



Brand Handbook

Welcome to Pietra!

Pietra offers brands like yours the resources, tools, and services to manage and scale your brand. This Onboarding Handbook was designed to help you become acquainted with the Pietra platform, so that launching and/or scaling your brand is as seamless and cost-efficient as possible.

This Handbook covers a step-by-step onboarding checklist and an overview of Pietra's core offerings:

- [Onboarding Checklist](#)
- [Product Sourcing](#)
- [Fulfillment](#)
- [eCommerce & Distribution](#)
- [Communicating With Us](#)

You can also find all of this information in your account on [Pietra's Creator Hub](#).



Onboarding Checklist

Now that you're ready to onboard, follow the below steps to get started on the platform.

☐ **Create Pietra Account**

Create your account [here](#) if you have not done so already. Your Pietra Creator Hub account is where you will manage your business. This includes all communication and order information with your suppliers, everything you need to manage your inventory and orders at our warehouse, and all of the integrations for your sales channels.

☐ **Schedule Creator Hub Training**

Allow someone from our team to walk you through the platform and highlight the most important features you can use to manage your business. This quick call will set you up for success and answer any questions you have about the Creator Hub. [Set up your call here](#) for a time that is convenient for you!

☐ **Send Us Your Inventory**

If you already have inventory on hand in another location, refer to [Fulfillment 101](#) below for how to ship your inventory to Pietra. We can assist you with freight to make this process seamless! The core way Brands use Pietra is to source through the marketplace and ship directly to us. For onboarding, we will assist you with getting your inventory to Pietra's Fulfillment center.

☐ **Connect Your Supplier (or find a new one!)**

One of the core benefits of Pietra is that everything is managed in one control center! Inviting your supplier means your orders will seamlessly flow from the factory floor into our warehouse. Our team of experts can help you with logistics, freight and customs. We will also train your suppliers to make sure your goods are received and ready to sell as quickly as possible. If you're interested in finding a new supplier, we have a large network of highly qualified, vetted suppliers at your fingertips. Check out [Product Sourcing](#) to learn more about our network and tools.

☐ **Warehouse Setup Call**

Once your inventory is received in our warehouse (either from your supplier or prior warehouse) you'll receive an email to schedule a Warehouse Set Up Call. This important call is when you'll

instruct our team on your kitting needs, packaging requirements and photography needs. This is also an opportunity to discuss fulfillment SLA's and understand all pricing and warehouse policies.

☐ **Connect Your Commerce Channels**

After assembly is completed and our team has set up your products in our system, you will receive an email notification that your products are ready to sell. The next step is to connect your existing third-party sales channels and determine which additional channels, if any, are best for you. View the [Sales Channel 101](#) section below to see how to request sales channels and what channels are available to you.

☐ **Go Live!**

At this point, once your products are assembled and sales channels are set up, you're ready to start selling and have Pietra fulfill your orders. When your products sell, our fulfillment team will automatically get the information we need to fulfill your orders without any work on your end.

Check out our returns procedures in the [Fulfillment 101](#) handout and ways to communicate with our team in the [Communication 101](#) handout.

As a reminder, if you have any questions, feel free to reach out to creators@pietrastudio.com.



Product Sourcing 101

Pietra's Sourcing Marketplace allows you to source from hundreds of suppliers across 50+ categories to meet all your product and packaging needs. Pietra allows you to sample products, chat with manufacturers to customize, and order inventory all in one place. You'll have access to tools to manage your suppliers and set up restock reminders to make inventory management seamless. We also facilitate international payments to make overseas supplier payments secure and easy for you.

Supplier Network

Pietra has strategically partnered with more than 850+ suppliers across multiple categories, so that you can easily find the best manufacturers for you all in one place! Pietra's Sourcing Marketplace enables Brands to sample tons of products across categories and suppliers and allows you to communicate directly with your suppliers, right from the Creator Hub. Finding the right supplier is critical, whether you're starting from the beginning with your first product, expanding your brand with new SKUs, or finding lower-cost, higher-quality packaging manufacturers.

Pietra's suppliers are all vetted before being onboarded. Suppliers must be well established (in business for 5+ years), work extensively with US Brands (doing \$10M+ in revenue with the US), meet all compliance and ethical regulations, and be fully trained on Pietra's platform functionality. Suppliers are also continuously evaluated across quality metrics and retrained on an ongoing basis. We even vet their products by ordering samples for quality control upon activation.

We've worked hard to create a well-rounded supplier network to meet our Brands' preferences. You can always view the filters on the left hand side of the Sourcing Marketplace to choose suppliers based on the attributes that mean most to you, whether it's USA-made, female-owned manufacturers, BIPOC-owned, ethically sourced materials, low-MOQ, or fully sustainable.

Sourcing Process

1. Sampling

- a. You can choose to sample from as many, or as few, suppliers as you would like. Pietra recommends ordering multiple samples, potentially from multiple suppliers, as the sampling process is critical to launching a successful brand. Receiving multiple samples gives you the ability to compare and contrast quality, so that you can make decisions that are most closely aligned with your vision.
- b. Most of our suppliers can accommodate both private labeling and fully custom products. You can chat with them directly from the Creator Hub to get aligned with your brand vision.
- c. Details on MOQs (minimum order quantities) and pricing are available on each product listing. You can also ask suppliers to provide specific quotes for you based on your customization needs. Always make sure to ask these questions upfront, so there are no surprises down the line!

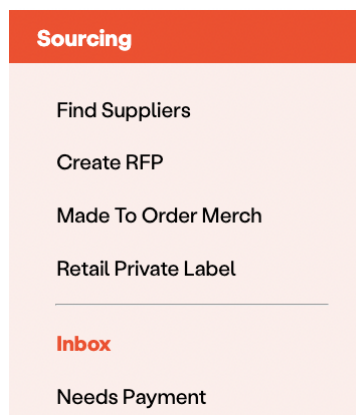
2. Assessment

- a. Now that you have received your samples, you will likely have some thoughts/desired edits. Time for collaboration!
- b. Be sure to express any adjustments that you would like to be made to your supplier prior to kicking off your production run. Many suppliers may even offer to schedule a video call with you, so that you can interact with them face to face to communicate any necessary edits.
- c. Remember, you can sample as many times as you would like! Resampling is quite common, so that you can get exactly what you want before ordering inventory. This part of the process is meant to be collaborative.

3. Production

- a. Reconnect with your supplier(s) of choice in the Pietra Creator Hub via your inbox.
- b. Outline details of your inventory production order (quantities, timeline, any adjustments to product design). Remember, there are many ways in which you can cut costs at this point in the process, i.e. sea travel vs. air travel, higher order quantities, etc. Feel free to ask your supplier the best ways you may be able to cut costs, if necessary!
- c. Your supplier will invoice you right from the Creator Hub, and will then begin production on your inventory! You'll receive updates from the supplier directly once production of your product is complete, and they will provide you with tracking information so you are informed through every step of the process.

All communication with manufacturers should occur in the Creator Hub. You can find all of your supplier conversations and orders through the button **“Inbox”** in the top left hand corner of the Creator Hub, under *Sourcing*. Also here, you will discover a page to manage your suppliers, pending invoices and RFP's.



Premium members can schedule a one-on-one session with a Production Specialist for additional help or questions. You can do this through the main menu in the Creator Hub, if you don't have premium you will be able to upgrade here as well and then schedule your session.

Request Custom Project Feature

This popular feature allows you to make a custom request for a product you want to create to our entire supplier network! All you need to do is fill out the simple project form and include details on your product such as:

- ☐ Description
- ☐ Product Type
- ☐ Reference Photos
- ☐ Quantities

Once you complete this request, it gets sent to our global network of suppliers for review. If a supplier is able to accommodate the request, they will reach out to you for more details right in the Creator Hub. You can then chat with the suppliers who message you and work with them directly to develop your prototype(s).

Finding a Packaging Supplier

Many of our Brands love our platform because it's helped them find new, better packaging suppliers. On the main header of the Sourcing Marketplace within Pietra's Creator Hub, you can select **Packaging** among the list of categories to find our large network of domestic and overseas suppliers.



Here, you can browse packaging sub-categories, such as:

- Corrugated Boxes
- Tissue Paper
- Polymailers
- Cardstock Product Boxes
- Note Cards
- Stickers

Freelancers

Beyond products and packaging, Pietra also has a deep marketplace for sourcing freelancers, where you can connect with creatives across design, tech-pack creation, graphic design, photography, marketing, etc.

We've found that our Brands have had a ton of success working with designers and freelancers to perfect their product lines, whether it's designing apparel tech packs, creating a custom logo for your packaging, or doing product photography for your branded content.



Pietra Fulfillment 101

Pietra's fulfillment services offer a differentiated experience compared to standard 3PLs; we focus on independent brands looking for a more individualized fulfillment experience with affordable fulfillment, bespoke assembly and turn-key eCommerce photography. Whether you are a beginner looking to launch your brand, or you are coming to Pietra to help scale your existing business, we have the resources in place to help you!



Sending Your Inventory

At Pietra, we've made it easy to send your inventory to us, so that we can take on your order fulfillment. Simply head to the **Fulfillment** tab of Pietra's Creator Hub at the far left column, and select "Fulfillment Home". You will then see the option "Ship Items to Pietra". This will prompt you to fill out a form of the exact inventory you'll be sending us (i.e. # of units, SKUs, pictures of the products / packaging, etc.).

Note, you do not need to fill out this form if you ordered products or packaging from a supplier on Pietra. This inventory intake process is typically done during onboarding, but going forward the preferred path is to onboard your supplier, transact through the platform, and then no inventory intake forms are necessary.

Once you submit this inventory intake form, a Pietra specialist will reach out to you to properly receive your inventory so that you'll be ready to sell your products in a matter of days!

Inventory Receiving & Warehouse Setup Call

Once your inventory has been received in our system, you will receive a notification via email to schedule a Warehouse Setup Call with our logistics team.

During this call, our warehouse team will review your SKUs with you and review how you'd like them kitted and/or packed for shipment. This enables you to get a firsthand look at your products, and dictate exactly how you'll want them to be assembled once they are ready to be shipped to your customers. You will receive an SLA on when your assembly will begin and when your SKUs will be properly set up in our system and ready to connect to your sales channels.

Using Pietra's Fulfillment Services

One of the great benefits of working with Pietra is that you can use all of our offered services, **or** just the ones that align with your needs. After you've sourced your products and placed an inventory order, you can decide whether you'd like your inventory to be stored, assembled, and fulfilled by Pietra, or if you'd prefer to self-fulfill. A common thread among our most successful Brands is that they do not want to deal with the time and hassle of packing and shipping orders, so they prefer to let Pietra do the heavy lifting. Aside from our standard packing, picking, and shipping of orders, we also offer extremely affordable assembly and photography services! Again, take a look at our pricing [here](#).

Order Management

You have the ability to track your orders on the “**Orders & Fulfillment**” tab (scroll to the bottom of this tab). This order dashboard gives you a live view of the following information:

- Total sales
- A list of outstanding, processing, fulfilled, on hold and canceled orders
- Tracking information on fulfilled order
- Warehouse tickets tool
- An advanced order table view with additional details & filters

Outstanding orders are orders recently placed that have not yet been shipped. Our fulfillment center typically fulfills orders within 1 to 2 business days. Please make sure any and all order adjustments occur within 2 hours after the order is placed. After this time, an order can be processed. A processing order is one that our warehouse team is actively picking + packing. Fulfilled orders have been shipped to your customers and you can find tracking information on the order.

On hold orders are orders we cannot fulfill. You will receive an email anytime you have an on hold order so you can communicate the resolution to us. You should use your warehouse tickets to communicate to Pietra how we should resolve this order (ie. ship what is available) or leave the order on hold until more inventory arrives.

Canceled orders have not and will not ship to your customer. You can cancel an order that is outstanding or you can email customer support if you need help canceling an outstanding order.

You can submit a warehouse ticket on any orders you require assistance with and our team will get back to you within 1-2 business days. Expect an email back with the resolution (ie. a shipping label for a return, status of a lost shipment, etc). More information on warehouse tickets can be found below in [Communication 101](#).

Inventory Management

You can view your available inventory on the **Items Stored At Pietra** tab by clicking “Items Stored at Pietra”. You’ll find two tabs in this view (Products Available for Sale and Products Available for Setup). Here you’ll find:

- Your inventory that has been received and set up on Pietra with:
 - Product images
 - Product variants
 - Inventory counts
 - Pietra SKU codes
- Your inventory that has just arrived to Pietra and is pending setup. The product naming will reflect the inventory name indicated on the Inventory Intake Form

At any time you can request assembly services to move your components (ie. lipsticks, boxes, notecards) into assembled, sellable units. By submitting a request, you’ll choose the products you want assembled and notify the team with your instructions. We’ll get back to you to schedule the assembly and let you know when your additional products will be available for sale.

Support of Pre-Orders

Pietra supports Brands with pre-orders in the case that you would like to sell a product on your website in advance of sending it to Pietra Fulfillment Center.

If you would like to pre-sell an item that will eventually be delivered and fulfilled by Pietra, please notify Pietra via email at creators@pietrastudio.com.

Fees

Pietra offers a vast array of services at affordable price points. Prices can always be found on the [“Fulfillment Home”](#) page of the Creator Hub. Our fees are simple and service-based. A breakdown of all fees can be found if you click [“View Rate Card”](#). To explain some of our types of fees:

- **Pick and pack** - These fees are charged on a per order basis for picking and packing your sales orders.
- **Storage** - General storage is charged on an individual bin basis, depending on how many bins are needed for individual SKUs. Bulk storage is charged by pallet. Once receiving your inventory, Pietra will determine how much storage space you'll need in our warehouse. This will be reevaluated on a monthly basis, depending on your sales and/or any additional inventory that arrives, so that you are billed accurately.
- **Shipping** - Pietra has bulk, negotiated shipping rates to offer our Brands affordable shipping costs. We pay for shipping labels for your fulfilled packages and will bill you for reimbursement in our standard billing cycle. We offer four types of shipping: Standard Domestic, Expedited Domestic, Standard International and Expedited International. Shipping pricing is flat under 2 lbs (and under 1lb for Pietra Professional), and variable by pound, after that.
- **Rate variance** - Should global shipping rates fluctuate for any reason, Pietra's close relationships with major carriers (UPS, DHL, etc.) ensure that these rare fluctuations will never exceed 10% of the current shipping rates stated on our rate card
- **Assembly** - Your product will likely contain multiple components (i.e. boxes/mailers, tissue paper, note cards, stickers, etc.) that need to be assembled before shipment. We charge an assembly fee per sellable unit.
- **Photography** - We offer standard, e-commerce photography services for your items, which we bill on a per-photo basis at \$39/photo.

Billing

As a Pietra subscriber, you will have full access to our fulfillment center, and all of the services we have to offer. There are a few different ways in which you will be billed for these services:

- **Weekly:** You will be billed weekly for fees associated with your customer orders. These fees include fulfillment fees, shipping reimbursements and any transaction fees, where applicable.
- **Monthly:** You will be billed on a monthly cycle for storage and subscription.
- **Ad Hoc:** For one-time services such as assembly, photography and freight, you will be billed at the time of purchase.

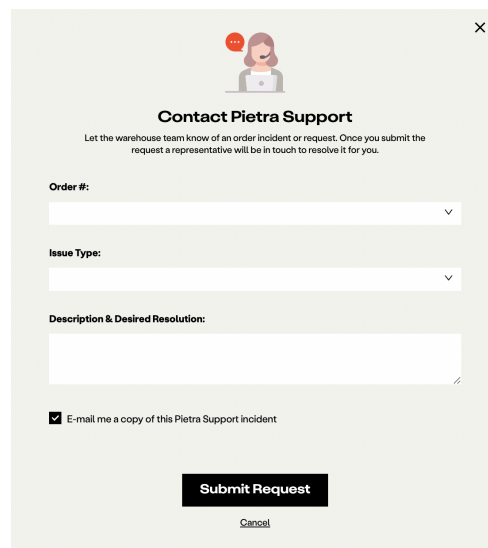
We keep a history of payments for you for all Pietra services and Supplier invoices. This can be found under the main menu in the Creator Hub and is called [“Billing & Reporting”](#).

Returns and Exchanges

While we keep our order issues to a minimum (under 1% of orders, better than industry standard), things can happen from time to time. Pietra handles returns and exchanges on behalf of you right from our warehouse. The process is dependent on the sales channel:

- **Connected sales channel (e.g., Shopify).** If a customer has an issue with their order, they need to contact the brand directly. This includes returns, exchanges, cancellations, etc. All customer support will be handled directly by the Brand for connected sales channel sales. You should use the **“Submit Warehouse Ticket”** tool next to the associated order number in the Creator Hub to let our team know about the order issue and your desired resolution. Our logistics team will resolve warehouse tickets within 2 business days. For Premium members, warehouse tickets are resolved within 1 business day. You, as the Brand, will be responsible for shipping costs and restocking fees, where applicable. Please view the rate card in the Creator Hub on the **Fulfillment Home** page for additional details.

Warehouse Ticket Form:

A screenshot of the 'Contact Pietra Support' form. At the top, there is an icon of a person with a speech bubble. Below the icon, the text reads 'Contact Pietra Support' and 'Let the warehouse team know of an order incident or request. Once you submit the request a representative will be in touch to resolve it for you.' The form contains three main sections: 'Order #' with a dropdown menu, 'Issue Type:' with a dropdown menu, and 'Description & Desired Resolution:' with a text area. Below these is a checkbox labeled 'E-mail me a copy of this Pietra Support incident' which is checked. At the bottom, there are two buttons: 'Submit Request' and 'Cancel'.

- **Pietra Creator Marketplace Sale**
The benefit of selling on Pietra’s marketplace is that we handle all order issues directly. A customer can request a return/exchange directly with Pietra customer support. If the return/exchange falls within Pietra’s 30 day policy, we will authorize it and provide the necessary customer support and prepaid label where applicable; all order returns are free. Pietra will refund returned orders once they are received at our warehouse.



eCommerce & Distribution 101

Pietra makes it easier than ever to connect your existing website or set up a shop and quickly start selling. With Pietra, you'll also have access to new sales channels and wholesale opportunities without hiring a team or spending hours on setup.

Connecting Your Shopify Website

Pietra has a seamless integration that allows your orders to flow from your Shopify to Pietra's Creator Hub. Orders will be received by our warehouse, picked and packed, and shipped out to your customers.

- Go to the **"Fulfillment Home"** page and click on **An eCommerce Rep** will respond to your request within 1 business day and help you connect your website to Pietra.
- Once connected, any orders that come through your Shopify store will automatically flow through to Pietra's fulfillment system, and our team will pick, pack and ship out your items for you. It's that easy!

If you don't have a Shopify website, don't worry! See below for instructions on how to submit offline orders to our system.

Creating Orders in Pietra

If your website is not a Shopify website, you can always submit a .csv file of your orders to Pietra by going to the **"Orders & Fulfillment"** page, and clicking **"Create An Order"** on the dashboard.

Create An Order

There are a few different types of orders that can be created on Pietra. Follow the below steps to create a new order:

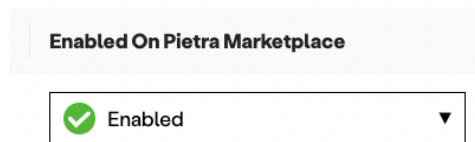
- Navigate to the **"Fulfillment Home"** page
- Click **"Create An Order."**
- Select the type of order you want to create:

- **Submit A Single Order** (e.g., any order created on an offline channel, gifting order, ordering product to your home, etc.).
- Note: if an order contains 20+ units, please use the **Submit A Wholesale Order** option instead **Import Bulk Orders** (e.g., .csv file from another website provider, or an in person event).
- **Submit A Wholesale Order** Enter the details for the order (SKUs + quantities) or upload the bulk orders .csv file.
- We'll receive the orders and ship them out to your customers.
- You'll find the orders in your order table, and you'll find the tracking details on all fulfilled orders.

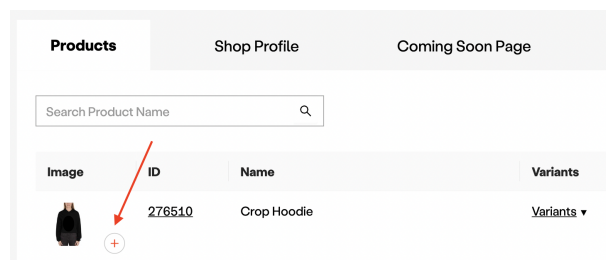
Selling on Pietra's Creator Marketplace

Pietra operates a special marketplace for independent brands looking to grow sales. You can list your products on the Creator Marketplace by setting up a Pietra Shop and enabling the items. After you do that, Pietra will find customers for you and pay you out when you make sales.

On the “eCommerce” page, click “**Manage Products & Shop**”. From here you'll see all the products you have available at Pietra and can easily enable the products you want to sell on the Creator Marketplace.

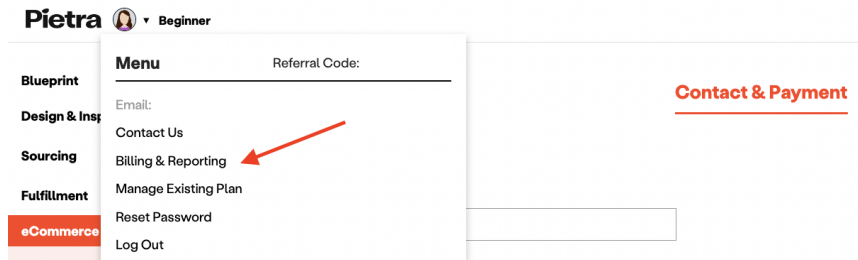


To modify the details of your product listings, click on the **+** sign next to each product. From here, you can update your product photos, descriptions, price points, and more!



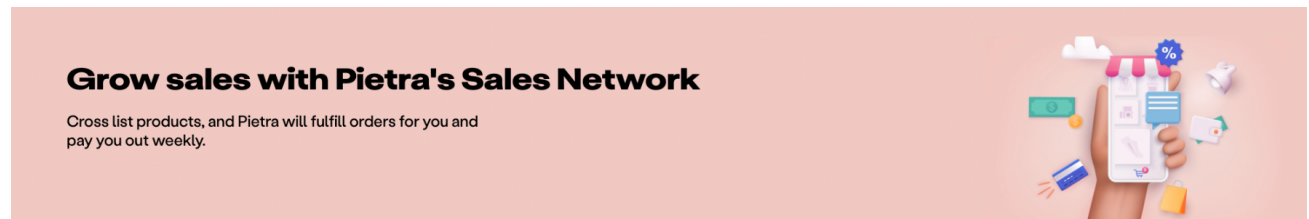
This shop is so easy to use and has a custom URL that some Brands will choose to use their Pietra Shop as their main sales channel. To ensure that you receive payments for your orders, please make sure that your contact info and banking info is up to date and saved in the. Pietra will pay you weekly for all sales and will deduct the fulfillment + sales fees associated with your orders. To ensure weekly payouts, please save your contact info and banking info within your

Pietra account by going to the “Billing & Reporting” page.







Accessing New Sales Channels

We understand selling on multiple sales channels is an important part of growing your business. Within the “**Sales Channel**” page of your Pietra account, you can view all the sales channels available to you and request to opt in at any time an eCommerce rep will receive your request, set up your products on the sales channel of your choice and reach out to you to confirm once your product(s) are successfully set up.



Sales Channels (View Rate Card)

	Pietra Marketplace Pietra will list your products on Pietra Marketplace and handle all returns, exchanges, and fulfillment. <small>Pietra Marketplace Rate: 5% + \$1</small>	Add
	Instagram Shopping Pietra will list your products on Instagram Shopping and handle all returns, exchanges, and fulfillment. <small>Instagram Shopping Rate: 5% + \$1</small>	Add
	Faire Pietra will list your products on Faire and handle all returns, exchanges, and fulfillment. <small>Faire Rate: 17% - 27%</small>	Add
	Etsy Pietra will list your products on Etsy and handle all returns, exchanges, and fulfillment. <small>Etsy Rate: 12%</small>	Add



Communication 101

Where do I go when I need help? Pietra has worked very hard to make the platform self-service. With that, we have a robust [FAQ](#) section that is consistently updated, educational materials (videos, training manuals, weekly webinars) that live within the Creator Hub, and email support.

For general inquiries and information: You can reach out to creators@pietrastudio.com. This email is managed by Pietra's customer care team, and you can expect to receive a response to all inquiries within 1 business day. Premium Plan subscribers will have access to a secondary email channel with a faster turnaround time.

For order issues and any requests related to order fulfillment: Within Pietra's Creator Hub, you will have access to a **"Warehouse Ticket"** tool next to the associated order number. This will allow you to submit a ticket directly to our logistics team, and you will be notified of a resolution via email within two business days. Premium Plan members will receive order issue resolutions within one business day. This includes a special shipment, a change to an order you've placed or a customer has placed, or order issues that need to be resolved.

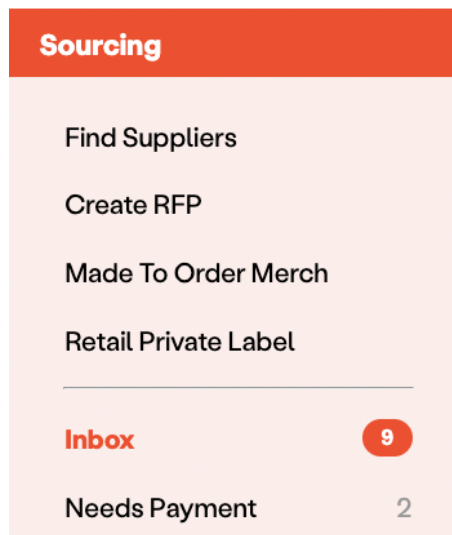
What happens if there is a problem with my customer's order? If your customer places an order from Pietra's Creator Marketplace, they can email Pietra customer support for any and all order issues. Pietra customer support will respond to all inquiries within one business day. For all orders placed on a third party sales channel, Brands will be responsible for their own customer support. All order issues can be submitted with the aforementioned "Warehouse Ticket" tool with a desired resolution. Pietra will alert you via email within two business days regarding a resolved warehouse ticket, for you to then notify your customer.

Does Pietra offer phone support? Phone support is currently reserved for Pietra Premium Plan members. Premium Plan members can schedule 1:1 calls with Pietra specialists from within the Creator Hub.

★ Premium Support

Talk to an Onboarding Specialist Access one-on-one training.	Book Call
Talk to a Sourcing Specialist Get help sourcing products + packaging.	Book Call
Talk to a Warehouse Specialist Get your needs immediately addressed.	Book Call
Talk to a E-commerce Specialist Use Pietra to grow your sales.	Book Call

How do I communicate with my packaging/product suppliers? All communication with suppliers is intended to take place from within “Inbox” option under the **Sourcing** tab in Pietra’s Creator Hub.



With this, Pietra can protect you should there be any issues or disputes with your sample and inventory orders. This is where any unread messages, open invoices, and orders in production will live. You will also notice that Pietra will inform you of the local time for your supplier, so that proper expectations can be set for response times.

