



How to use chameleon –
the personalised printing service

www.vet-booster.co.uk



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Logging in

Please enter here your Username and Password. You'll need it every time you log onto the **chameleon** website.

Small animal or equine? Small animal and equine practices have access to different materials, and this is handled automatically when you log in. Mixed practices who require both sets of materials will be given two usernames and passwords, one to access each area.

Please keep your password secure.

If you have any problems with the **chameleon** service, please call Customer Support on 01908 685 685.

Logging on to the **chameleon** service constitutes your acceptance of the terms and conditions detailed at the back of this guide.

Small Animal Vet login

User name

Password

Equine Vet login

User name

Password

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GETTING STARTED

Introduction

chameleon, the digital printing service from Intervet/Schering-Plough, lets you *personalise* your client communications - to dramatically improve their effectiveness.

Now you can create booster reminder cards and other professionally-printed materials that incorporate your own text, your own logo, and your own photographs - or choose from a range of high quality images supplied by us.

If you wish, you can even personalise each item with your client's name - or that of their animal - and have them sent either to you, or - by paying online for the postage costs - direct to your client's home.

Available 24 hours a day to all qualifying practices, **chameleon** is fast, secure, and all managed by you - online.

This booklet shows you how.

Before you start

A System requirements

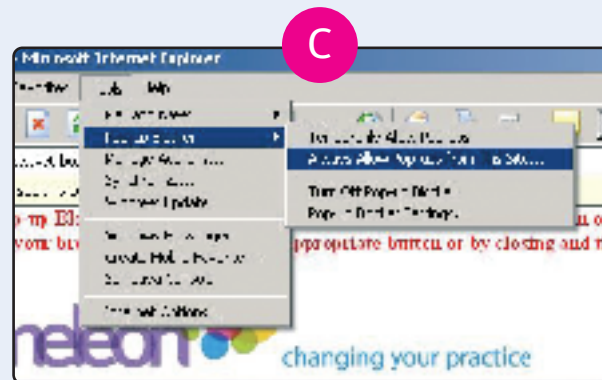
To use **chameleon** efficiently, we highly recommend that your computer has a **broadband** connection to the internet, and that you use Microsoft Internet Explorer 6.0 or above as your browser.

B Adobe® Acrobat® Reader

You need Acrobat Reader 7 or above to view on-screen previews of your items, before they're printed. If you don't have this free software loaded, visit www.adobe.co.uk and click on the "Get Acrobat Reader" link.

C Set your browser to allow 'pop-ups'

For PC users, check that your browser isn't preventing the display of 'pop-up' windows by turning off pop-up blocker. **chameleon** uses pop-ups to show previews of items you want to print. Always allow pop-ups on the **chameleon** site.



Logging in

You create and manage all of your chameleon jobs online, using the internet.

To log on to the site and begin:

- 1 Type www.vet-booster.co.uk into your browser's address bar.
- 2 Enter your username and password where shown.
- 3 Click the **Login** button to proceed.
- 4 The following screen will appear.

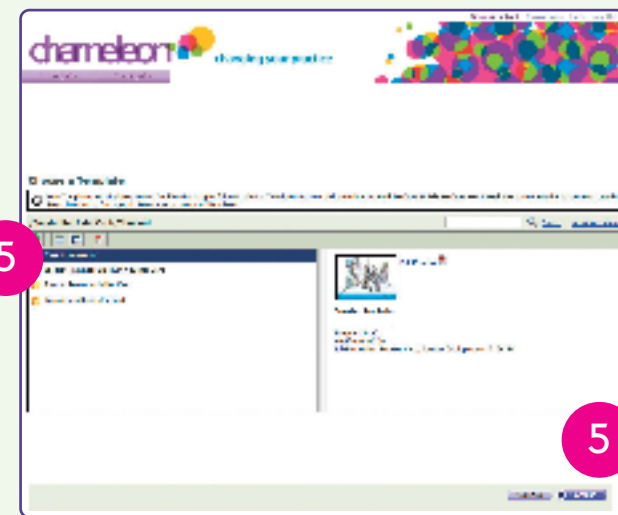
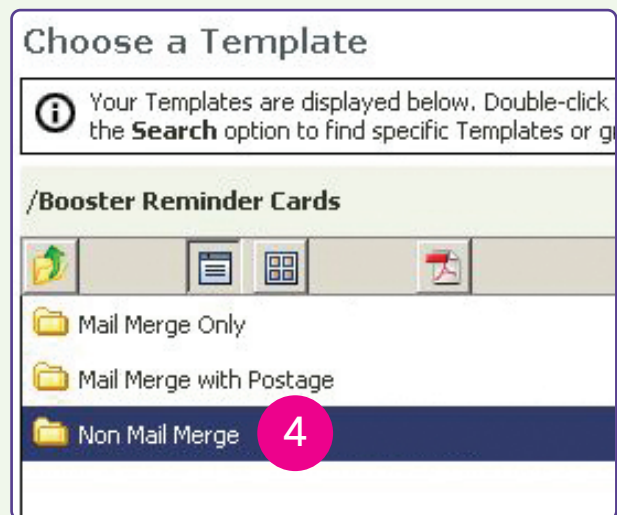
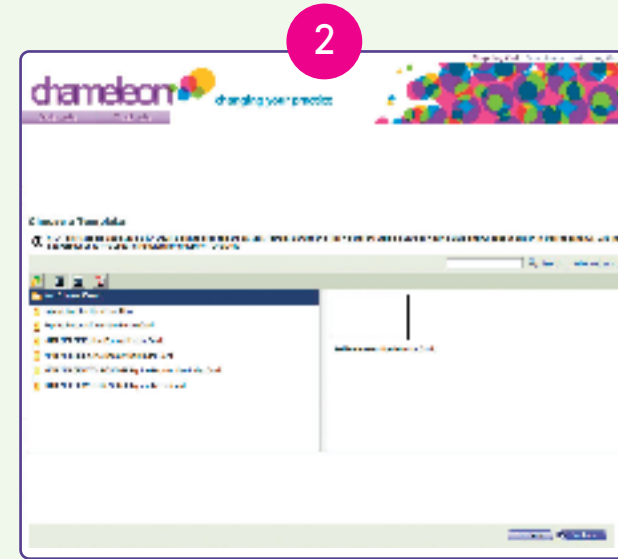
The screenshot shows the chameleon website interface. At the top left is the logo 'chameleon changing your practice' with a red circle containing the number '1' next to it. Below the logo is a navigation bar with 'a browser' and 'square browser'. The main content area features a 'Welcome' section with two input fields for 'Username' and 'Password', and a purple 'Login' button. A red circle with the number '2' is positioned to the left of the input fields. Below the login fields is a small text block with a red circle containing the number '3' next to it. On the right side of the page is a large graphic of colorful dots. At the bottom of the page, there is a smaller inset window showing a product page with a red circle containing the number '4' next to it.

CREATING A CARD

Creating a postcard

1. Once you've logged in, click on **Start Ordering**.
2. Depending on whether you're in the small animal or equine section, one of the following screens will appear. Both screens show a list of the print items that are available for you to use. For the purposes of this example, we'll use the Small Animal Booster Reminder Card. Creating an Equine Booster Postcard works in exactly the same way.
3. There are a number of postcard options available to choose from. For the purposes of this example, we'll choose the 'Booster Reminder Cards'. **Double click** to continue.
4. There are then a further three options to choose from. For the purposes of this example, we'll choose a 'Non Mail Merge' postcard. **Double-click** to proceed. If you want to create a 'Mail Merge Only' postcard, go to page 10 of this handbook.
5. Finally, we then have a further four options. For the purposes of this example, we'll choose 'Booster Reminder'. Select and click **Continue**. A new screen will appear which allows you to personalise your booster reminder card.

6

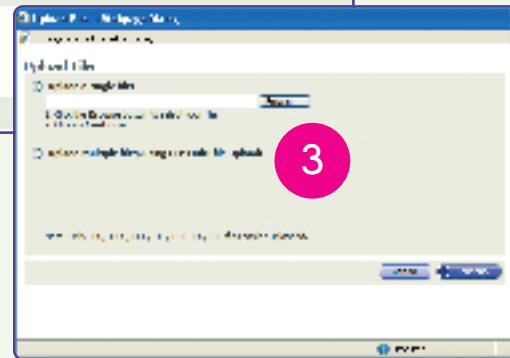
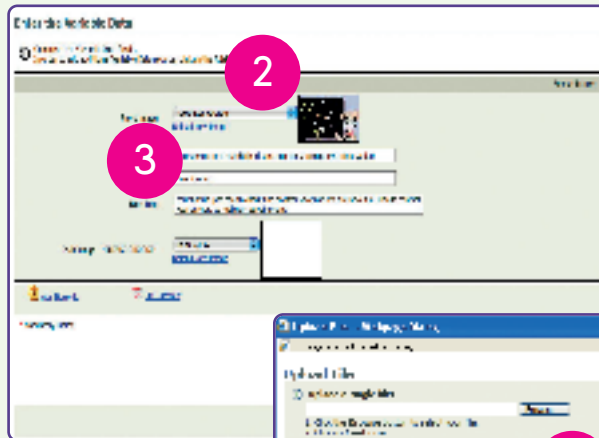
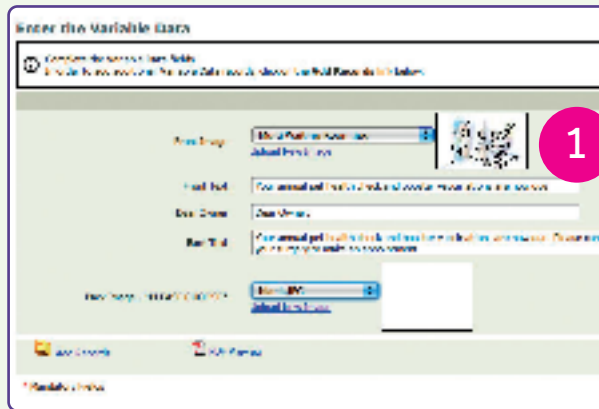


CREATING A CARD

Changing images and text

- 1 Initially your card has an image on the front and a number of text fields that contain typical booster reminder messages. You can see this image shown in the small thumbnail, and the messages are shown in the text fields.
- 2 To change this front image to another standard one from the image library, click on the down arrow and choose from the pictures available. The new image will appear in the thumbnail.
- 3 You can also use one of your own images*. To do this, click on **Upload New Image**, and then 'browse' on your own computer to select a suitable picture. When you've selected a suitable image, click on **Choose File** and then **Continue**. Your picture will now be uploaded to the **chameleon** website.

*On the Small Animal Vet login only those practices which use both Intervet/Schering-Plough's dog *and* cat vaccines have access to this additional functionality.



Hint 1: Image quality

If you upload your own file, **chameleon** asks you to crop the image if necessary. Please note that the more you crop an image - the lower the quality.

Hint 2: Check the image quality

After cropping an image, the quality will be shown as high, medium or low.

Only 'high quality' images will be good enough for printing.

CREATING A CARD

Changing images and text

- 4 Dependent on which template you have chosen, you can also choose an image for the reverse of your card. Either choose from the drop-down list or using the **Upload New Image** further down the screen. If we've produced printed materials for you in the past, and therefore have your practice logo on file, we will already have uploaded this logo to the site. Click on the down arrow to check.

Some practices also use this space on the back of the card for small advertising messages about other services.

- 5 To change any of the text, on either the front or the reverse of the card, simply type over the standard messages that we've already put there.
- 6 Once you are happy with images and the copy, click **Continue**. A preview of the finished item is automatically generated allowing you to check your postcard.
- 7 To see a higher quality proof, click **PDF Preview** at any time. This will open a PDF in a new window for your approval. Click, **Close** when finished.

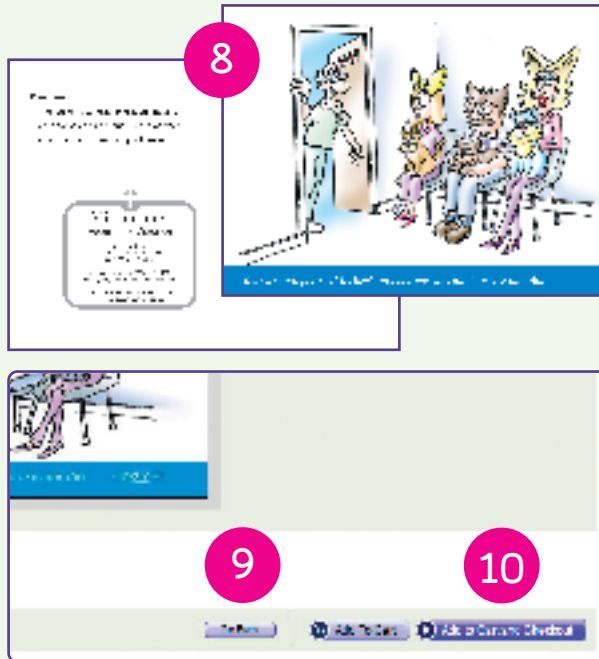
The screenshot displays the 'Changing Card' interface on the Chameleon website. At the top, the Chameleon logo and tagline 'changing your practice' are visible. Below the logo, there are tabs for 'Order Jobs' and 'Track Jobs'. The main heading is 'Enter the Variable Data'. A sub-heading reads 'Click on the down arrow to check.' Below this, there are several input fields: 'Front Image' (with a dropdown menu and an 'Upload New Image' button), 'Front Text' (with a text area), 'Back Image' (with a dropdown menu and an 'Upload New Image' button), and 'Back Text' (with a text area). A 'Continue' button is located at the bottom right. A preview of the finished card is shown at the bottom, featuring the 'Midsummer Veterinary Practice' logo and contact information. The interface is annotated with numbered callouts (4, 5, 6, 7) corresponding to the instructions.

CREATING A CARD

Changing images and text

- 8 Please ensure both pages of the PDF are checked.
- 9 If further amendments to either the images or text are required, click on **Go Back** where you can then make any changes. This will take you back to stage 7.
- 10 Once you are totally satisfied with the postcard, click on **Add to Cart and Checkout**. Alternatively if more print items are to be ordered, click **Add to Cart** to hold the order before going to checkout. This will take you back to 'Choose a Template'.

Your order is now ready for print. To proceed, go to page 16.



Hint 3: File types?

chameleon accepts images and photographs in the following standard computer formats: JPG, JPEG, PDF, TIF, TIFF, PS, EPS. Images should be around 2Mb in size. The final image will be in a landscape format, suitable for the image area on the front of the card.

Hint 4: Check once, check twice!

Always preview the front and the back of the card before sending an order to print. Get other people to proof-read the text.

MAIL MERGE

Mail merge – what is it?

Mail merge is a technique that allows you to personalise every single postcard that you print, with the name of each client, the name of their animal (if required), and their mailing address.

You now have the choice to either have the cards sent back to you (**Mail merged postcard**) or mailed directly to your clients (**Mail merged postcard - postage paid**). If you want them mailed directly we mail the printed cards out on your behalf - you simply pay for the postage online (see page 16).

The data file

To use the mail merge facility in **chameleon**, you need to create a data file that contains all the names and address details of the clients you wish to mail. This can usually be created automatically from your Practice computer system. If you're not sure how, ask your system supplier.

The data file needs to contain a record for each client to whom you're sending a reminder card. Each record must contain the following fields:

- Pet name
- Owner name
- Address fields 1 to 5 (some may be blank)
- Postcode

The data file needs to be in one of the following formats:-

File type	File suffix
Comma-delimited	.csv
Tab-delimited	.txt
Semicolon-delimited	.txt

'Delimited' simply refers to the character that separates the fields in each record. Each record is separated by a 'carriage return'. Every record must have the same type of information in the same fields.

Below is an example of how the information in a small, comma-delimited (CSV) data file might look. It contains the records for five pets and their owners; the first line is what is known as a 'header row'.

Pet Name	Owner Name	Address 1	Address 2	Address 3	Address 4	Address 5	Post Code
Wagley	Mr J White	100 Broomfield Road	Broomer	Aberdeenshire			AB11 1HM
Max	Mr P Nelson	Flat 7	The Gallops	Glasgow	Glywood		G5 0 1BT
Patricia	Dr P Moore	The Surgery	The High Road	Loch Lomond			FK1 2JF
Sam	Mr J Nott	Hambley Road	High Road Road	Edinburgh	Leith Road		EH1 1AT
Quincy	Mr P Scott	14 Woodhouse	The Royal Mile	Edinburgh	Lothian		EH1 1JH

Hint 5: Clean the data

Remove any unnecessary columns from the .csv file (e.g. Pet's weight). This will help **chameleon** run more smoothly.

Small Animal Vets should assemble data files with the following header row:

**PetName,OwnerName,address1,address2,
address3,address4,address5,postcode**

Equine Vets need the following header row:

**HorseorYardName,OwnerorYardName,address1,
address2,address3,address4,address5,postcode**

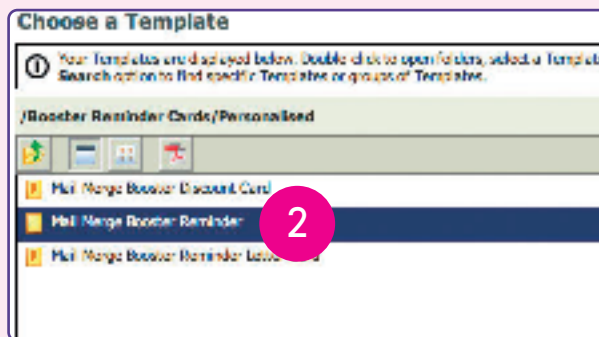
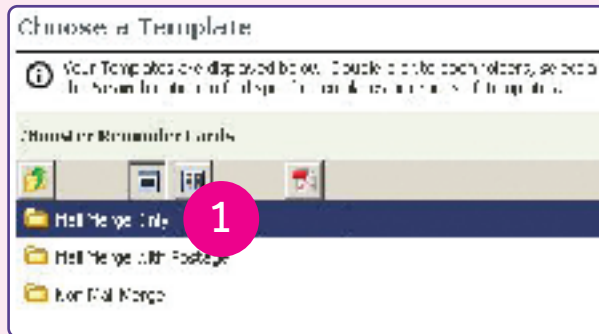
MAIL MERGE

Creating a mail merged postcard

In this example, we'll use the Small Animal Vaccine Postcard. The completed mail merged postcard will be sent to the practice before posting.

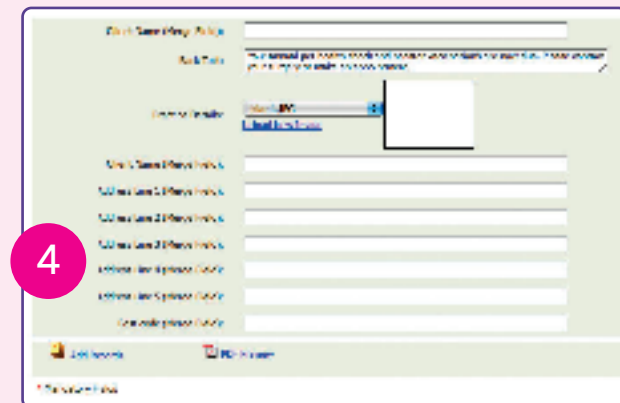
- 1 Log in as normal and click on **start ordering**, as before. But this time, in the list of three available postcards, select 'Mail Merge Only' postcard (or its equivalent in the Equine site). **Double-click** to continue.
- 2 You now have three options. For the purposes of this example, we'll use the 'Mail Merge Booster Reminder'. **Double-click** to continue.
- 3 The screen that appears is similar to those you've seen before, but now includes some additional text fields. Each of these new fields has **(merge field)** in the heading.
- 4 There are more merge fields lower down in the document. Use the scroll bar to take a look at them all.

These Merge Fields are where the information from your data file will be inserted into the mail merged printed items - individual address lines and postcode, for example.



Hint 6:
Edit the data

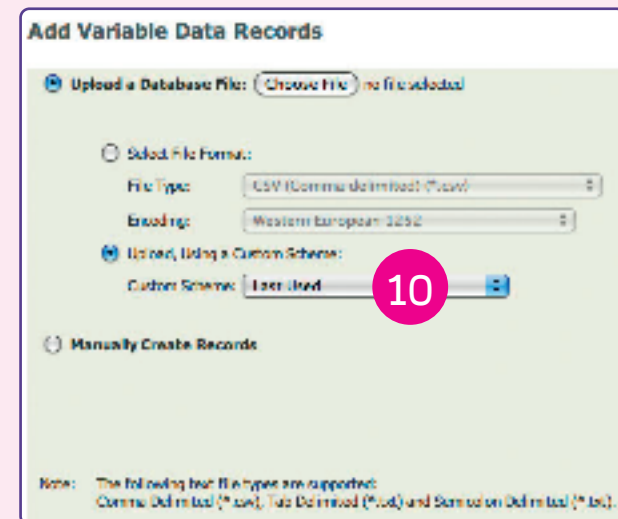
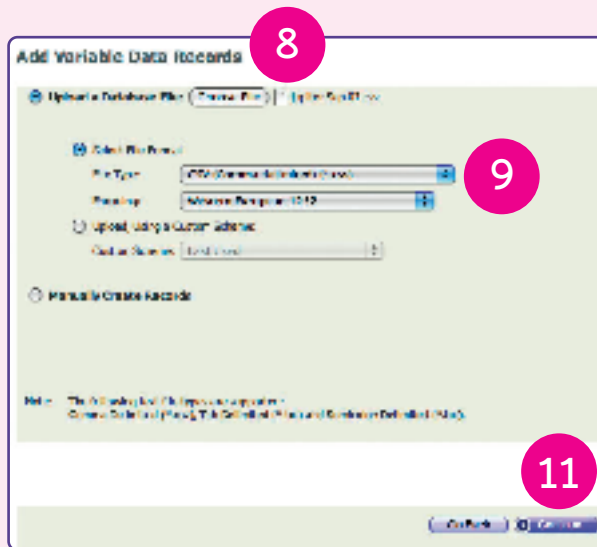
Remove all characters/symbols from the .csv file (e.g. ?, +, -, * or #). These prevents **chameleon** from printing properly.



MAIL MERGE

Creating a mail merged postcard

- 6 First choose the images and text you want to appear on ALL of the cards, on both front and back, as previously described on pages 7, 8 and 9.
- 7 Then scroll to the bottom, and click on **Add Records**.
- 8 A screen appears, asking you to 'Add Variable Data Records'. This is where you upload your data file, containing the names and addresses of your clients and their animals. On a PC, click on **Browse** to select your data file. On a Mac, click on **Choose File** to select your data file.
- 9 The first time you do this, select the file type of your data file (.csv or .txt).
- 10 On future occasions, you can simply select **Last Used Custom Scheme**, if you are using the same spreadsheet.
- 11 Once your data file has been selected, click on **Continue**.



Hint 7: Include the practice

When building your data file, prior to uploading it to **chameleon**, include the practice in the list of names and addresses.

This will ensure you receive a copy of the finished item and will give you an indication of when the mailing is received by your clients.

Creating a mail merged postcard

- 12** The next screen is where you assign fields in your data file to the fields in the mail merge print item. If you have a header row, as recommended, tick the box **First Row Contains Field Names**. This means the first row of your data file won't be used to create a card of its own.
- 13** Now go down the list of fields. For each heading that includes the text (**merge field**), map the appropriate header name to the information in the drop down box. Repeat this process for each merge field, remembering to scroll right to the bottom.
- All the other (non-merge) fields should be left as "Do not import from database".
- 14** Now all your data has been selected, click on **Continue**.

Upload Variable Data Database

First Row Contains Field Names

1. First Name	Do not import from database
2. Last Name (Merge Field)	Do not import from database
3. Home Message	Do not import from database
4. Date	Do not import from database
5. Client Name (Merge Field)	Do not import from database
6. Back Title	Do not import from database
7. Practice Title	Do not import from database
8. Client Name (Merge Field)	Do not import from database
9. Address Line 1 (Merge Field)	Do not import from database
10. Address Line 2 (Merge Field)	Do not import from database
11. Address Line 3 (Merge Field)	Do not import from database
12. Address Line 4 (Merge Field)	Do not import from database

Schema:

Upload Variable Data Database

First Row Contains Field Names

1. Date	Do not import from database
2. Client Name (Merge Field)	Do not import from database
3. Back Title	Do not import from database
4. Practice Title	Do not import from database
5. Client Name (Merge Field)	Do not import from database
6. Address Line 1 (Merge Field)	Do not import from database
7. Address Line 2 (Merge Field)	Do not import from database
8. Address Line 3 (Merge Field)	Do not import from database
9. Address Line 4 (Merge Field)	Do not import from database
10. Address Line 5 (Merge Field)	Do not import from database
11. Post Code (Merge Field)	Do not import from database

Schema:

Hint 8: Minimum orders

Please remember that the minimum quantity of 30 names and addresses is required for each Mail merge card order.

If necessary, this quantity can be achieved by adding two or more mailing lists together.

MAIL MERGE

Creating a mail merged postcard

- 15 You will now be offered a preview of your mail merged postcards. Select one of the cards listed on the right hand side and check that all the merge fields have been filled correctly.
- 16 Use the scroll bar to check ALL the fields. Try a number of cards to ensure that all the data has been merged successfully.
- 17 When you're happy with the way all your data has merged, click **Continue**.
- 18 You will now be shown a PDF of the entire print job as single pages. This is exactly how it will look when printed.
PLEASE CHECK VERY CAREFULLY.
- 19 Once you are totally satisfied with the postcard, click on **Add to Cart and Checkout**.
Alternatively if more print items are to be ordered, click **Add to Cart** to hold the order before going to checkout. This will take you back to 'Choose a Template'.

Your order is now ready for print. To proceed, go to page 16.



Hint 9:
Check the quantity

'Mail merge' jobs should ALWAYS show 1. 'Standard' postcards have a minimum order of 200.

When sending the job to print (see page 16), the quantity shown refers to the entire job rather than the number of cards you've decided to print.



Hint 10:
Tracking your orders

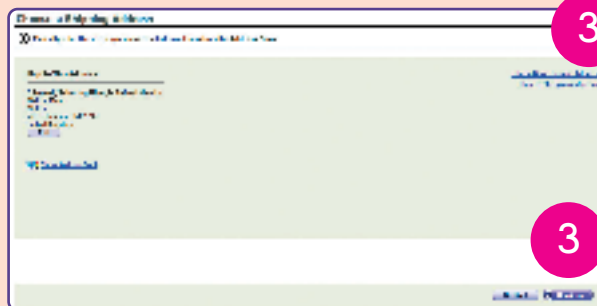
If you want to monitor the progress of a job at any time, log in and click on the **Track Jobs** button at the top of each screen.

Now click on any of the tracking buttons on the left hand side of the screen. These will show you the jobs that are going through the system at that particular moment.

SENDING TO PRINT

Printing your postcard

- 1 You are now in the 'Shopping Cart' section of **chameleon**. Notice that the jobs we have created have now appeared as an order. Set the quantity you wish to order using the drop down menu. For mail merge orders this should always show a quantity of 1.
- 2 To continue to order the printed items, click on **Get Quote**. This shows the cost of the whole order. Only jobs using Direct Despatch (see page 16) will have a cost, otherwise '**Subtotal £0.00**' will be displayed. To proceed to order the printed item, click on **Proceed to Checkout**.
- 3 Click **Continue** to confirm your current shipping address or click on **Enter a New Shipping Address** to enter an alternative. All addresses that you enter are stored in an online address book. Note that you can split orders and despatch them to multiple addresses. Click **Continue** again to proceed to 'Place the Order'.
- 4 Check and confirm all the details of your order (a reference number can be added if required), then click on **Place Your Order**. The job will now be passed for processing, printing and despatch (maximum of 9 working days).



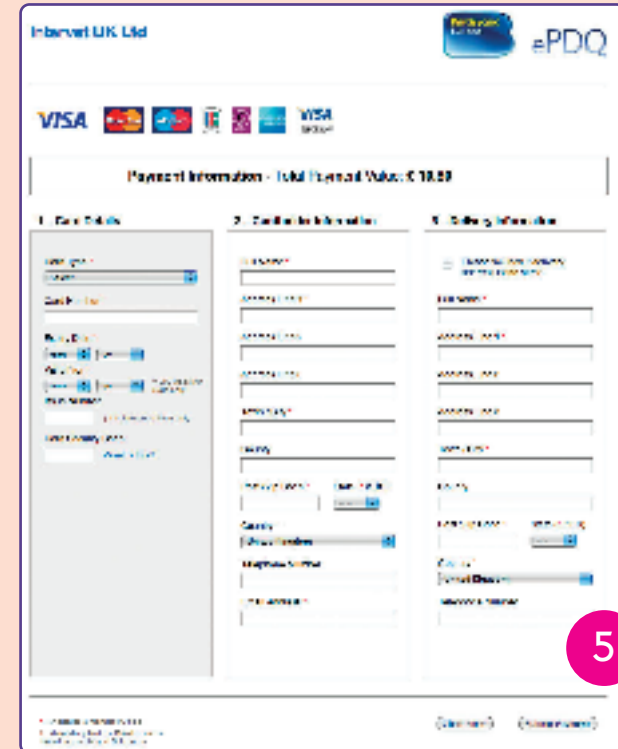
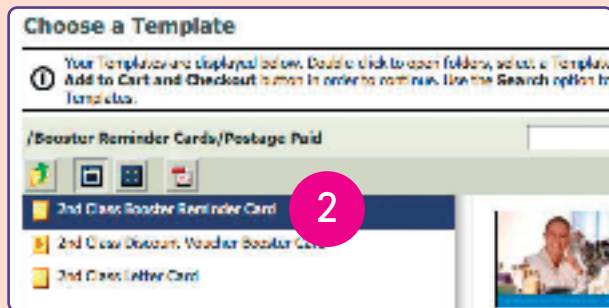
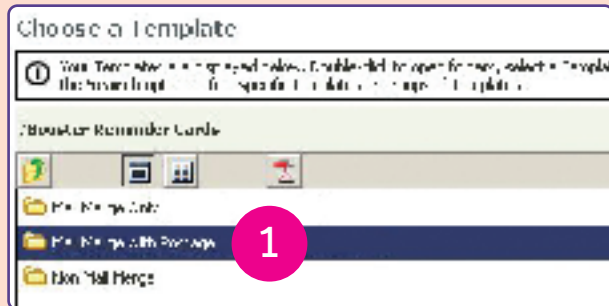
- 5 Finally, you will now receive an Order Confirmation. If you need to order further items, click **Continue Shopping**.

SENDING TO PRINT

Direct despatch of mail merged orders with postage payment

Mail merged postcards and letter cards can be despatched directly to your clients from the printers - in other words, the cards need never enter your practice. You simply pay for the postage online, using a credit or debit card.

- 1 Log in as normal and click on **start ordering**, as before. But this time, in the list of three available postcards, select 'Mail Merge with Postage' (or its equivalent in the Equine site). **Double-click** to continue.
- 2 Now select one of three options, depending on whether you want to create a standard postcard, a voucher postcard or a letter card. For the purposes of this example, we'll use the '2nd Class Booster Reminder Card'. **Double-click** to continue.
3. Add your data files and create your card as normal. See pages 11-14 for details. When you're finished, click on **Add to Cart and Checkout**.
- 4 Now click **Get Quote**. This gives you the cost of the completed job.* If you're satisfied with the price, click on **Proceed to Checkout**.



- 5 Continue through the windows which follow to confirm the order (see page 16) until a secure transaction page appears (managed by Barclays Bank). Enter your credit or debit card details and click **Submit Payment**.
6. After your transaction is complete you will be taken back to **chameleon** to continue shopping.

SENDING TO PRINT

Repeat orders

If you have previously ordered materials online, the details of each order will be stored in 'Received' section of **chameleon**. Repeat orders will be printed exactly as the original order.

- 1 Click on **Track Jobs**.
- 2 Now click on 'Received' from the list of options on the left of the screen. You will then be shown a list of previous orders.
- 3 To select which previous job you would like to re-order, click on the job to highlight it (it should turn blue) then click on **Re-order Job**.
A pop-up screen will appear to confirm your order, click **Yes** to proceed.
- 4 You are now taken back to the 'Shopping Cart' section of **chameleon** (see page 16). To proceed with the order, follow all steps as previously.
N.B. The quantity of the order can be changed at this stage if required.



Troubleshooting

Q. Why can't I log in?

- a. Are you sure you've registered to use **chameleon** with Intervet/Schering-Plough? If not, telephone Customer Support on 01908 685685.

To access the equine site, you need a different password from that used by any small animal vets in your practice.

You may also have pop-ups turned off. On a PC, go to **Tools > Pop-up blocker > Always allow pop-ups from this site**. On a Mac, go to **Safari > Block Pop-Up Windows >** making sure this isn't ticked.

Q. Why does my uploaded image appear fuzzy when I do a 'PDF preview'?

- a. Either you've uploaded an image that isn't a high enough resolution or the original image maybe out of focus. Please upload a new image - what you see is what will be printed.

Q. Why don't my practice details appear when I'm designing a card?

- a. If your image is already loaded into the system, click on the drop down arrow in the 'Back image' field. Your practice logo may not be in a filename that is easily recognisable. Check by using PDF preview.

If your image is not loaded, click on 'Upload new image' and import your practice logo from your own files.

Q. Why can't I open the PDF preview?

- a. To use PDF preview, you must have Adobe Acrobat Reader version 7.0 or above. It's free to download - simply visit www.adobe.com.

You may also have pop-ups turned off. On a PC, go to **Tools > Pop-up blocker > Always allow pop-ups from this site**. On a Mac, go to **Safari > Block Pop-Up Windows >** making sure this isn't ticked.

Q. I created a job the other day. Where is it?

- a. You can monitor the progress of your jobs by clicking on the 'Track jobs' tab at the top of the screen. This will tell you the progress of jobs currently at print, as well as those that have been shipped or already received and signed for by your practice.

Q. When I Login, a message pops up that says 'check your information'. What does it mean?

- a. This means that you need to clear your internet cache. On a PC, go to **Tools > Internet options > Clear history**. On a Mac, go to **History > Clear history**.

Q. My reminder cards don't go through our practice printer, because its too shiny. How can I fix this?

- a. Use the mail merge function for your next job - then you won't have to print any addresses at all.

Q. When I upload my .csv file into chameleon all the data appears on 1 line?

- a. The file uploaded is probably not a .csv file. Go back into Excel and make sure it is saved as a .csv file

If you have any further queries, please don't hesitate to call your Intervet/Schering-Plough Account Manager or our Customer Support on 01908 685685.

Terms and conditions

1 Web Site Terms of Use

The website at www.vet-booster.co.uk (the 'Website') is owned and operated by Intervet UK Limited (company number 946942 with registered office at Walton Manor, Walton, Milton Keynes, MK7 7AJ), acting on its own behalf and on the behalf of Schering-Plough Limited (company number 20626 with registered office at Schering-Plough House, Shire Park, Welwyn Garden City, Hertfordshire, AL7 1TW), together trading as Intervet/Schering-Plough Animal Health ('I/SPAH').

I/SPAH is referred to in these terms and conditions as "we" "us" or "our". Our details are as follows:

Registered office: Walton Manor, Walton, Milton Keynes, MK7 7AJ
 Email address: support.uk@intervet.com
 Phone: 01908 685685
 Fax: 01908 685555
 VAT registration number 763890981

You may not access this Web Site or use the services on this Web Site without prior acceptance of these terms and conditions. Access to this Web Site or use of the services on this Web Site constitutes your acceptance of these terms and conditions and your waiver of any and all claims against I/SPAH, its subsidiaries, affiliates or employees arising out of your use of this Web Site or any materials or information contained therein.

2 Product Specifications

We endeavour to display and describe as accurately as possible the printed colours of our products that appear on the Web Site. However we cannot guarantee that your monitor's display of any colour will accurately reflect the colour of the product delivered.

3 Use of chameleon

3.1 You may only use the chameleon system (which includes the Web Site, associated software, printing and delivery of printed materials) for the production and delivery of support materials for I/SPAH's products for use in your practice. Your usage of the chameleon system must be at a reasonable level commensurate with the size of your practice and we reserve the right at our absolute discretion to control your usage of the chameleon system if abuse is made of the system. I/SPAH also reserves the right to introduce a fee on 30 days notice for use of the service if appropriate.

3.2 You agree that you will only upload images where you have the permission of the copyright owner and where the uploading of the images is not otherwise in breach of applicable laws and regulations. To be able to administer the chameleon system appropriately, we need to be able to copy and reproduce any image uploaded by you within our

internal systems. You agree that in uploading an image, you give permission for us to use the image internally for this purpose. However, we do not gain any rights to the image, or to its use outside I/SPAH.

4 Intervet/Schering-Plough images

The images provided by us are provided for use only with the chameleon system. I/SPAH retains copyright for all images provided within the chameleon system or separately from our staff and you do not gain any rights to use the images other than with the chameleon system.

5 Responsibility

You agree that you retain all responsibility for the use of the chameleon system, including the accuracy and appropriateness of all material you enter into it.

6 Service level and disclaimer

We will endeavour to have the chameleon Web Site available from 4am to midnight every day (with the exception of any pre-announced shut-downs for maintenance purposes) and for printed materials to be despatched from the printer within 9 working days of a valid order being placed. However, the Web Site is provided on an "as is" and "as available" basis without any representation or warranty of any kind, whether expressed or implied, including, but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non infringement. I/SPAH, its parents, subsidiaries, affiliates or employees shall in no event be liable for any damages of any kind or nature whatsoever, including, without limitation, direct, indirect, special, consequential or incidental damages resulting from or in connection with your inability to use the chameleon service or resulting from or in connection with any materials or information on this Web Site.

7 Intellectual Property Rights

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or trademark or other intellectual property right of I/SPAH or any third party.

Except as expressly provided above nothing contained herein shall be construed as conferring any license or right to any copyright or other intellectual property rights in relation to any such information, data, products or services.

8 Privacy and Data Protection

8.1 In connection with your use of this Web Site, we will observe our Privacy Policy which can be accessed on our public web site: www.intervet.co.uk.

8.2 We will process the personal data that you upload to the Web Site (the 'Personal Data') in accordance with the Data Protection Act 1998. We will not disclose to third parties any Personal Data without your consent except where it is necessary for the performance of our services. Such Personal Data shall remain owned by you and we shall not acquire any rights in relation to such data. You, as the data controller of all Personal Data submitted to I/SPAH, shall comply with the Data Protection Act 1998 and any applicable laws in relation to direct marketing. You shall indemnify us for all costs and losses that we incur as a direct or indirect consequence of your breach of any applicable data protection, direct marketing or other legislation in connection with your use of the chameleon system.

9 Amendment

We may at any time make modifications, improvements and/or changes to these terms and conditions, the information, names, images, pictures, logos and icons displayed on this Web Site or the products and services referred to in this Web Site without notice.

10 General

10.1 These terms and conditions constitute the entire agreement in respect of the use of the Web Site and the items and services offered via the Web Site.

10.2 If any of these terms and conditions is found to be invalid this shall not affect the validity of the remaining provisions which shall remain fully enforceable. No waiver by us of any term shall be deemed to be continuing or shall be deemed to be a waiver of any other term.

11 Applicable law and jurisdiction

These terms and conditions shall be governed by, construed and enforced in accordance with the laws of England and Wales and will be subject to the non-exclusive jurisdiction of the English Courts.

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