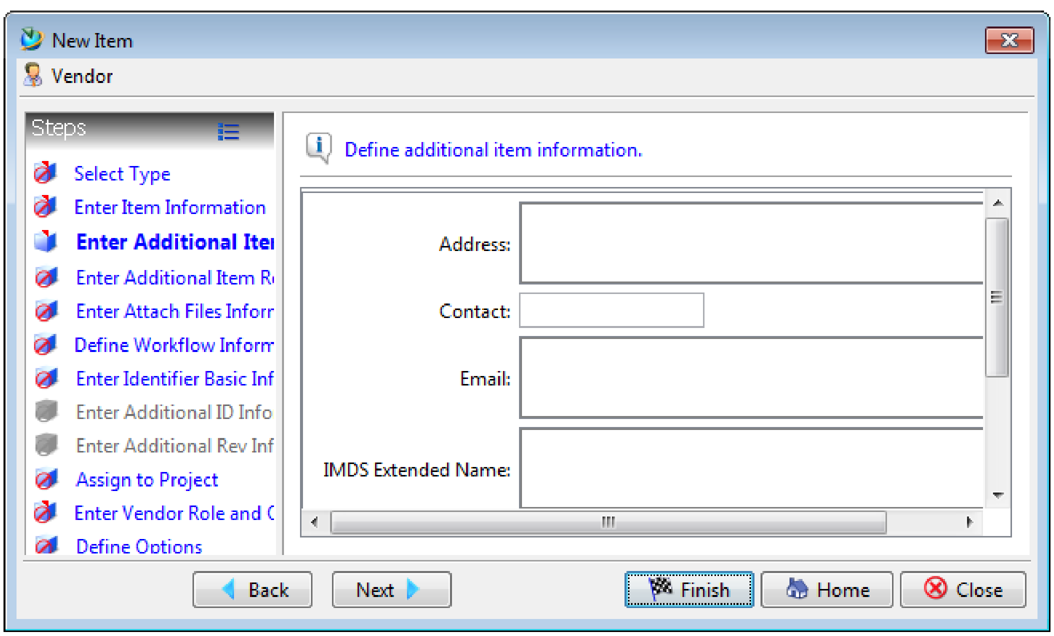
2. In the **New Item** dialog box, in the **Select Type** step, select **Vendor** and click **Next**.

3. In the **Enter Item Information** step, type values for **ID** / **Revision**, **Name**, an optional **Description**, and **Unit of Measure**, and click **Next**.

> Note:
>
> You can click **Assign** to automatically generate **ID** and **Revision**.



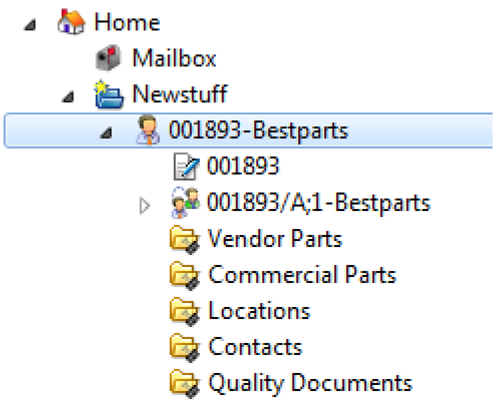
4. (Optional) In the **Enter Additional Item Information** step, you can specify vendor contact information such as **Address**, **Contact**, **Email**, **Phone**, and **Web Site**. Click **Next**.



5. Provide additional attribute values as needed and click **Finish** to create the vendor.

   Click **Close** to close the dialog box.

   When you create a vendor, the system creates organizational folders called pseudofolders to display the related commercial parts and vendor parts.



Create a company location

1. In My Teamcenter, open the vendor and select the **Locations** folder.

2. Choose **File→New→Other**.

   The system displays the **New Business Object** dialog box.

3. Select **Company Location** from the list of business objects and click **Next**.

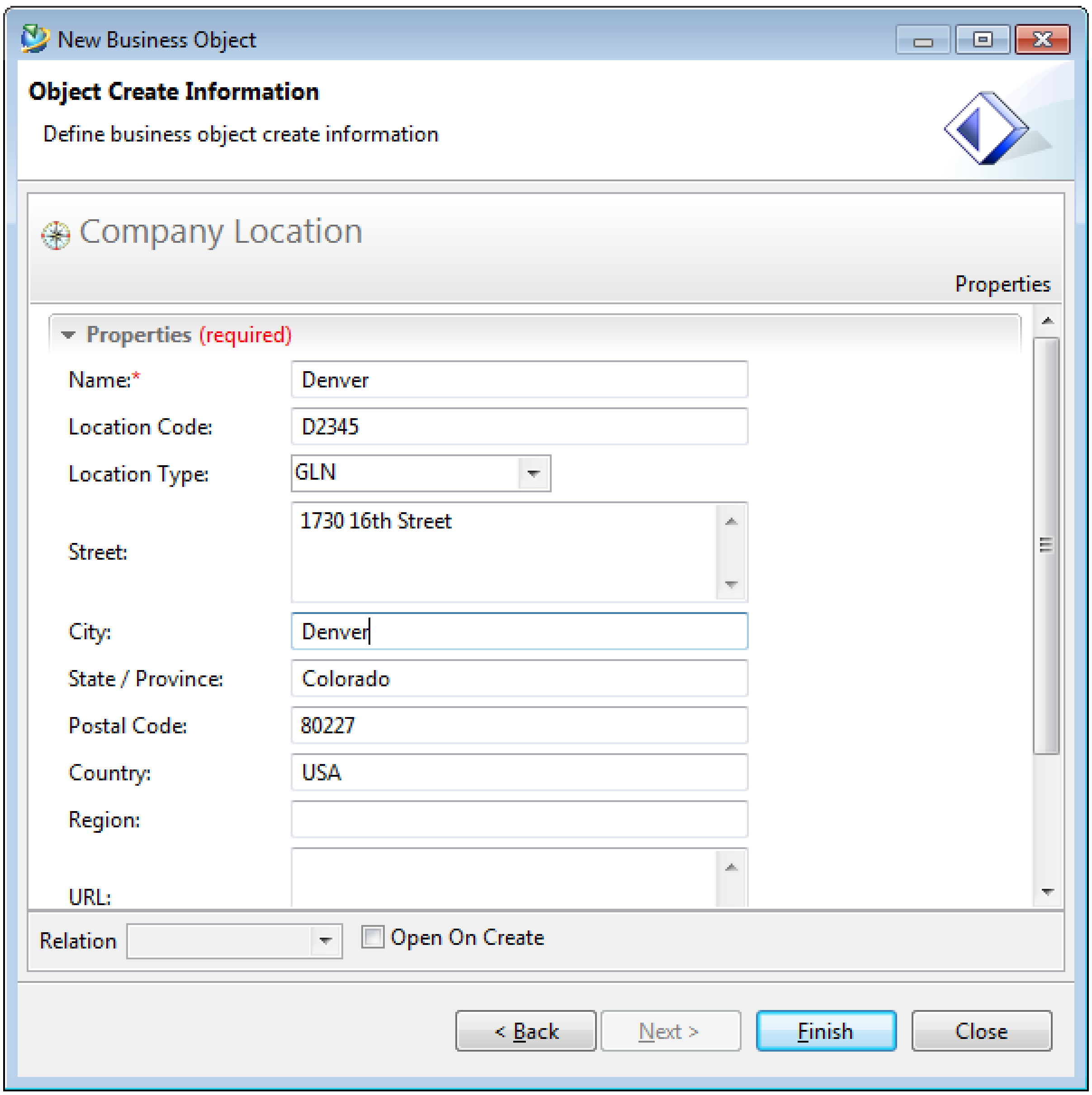
4. Type the values for **Name** (required) and the following optional fields:

   - **Location Code**
   - **Location Type**

     Select a value from the menu for **Location Type**:

     - CAGE/Commercial and Government Entity
     - GLN/Global Location Number
   - **Street**
   - **City**

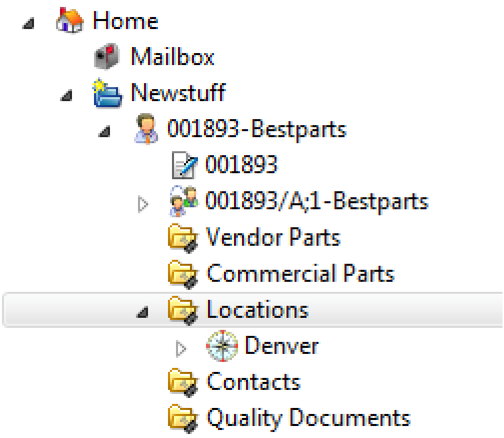
- **State/Province**
- **Postal Code**
- **Country**
- **Region**
- **URL**
- **Description**



5. Click **Finish** to create a company location.

   Click **Close** to close the dialog box.

   The company location is created under the selected **Locations** folder.



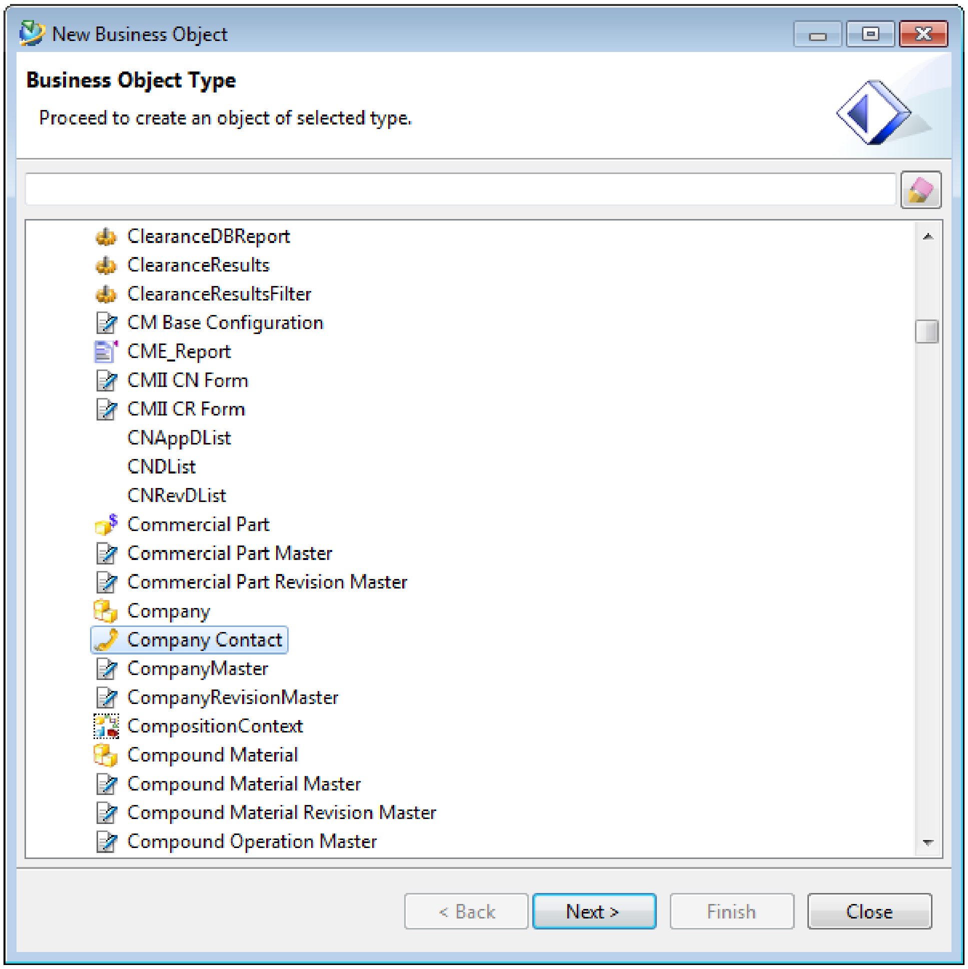
If you do not select the **Locations** folder for a vendor when creating a company location, the company location is created independently and not related to the vendor. In such a case, to relate the company location to a vendor, drag the company location to the **Locations** folder of the vendor.

Create a vendor contact

1. In My Teamcenter, select the **Contacts** pseudofolder for a vendor or company location.

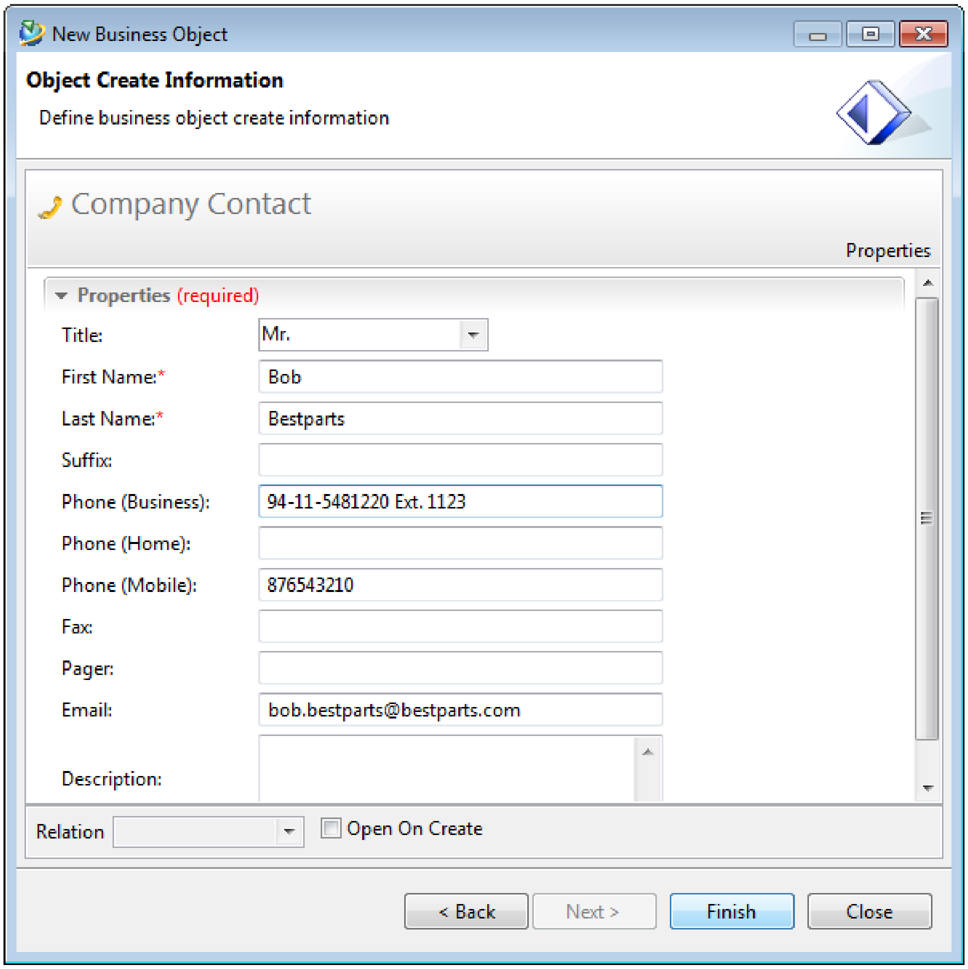
2. Choose **File→New→Other**.

   Select **Company Contact** from the list of business objects and click **Next**.



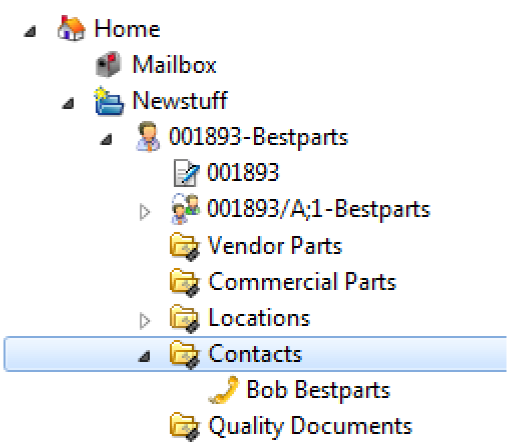
The system displays the **New Business Object** dialog box.

3. Specify the required information in the New Business Object dialog box.



4. Click **Finish** to create a contact and click **Close** to close the dialog box.

   The company contact is created under the selected **Contacts** folder.



The system creates the contact object and associates it to the selected vendor or company location using the **ContactInCompany** relation. To view the relation created, right-click the contact, and select **Properties On Relation**. The **Relation Type** is displayed as **ContactInCompany**.

> Note:
>
> If you do not select the **Contacts** folder for a vendor when creating a company contact, the company contact is created independently and not related to the vendor. In this case, to relate the company contact to a vendor, drag the company contact to the **Contacts** folder of the vendor.

If you have installed Substance Compliance, you must add this contact either as material substance declaration (MSD) contact or conflict mineral declaration (CMD) contact. The supplier declarations are sent to the MSD or CMD contact when the compliance officer requests for material and substance information.

To create a MSD or CMD contact:

1. Copy the company contact.

2. Select the vendor and click **Edit→Paste Special**.

3. In the **Paste Special** dialog box, select **CMD Contacts** or **MSD Contacts**.

4. Click **OK**.

Relate a vendor contact to a vendor location

1. In My Teamcenter, select the vendor and expand the **Contacts** pseudofolder.

2. Open the **Locations** pseudofolder under the vendor.

3. Drag the vendor contact from the **Contacts** pseudofolder to the specific vendor location. For example, if you have a vendor contact named **John Doe**, you can drag the contact to the **Plano** pseudofolder.

3. Brand management

Brand management

A *brand* is a product that is publicly distinguished from other products so that it can be easily communicated and marketed.

Brand management allows you to set up a hierarchy of brands for new or existing products. Brand management streamlines the process of creating a variant of an already existing product, such as creating the packaging for a new fragrance of detergent.

Create a brand

All brand items can be classified under brand.

1. Choose **File→New→Item**.

2. In the **New Item** dialog box, select **Brand Equity**.

   Click **Next**.

3. Type the item ID, revision ID, and the item name.

   Click **Finish**.

   A brand item is created.

Create a brand asset and associate it with the brand

1. Create a brand asset item.

   a. Choose **File→New→Item**.

   b. In the **New Item** dialog box, select **Brand Asset** and click **Next**.

   c. Type the item ID, revision ID, and the item name and then click **Finish**.

      A brand asset item is created.

2. Create a brand asset dataset.

   a. In the newly created brand asset revision, select the **Attached Files** tab for adding datasets or the **Documents** tab for adding documents.

   b. Click the **Add New** button to add the dataset.

3. Associate brand asset to brand equity.

   a. Select the brand asset item revision, and choose **Edit→Copy**.

   b. Select the brand item revision, and choose **Edit→Paste**.

      Click **OK**.

   c. The brand asset item is associated with the brand item.

4. Finished product management

Finished product management

Finished product represents consumer unit and shipping units. It is an assembly of two or more items with a unique package associated with it. A finished product can have an associated trade item.

Finished product management allows you to classify and manage finished products.

Create a finished product

1. Choose **File→New→Item**.
2. In the **New Item** dialog box, select **Finish Product** and click **Next**.
3. Type the item ID, revision ID, and the item name and click **Finish**.

   A new finished product item is created.

Create a hierarchy of finished products

> Example:
>
> You can create a hierarchy of packages starting with a primary package and expanding into a secondary package, tertiary package, shipping package, and so on.

1. Right-click a finished product item (at the top of the hierarchy), and choose **Send To→Structure Manager**.

   The finished product item appears in Structure Manager.

2. Search for finished product items.
3. Select the finished product item and choose **Edit→Copy**.
4. In the Structure Manager application, select the parent item and choose **Edit→Paste**.

   The finished product is added to the parent finished product.

Create a trade item

Trade items are used in global data synchronization. Global data synchronization is a means of creating, storing, and retrieving predefined information about a product or service. This information is used for pricing, ordering, or invoicing and is available at any point in a supply chain.

A trade item is associated with a finished product.

1. Create a trade item.

    a. Choose **File→New→Item**.

    b. In the **New Item** dialog box, select **Trade Item** and click **Next**.

    c. Type the item ID, revision ID, and the item name and other information—for example, the GTIN number and click **Finish**.

        A new trade item is created.

2. Associate the trade item to the finished product.

    a. Select the trade item revision and choose **Edit→Copy**.

    b. Select the finished product item revision and choose **Edit→Paste**.

    c. Click **OK**.

        A relationship is added between the trade item revision and the finished product revision.

Associate a trade item to a different product

You can reapply a trade item (unique GTIN) with a new product. There are industry rules that dictate how long a product GTIN must be out of the market before the GTIN can be reassigned to a different product.

1. Search for and select a trade item that needs to be associated with a new finished product.

    Check whether the trade item is eligible to be reassigned.

2. Select the trade item revision, and choose **Edit→Copy**.

    The trade item revision is associated with the finished product.

3. Select the finished product item revision, and choose **Edit→Paste**.

5. Creating CPG items

Creating CPG items

To create CPG items, follow this process:

1. Create the CPG item.

2. Attach an appropriate dataset to the CPG item revision.

3. Associate the CPG items with its dataset or other CPG items using relations.

   Using relations is useful because it makes searching for CPG items easy.

Create CPG items

Create CPG items

You can create CPG items using the item create functionality, the Add New functionality, Systems Engineering, or Structure Manager.

Create CPG items using the item create functionality

1. Choose **File→New→Item**.

2. In the **New Item** dialog box, select the CPG item and click **Next**.

3. Type the item ID, revision ID, and the item name and click **Finish**.

   A new CPG item is created.

Creating CPG using Add New functionality from the Related Items tab

The **Summary** view in My Teamcenter shows the default relations of CPG items within tabs.

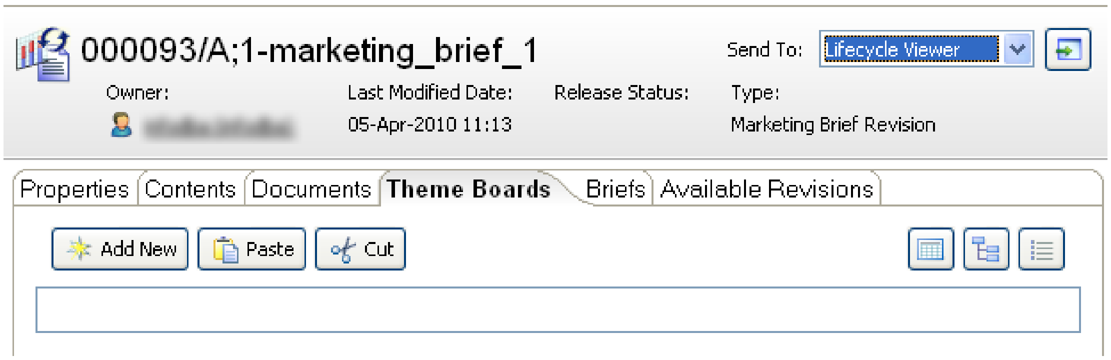
1. Select a CPG item revision in My Teamcenter.

   The **Summary** view of My Teamcenter shows tabs that contain associated items.

Example:

The marketing brief item revision shows tabs of associated items like **Theme Boards** and **Briefs**.

Associated items tab



2. Click the associated item tab for the item you want to create and click the **Add New** button.

   Teamcenter displays the **New Item** dialog box with the CPG item selected.

3. Click **Next**.

4. Type the item ID, revision ID, and the item name and click **Finish**.

   The CPG item is created and shown in the associated item tab.

Note:

The **Add New**, **Cut**, and **Paste** buttons are not available if the tab shows the parent item or if the relation is created using Structure Manager.

Create CPG items using Systems Engineering

Use Systems Engineering to import specification documents. You can import the following specification types using Systems Engineering–design brief, artwork, technical brief, copy, requirement, and marketing brief.

1. Start the Systems Engineering application.

2. Click the **Import a specification** link in the Systems Engineering welcome pane.

3. Click the browse button (**...**) to display the **Choose the file to import** dialog box. Browse to and select the file, and then click **Import**.

4. From the **Spec type** list, select the appropriate specification type.

5. Click **Next** to go to the **Select Import Options** step.

6. From the **Import as single subtype** list, select the appropriate subtype.

Object name	Subtype
Design Brief	**Design Requirement**
Artwork	**Graphic Element**
Technical Brief	**Design Requirement**
Copy	**Copy Element**
Marketing Brief	**Requirement**

7. Click **Finish**.

   The CPG item is created.

Create CPG items using Structure Manager

If you have templates of CPG items, you can use the templates to create new CPG items in Structure Manager.

1. Start Structure Manager.

2. Choose **File→New→Item from Template**.

3. In the **New Item** dialog box, type the item ID, revision ID, and the item name.

4. In the **Templates** section, click the **Choose Template** tab.

5. In the **Template ID** box, type the ID of the template.

6. Select the **Use Template** check box.

7. Click **OK**.

   A new CPG item based on the template is created.

Attach datasets to CPG items

1. Select the newly created CPG item revision, and choose **File→New→Dataset**.

2. In the **New Dataset** dialog box, select the appropriate file, and click **OK**.

   The file is attached to the CPG item revision.

Associate CPG items

Associate CPG items

You can associate CPG items by:

- Using the copy/paste functionality.

- Using the Add New functionality.

Associate CPG items using copy/paste functionality

1. Select the CPG item revision (secondary object) that you want to associate with another CPG item revision (primary object) and choose **Edit→Copy**.

2. Select the CPG item revision (primary object), and click the tab where you want to place the associated item.

   Click the **Paste** button.

   > Note:
   >
   > The **Add New**, **Cut**, and **Paste** buttons are not available if the tab shows the parent item or if the relation is created using Structure Manager.

3. If you click the **Paste** button after selecting items of different types (for example, text and image datasets), a **Relation Selection** dialog box for each type appears.

4. Select the relation type from the **Relation Selection** dialog box and click **OK**.

Associate CPG items using Add New functionality

The **Summary** view in My Teamcenter shows the default associations of CPG items within tabs. The Add New functionality creates a new CPG item and automatically associates it with the valid CPG item.

Creating a schedule (package initiative)

You must create a schedule or package initiative to track the various stages of the product/package development process.

You can create a new schedule in Schedule Manager or use an existing template.

Export graphical and copy elements for creating artwork

An artwork comprises graphical and copy elements. You can export these elements from Teamcenter locally and use them in your art design tool to create artwork.

1. Export a graphical element.

   a. Right-click the image associated with the graphic element and choose **Named References**.

   b. In the **Named References** dialog box, select the dataset and click **Download**.

   c. Browse to the location to export the file, and click **Download**.

      The image is exported locally.

2. Export a copy element.

   a. Right-click the dataset associated with the copy element and choose **Named References**.

   b. In the **Named References** dialog box, select the dataset and click **Download**.

   c. Browse to the location to export the file.

      Click **Download**.

      The dataset is exported locally.

6. Reviewing CPG items

Reviewing CPG items

Based on your organization's processes, you can review CPG items in Teamcenter.

Send an item for review

1. Select the review process.

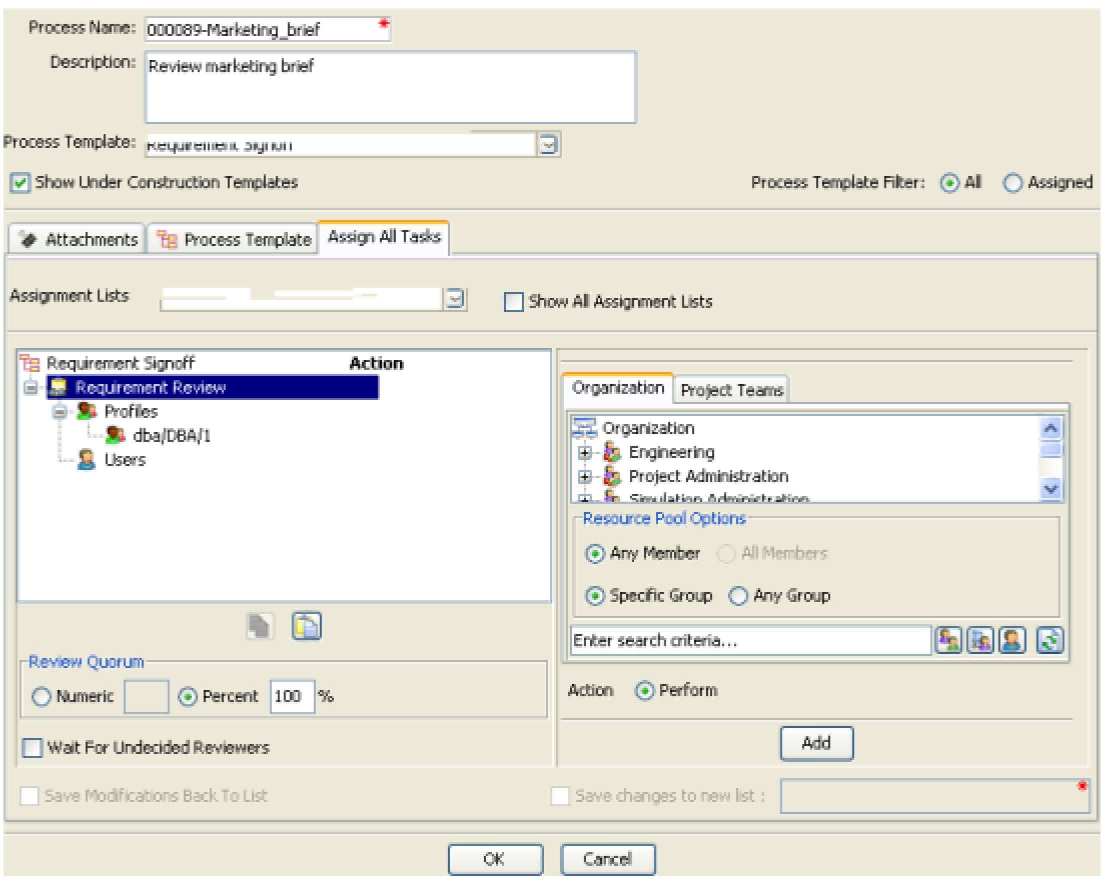
   a. Select the item you want to send for review. Click **Submit For Review**.

   b. In the **New Process** dialog box, type a name for the review process.

   c. In the **Process Template** box, select the review process.

2. Select reviewers.

   a. Click the **Assign All Tasks** tab.



b. From the tasks list, select the task for which you want to assign reviewers.

c. From the **Organization** list or the **Project Teams** list, select your reviewers for the task and click the **Add** button +.

d. Click **OK**.

The review task with reviewers is created.

Review an item

1. Select **My Worklist** from the navigation pane.

2. Expand the **Tasks to Perform** list. The **perform-signoffs** link appears beside the review item.

3. Click the **perform-signoffs** task link.

   The **Perform Signoff** dialog box appears. The process name, task state, and task name appear at the top of the dialog box.

4. From the **Decision** section of the dialog box, select **Approve**, **Reject**, or **No Decision**.

   In the **Comments** box, type any comments and click **OK**.

   The signoff decision is recorded and the dialog box closes.

7. Searching for CPG items

Searching for CPG items

You can use the following functionalities to search for your CPG items:

- **My Teamcenter search features**

  These are the standard Teamcenter searches.

- **Where-referenced search**

  Where-referenced searches show where an object is referenced.

  > Example:
  >
  > An image references a graphical element. By using the where-referenced search, you can find all graphical elements the image references.

- **Where-used search**

  Where-used searches allow you to search all the assemblies that contain an item or item revision.

  > Example:
  >
  > A copy is used in many artwork items. The where-used search allows you to find the items in which a copy is used.

- **Classification hierarchy searches**

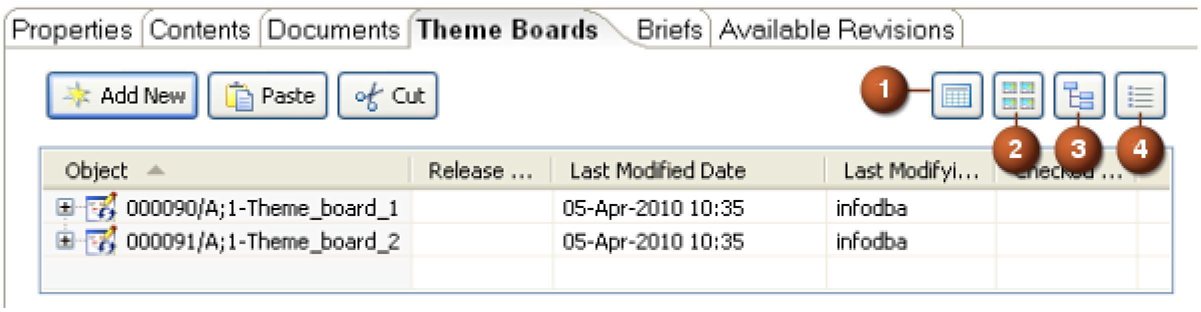
  If you have created a classification hierarchy, you can use the classification search features.

8. Viewing CPG items

Viewing CPG items

You can view the CPG items and the 2D and 3D images associated with them in the Structure Manager application.

In My Teamcenter, you can view CPG items in the following ways.



1	**Table view** button	Click this button to view available items in a table. You can sort items by clicking the column header of the table.
2	**Thumbnail view** button	Click this button to view available items as thumbnails. Note: You must install the Thumbnails functionality to view thumbnails.
3	**Tree view** button	Click this button to view available items in a tree view.
4	**List view** button	Click this button to view available items in a list.