







DeliLabel™ Admin Dashboard Tutorial

1. Log into your DeliLabel™ admin account at marketsquaretech.app/login. If you have not yet created an account, visit DeliLabel.app/pricing and select a subscription. Follow the setup instructions to verify your email and connect your Square® account.
2. Select Store Management to configure the location information that will print on the larger labels. 3" x 2", 3" x 3" and 3" x 5" labels will print the store information listed here. If you have multiple locations, you will need to create a Store for each location. The website field can be used for a name or website. The address field normally will only include the city and state due to the space constraints on the labels.

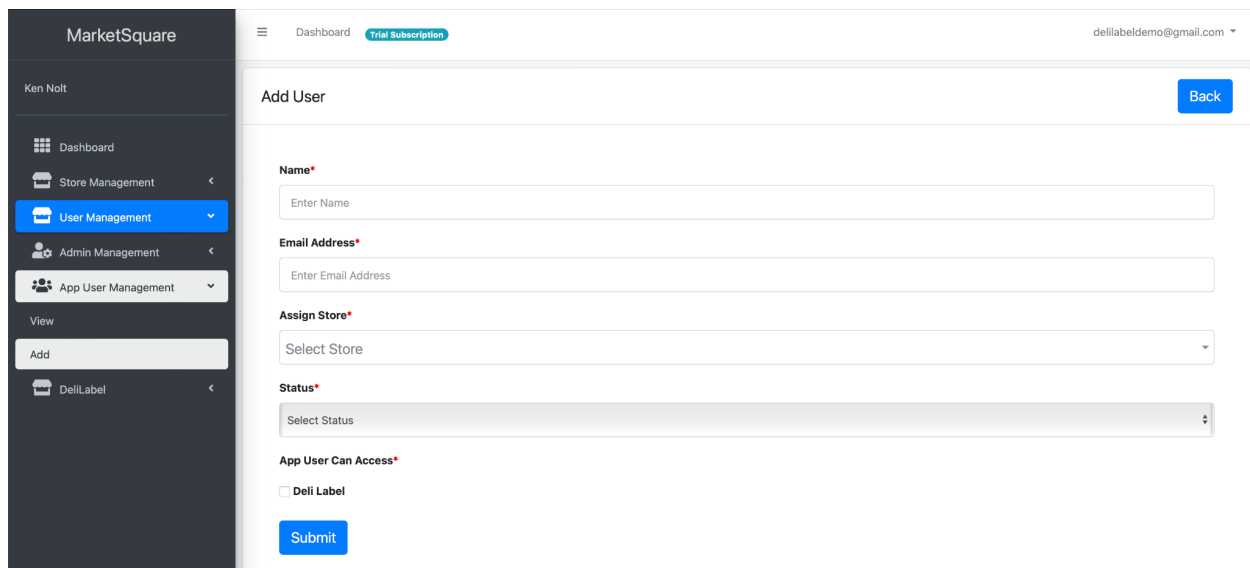
The screenshot shows the DeliLabel Admin Dashboard. The left sidebar is dark grey with the MarketSquare logo at the top. Below the logo, the user name 'Ken Nolt' is displayed. The sidebar contains a menu with 'Dashboard', 'Store Management' (highlighted in blue), 'View', 'Add', 'User Management', and 'DeliLabel'. The main content area is white and shows the 'Store List' table. At the top right of the main area, there is a 'Trial Subscription' badge and a user email 'delilabeldemo@gmail.com'. The 'Store List' table has a search bar and a table with columns: Business Name or Website, Location, Street Address, City, State, Zipcode, Phone, Status, Created At, Updated At, and Action. There are two rows of data in the table.

Business Name or Website	Location	Street Address	City	State	Zipcode	Phone	Status	Created At	Updated At	Action
DeliLabelApp.com	Deli Label Demo	5035 Bernville Road	Bernville	PA	19506	484-772-3121	Active	2022-Mar-03 10:03:34 am	2023-Feb-20 10:02:32 am	 
Second Location	Second Location	5035 Bernville Road	Bernville	PA	17042	1234567890	Active	2023-Feb-13 12:02:46 pm	2023-Feb-13 12:02:46 pm	 

3. Click on User Management. You will see drop down menus for Admin Management and App User Management appear. Admin users have login credentials for the admin portal you are currently using and App Users have login credentials for the DeliLabel™ app.

IMPORTANT: The account that you signed up for DeliLabel™ with is by default an Admin User, but is **not** an App User. In order to log into the DeliLabel™ app, you must create an App User. Select App User Management, then Add to do so. An App User must be assigned to a previously created Store. Since Stores are linked to your Square® Locations, an App User will only be able to access

Square® Items that are active in the Location they are associated with. New App Users will receive an email with their login credentials.



The screenshot shows the MarketSquare web application interface. On the left is a dark sidebar with the 'MarketSquare' logo and a navigation menu including 'Dashboard', 'Store Management', 'User Management' (highlighted), 'Admin Management', and 'App User Management'. Below the menu are 'View' options: 'Add' and 'DeliLabel'. The main content area is titled 'Add User' and contains a form with the following fields: 'Name*' (text input), 'Email Address*' (text input), 'Assign Store*' (dropdown menu), and 'Status*' (dropdown menu). Below these is a checkbox for 'App User Can Access*' with a sub-option 'Deli Label'. A blue 'Submit' button is at the bottom left, and a blue 'Back' button is at the top right. The top of the page shows 'Dashboard', a 'Trial Subscription' badge, and the email 'delilabeldemo@gmail.com'.

Adding an Admin User is very similar except that Admin Users are not restricted to a single store.

4. Select DeliLabel™, then Print Statements to view or add Print Statements. Print Statements are useful for information that is common across many items, such as allergens, cooking instructions, or safe handling instructions. A Print Statement can be added to any Item and will automatically be appended to the end of the Item ingredient list. If a Print Statement is changed or modified, it will be changed everywhere it is used.

MarketSquare

Ken Nolt

Dashboard Trial Subscription dellabeldemo@gmail.com

Print Statement List [Add Print Statement](#)

15 Search

Print Statement	Status	Created At	Updated At	Action
DeliLabelapp.com	Active	2022-Mar-03 13:03:47 pm	2022-Mar-03 13:03:47 pm	
Heat at 300 for 30 minutes. Allow 5 minutes to rest before serving.	Active	2022-Mar-15 13:03:41 pm	2022-Mar-15 13:03:48 pm	

5. Select Catalog Management, then View to see your Square® Items. You can search for an Item by Name or SKU. Select the Edit icon to edit an item. All Item information that is retrieved from Square® is not editable in DeliLabel™ and must be modified in Square®.

MarketSquare

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Catalog List

15 All Categories Search

Image	Name	Category	SKU	Sell By Days	Use By Days	Packed Date	Is Tare Weight Required?	Label Format	Statement	Updated At	Action
	Angel Food Cake	Baked Goods	Slice - DA4930A Whole - 23241	3		Coded	<input type="checkbox"/> Require user to enter container tare weight	CFTEST 3" x 2" Each		2023-Feb-17 12:02:10 pm	
	Apple Cider Donuts, Glazed	Baked Goods	Single - 3214 PK2 - 43218 PK4 - 103999	2	4	Coded	<input type="checkbox"/> Require user to enter container tare weight	1" x 1" Item		2023-Jan-10 08:01:24 am	
	Apple Cider Donuts, Sugar	Baked Goods	PK4 - 10400 Single - 32599 PK2 - 22664				<input type="checkbox"/> Require user to enter container tare weight			2023-Jan-10 08:01:23 am	

If you click the edit icon under the action column for an item, the Edit Item Catalog menu will appear. Information on each field is given below.

- a. Sell By Days: Enter the number of days for the shelf life that an Item has before it must be sold. The number entered is a count of the days between today's date and the sell by date. As an example, if it is February 20 and 2

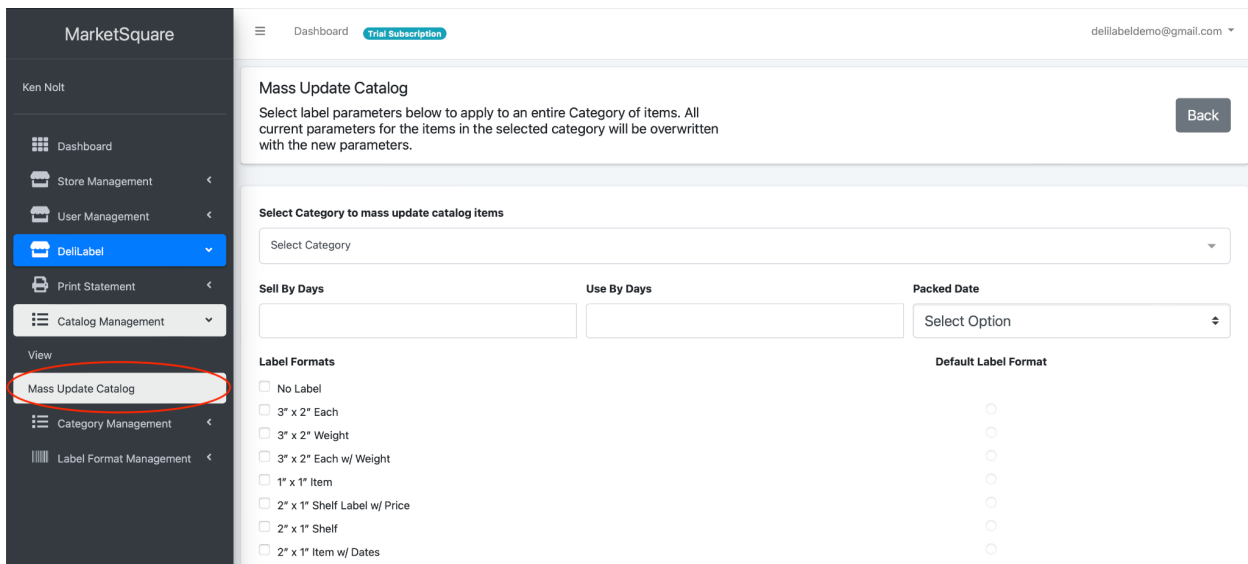
is entered, February 23 will be the date printed. Leave this field blank to not print a sell by date.

- b. Use By Days: Same as sell by, but will print in the Use By field.
- c. Packed Date: Select No, Standard or Coded.
 - i. No: no date will print
 - ii. Standard: a standard month/day/year date will print
 - iii. Coded: Month x 2/ Year x 2/ Day x 2. As an example, 03/10/21 will print as 064220. This coded date is useful for internal use and is not easy for customers to decipher.
- d. Show Custom Fields/Hide Custom Fields: These fields only apply to custom labels. If you have set up a custom label that accepts these fields, you can enter the text you want printed here. If you would like a custom label, visit our [label formats page](#) and scroll down to find the custom label request form.
- e. Select the checkboxes for the Label Formats that you want to be available in the Deli Label App for this item. An App User will only be able to choose from the Label Formats that are selected here. A Default Format must also be selected for the label that will print by default.
- f. Label Formats
 - i. Shelf Labels: Shelf labels with Item Name, SKU, Unit of Measure and optional price.
 - ii. Weight Labels: Item Name, Item Description (Ingredients, Print Statement), Dates, Unit of Measure, Quantity, Price, Price Embedded Barcode (EAN13 or UPC-A) and Store Information. Weight Labels are used for deli items and any items that are sold per lb. Square® will scan the Price Embedded Barcode and automatically add the proper item and weight to a sale. **Items with a Weight Label MUST have a 5 digit numerical SKU and must be set to Per Pound (not Per Item) in Square®. The Per Pound precision in Square® should be set to 2 decimal places.**
 - iii. Each Labels: Item Name, Item Description (Ingredients, Print Statement), Dates, Unit of Measure, Quantity, Price, CODE39 Barcode and Store Information. Each Labels are used for items that

are sold Per Item and need to have additional information listed on them. The Quantity on an Each Label is always one.

- iv. Item Labels: CODE39 Barcode, Unit of Measure and Price. Use this label for items that only need a barcode and price.
 - v. Item Label w/dates: Name, CODE39 Barcode, Unit of Measure, Dates and Price. The label is helpful for small items that need dates but additional information.
 - vi. Name Label: Will print the Item Name on a 1.5" x .75" oval label. The label can be used to mark the flavor or type of an item.
 - vii. Any custom labels you have ordered through DeliLabel™ will appear at the bottom of the list.
- g. Print Statement: Choose any preconfigured Print Statement that you would like to print.
- h. Tare Weight Required: Check this box if the Item is normally in a container and the user needs to tare the container weight. When this box is checked, the App user will be required to enter a Tare Weight before a label can be printed (only applicable for Weight Labels).

The Mass Update Catalog option can be used to quickly apply the same settings to every item in a particular category.



6. Select Category Management to choose which categories you want visible in the app.
7. Select Label Format Management to disable or enable the label formats that you will be using. If a Label Format is Disabled, it will not be available to assign to an Item.

This completes the setup of the Admin Dashboard. If this is your initial setup, you will next connect a printer. You can find instructions for doing so on our support page.

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