



*Digital Decorative Surface Guide*

**Product Matching Tool - Playbook**

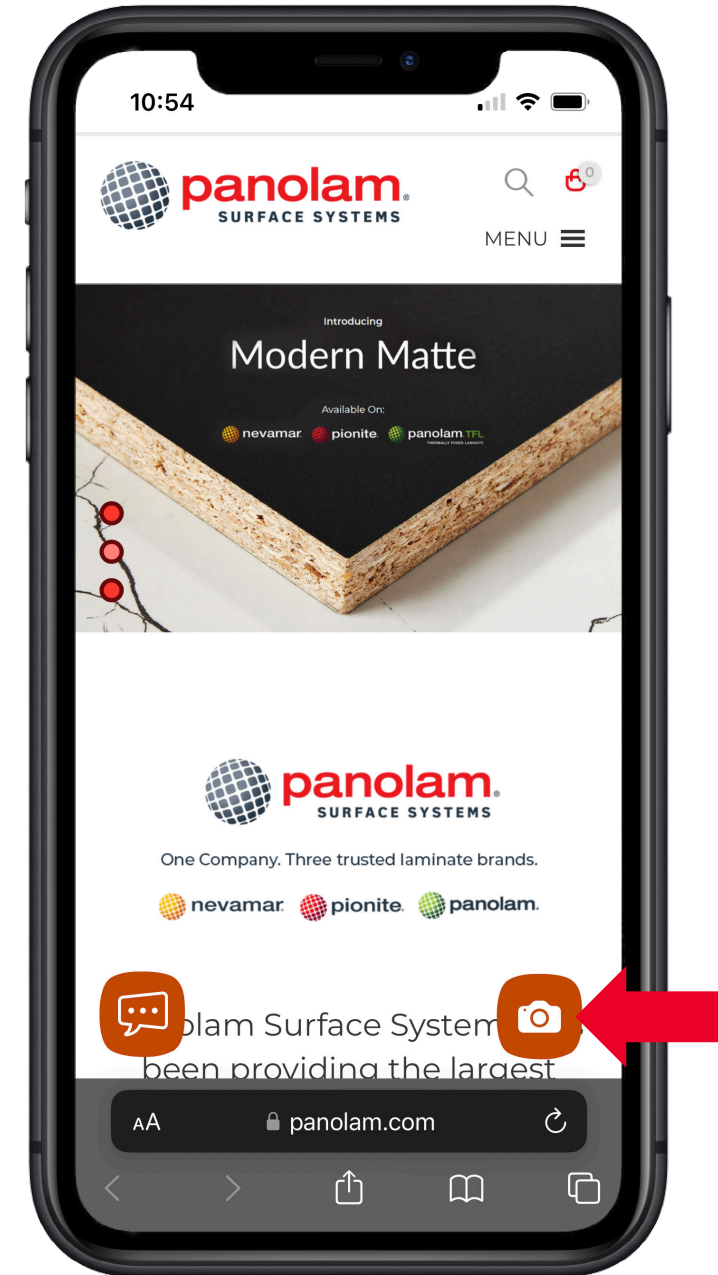
# Accessing The Product Matching Tool

Two ways to access Panolam's Decorative Surfaces Guide Product Matching tool:

1. On your mobile device or desktop, go to [www.panolam.com](http://www.panolam.com) and click on the camera button in the bottom right corner of your browser (see image 1A).
2. On your mobile device, open your camera, and scan the QR code on the inside cover of the physical binder titled: "3. Product Matching Tool" (see image 1B).



\*Image 1B

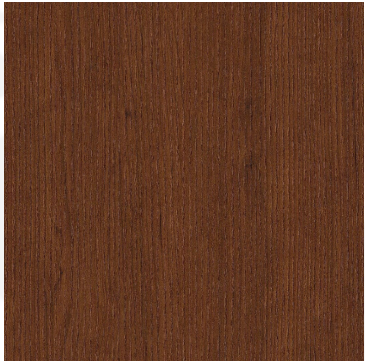


\*Image 1A

# For Best Results

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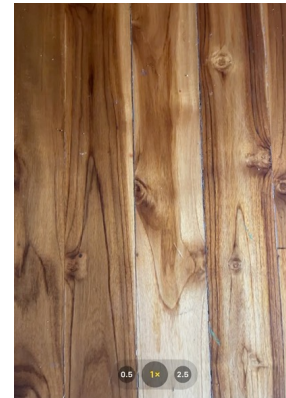
The tool works by **searching for the closest available matches**... to the uploaded image. If the image quality is low (i.e. lots of glare, shadows or multiple colors and/or products in the picture), it will have a negative impact on results. Here are **high-quality** image examples:



Here are **low-quality** image examples:



As you can see, this image has the shadow of a hand holding the phone, and some discoloration, likely due to an overhead light.



This image might cause issues, due to the plank in the middle of this image being significantly lighter than the others.

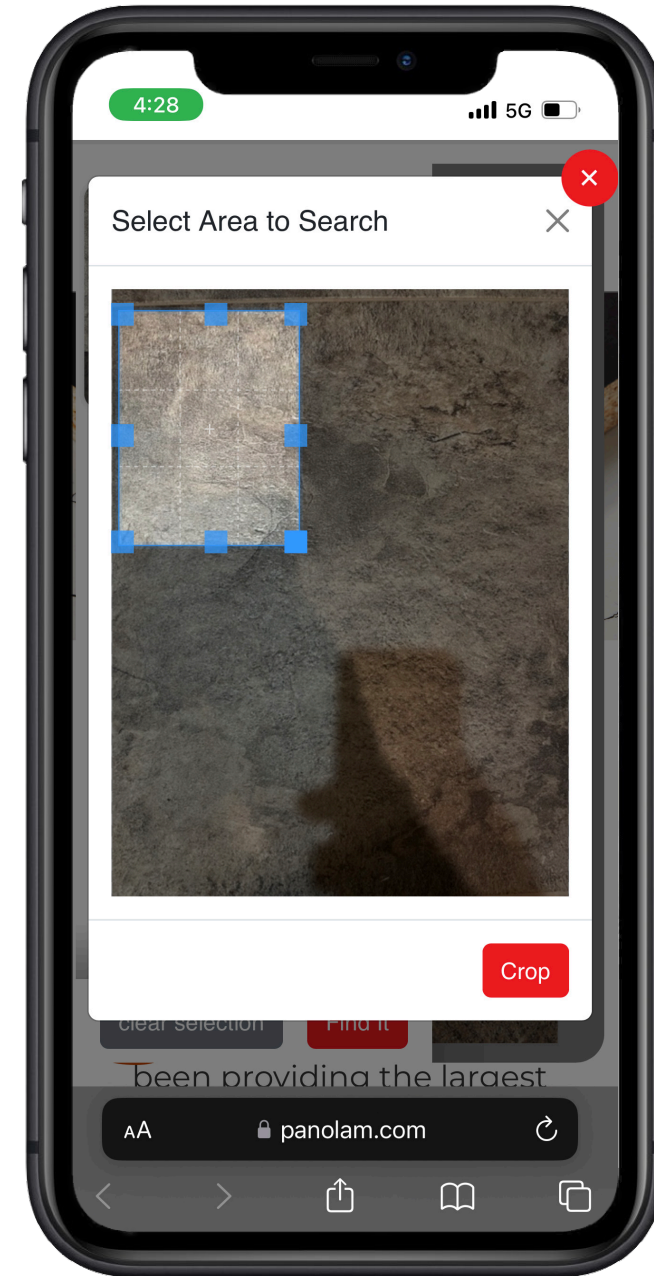
***\*\*On the next page, we will show you how to get great results from these poor images...***

# For Best Results – Cropping Tool

The cropping tool allows you to adjust your results, based on the part of your image that best reflects what you are looking for. Here are the steps:

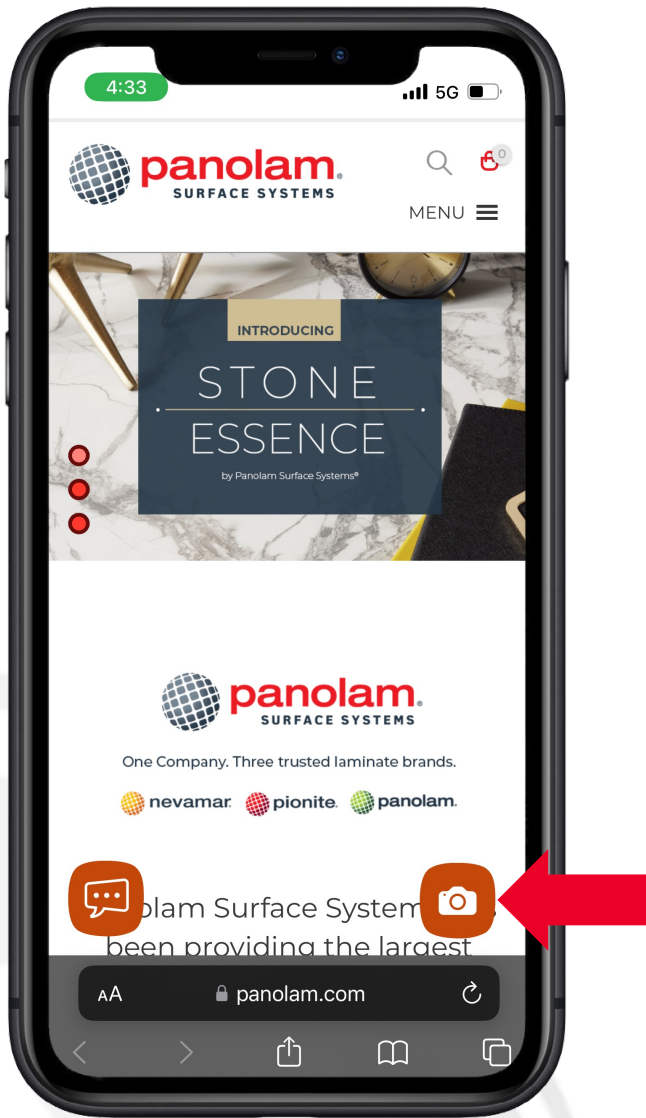
1. Click on the camera icon
2. Select Product Matching tool
3. Upload your image
4. View results
5. Not satisfied? Open the filter menu
6. Click on the cropping tool
7. Select the area in your image that best represents what you are searching for (image 2).
8. Hit the “Crop Button”
9. View results

To view these steps in more detail, we’ve captured screenshots of each on the following pages...

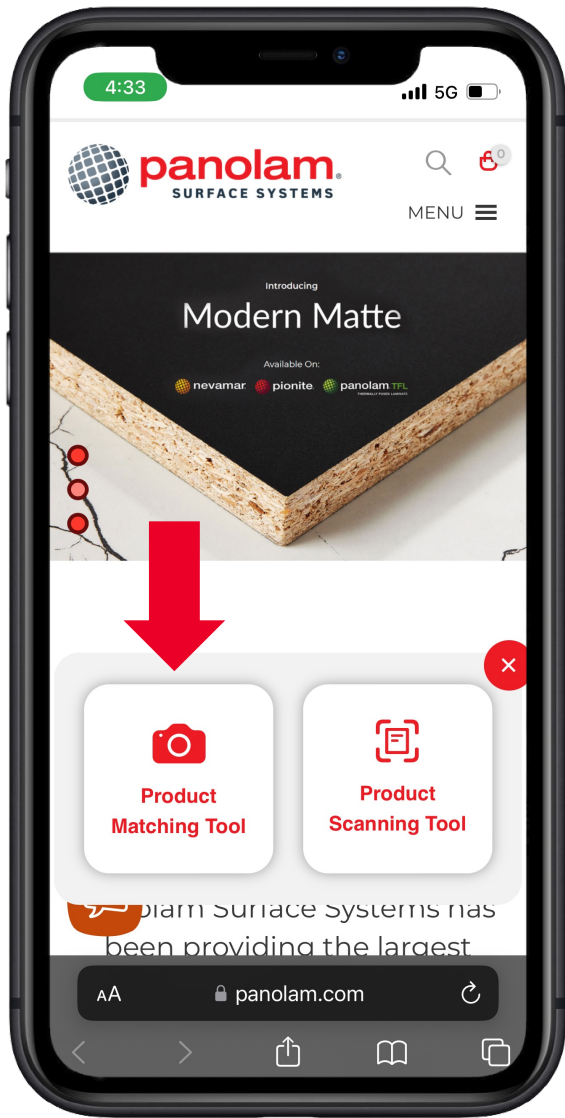


\*Image 2

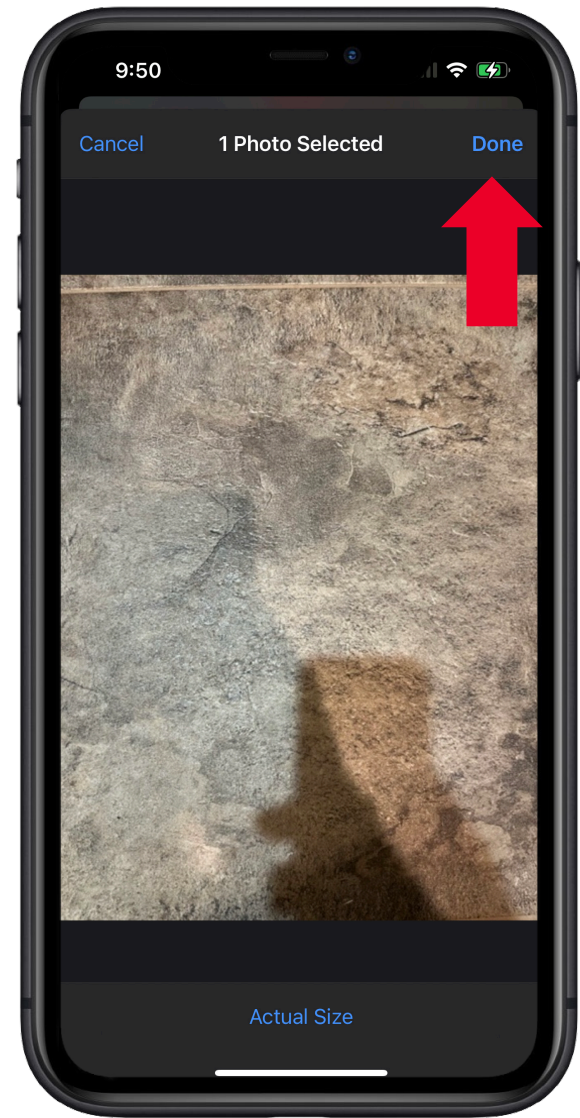




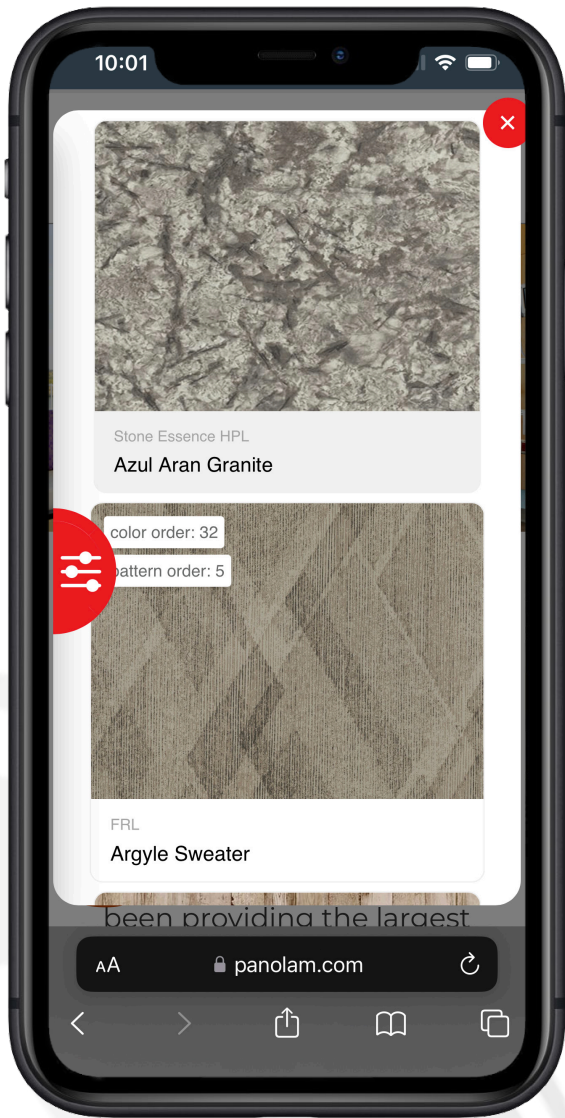
1. Click on the camera icon



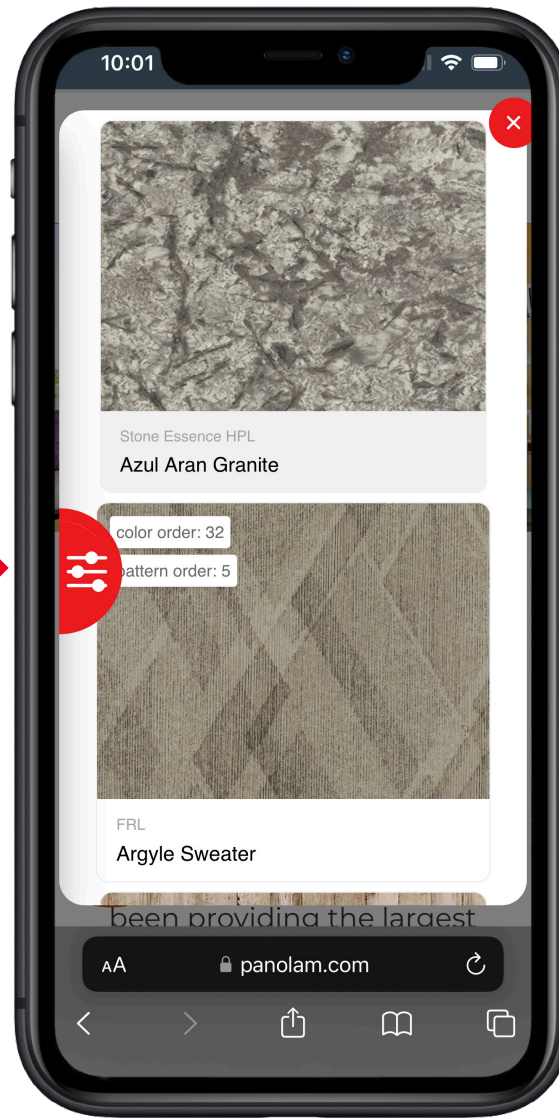
2. Select "Product Matching Tool"



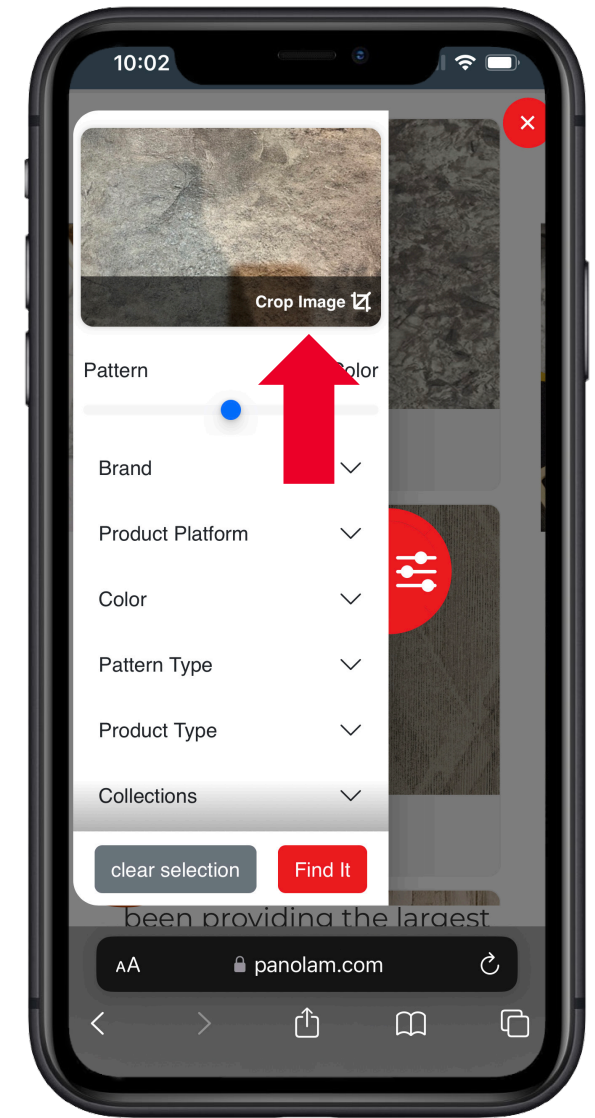
3. Upload your image



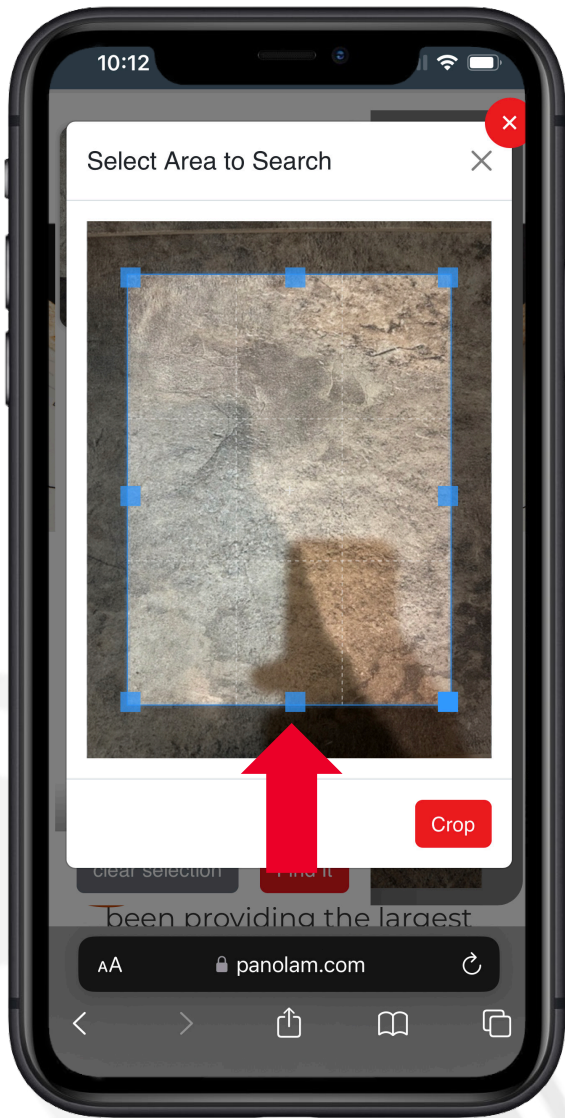
4. View results



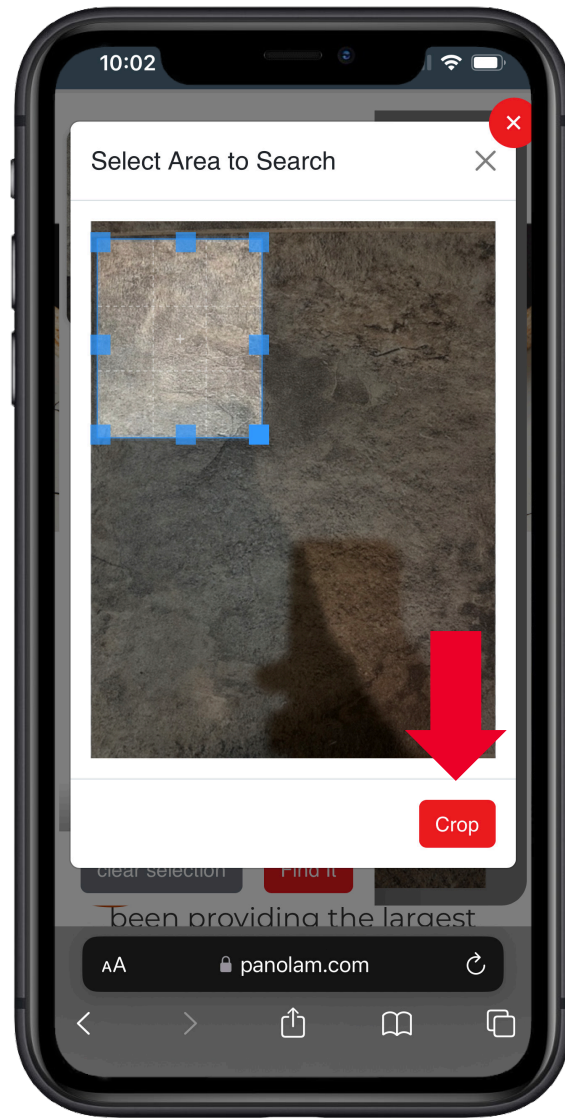
5. Open the filter menu



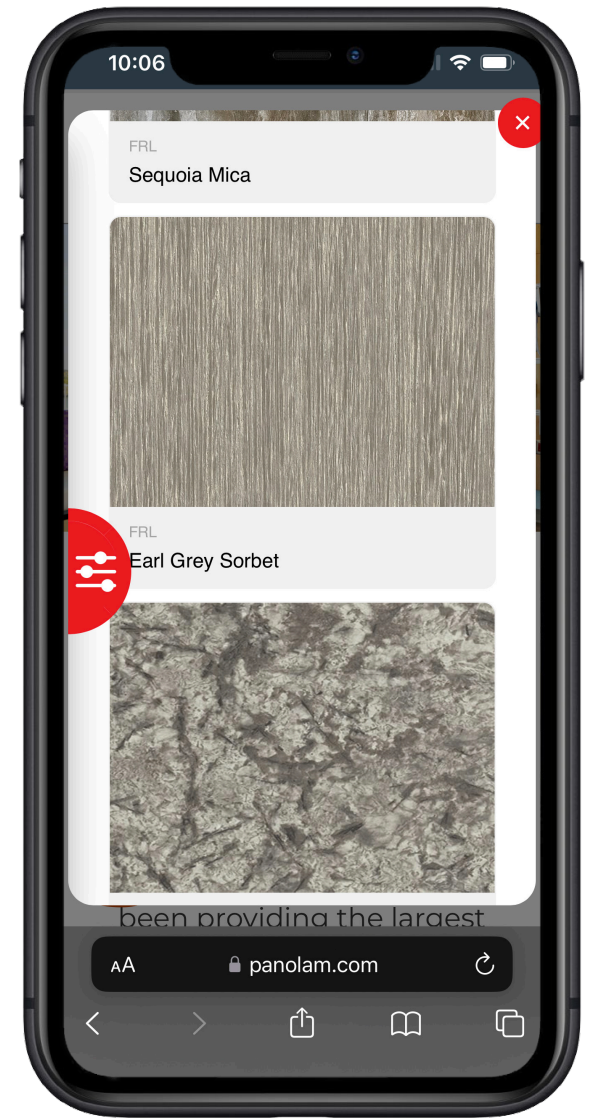
6. Click on the "Cropping Tool"



7. Select a focus area



8. Hit the red "Crop" button



9. View results



# Product Matching Tool - Filters

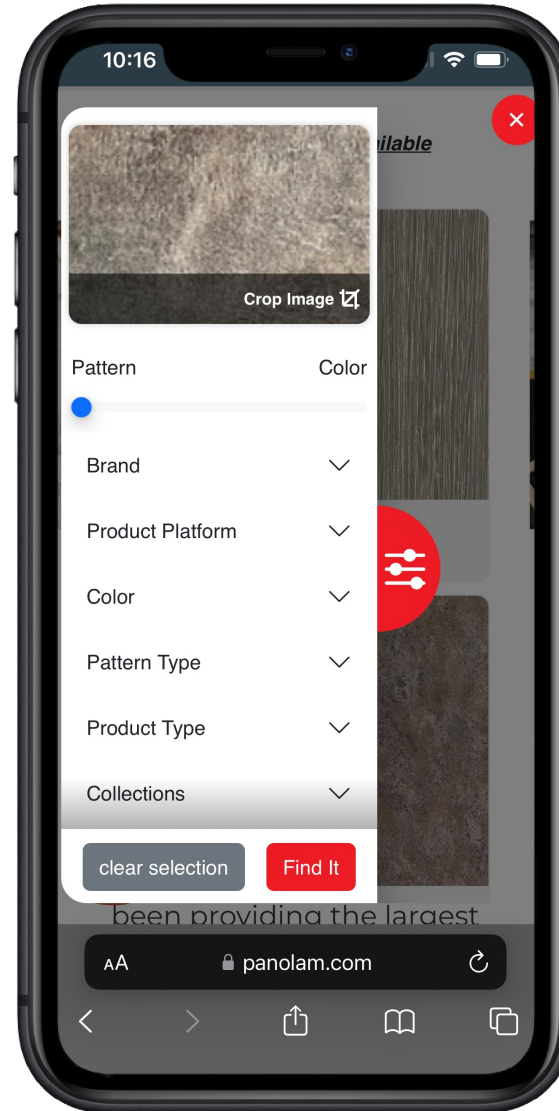
Finally, if you need to refine your search further, you can use the available filters:

- Pattern/Color Slider
- Brand
- Product Platform
- Color
- Pattern Type
- Product Type
- Collections

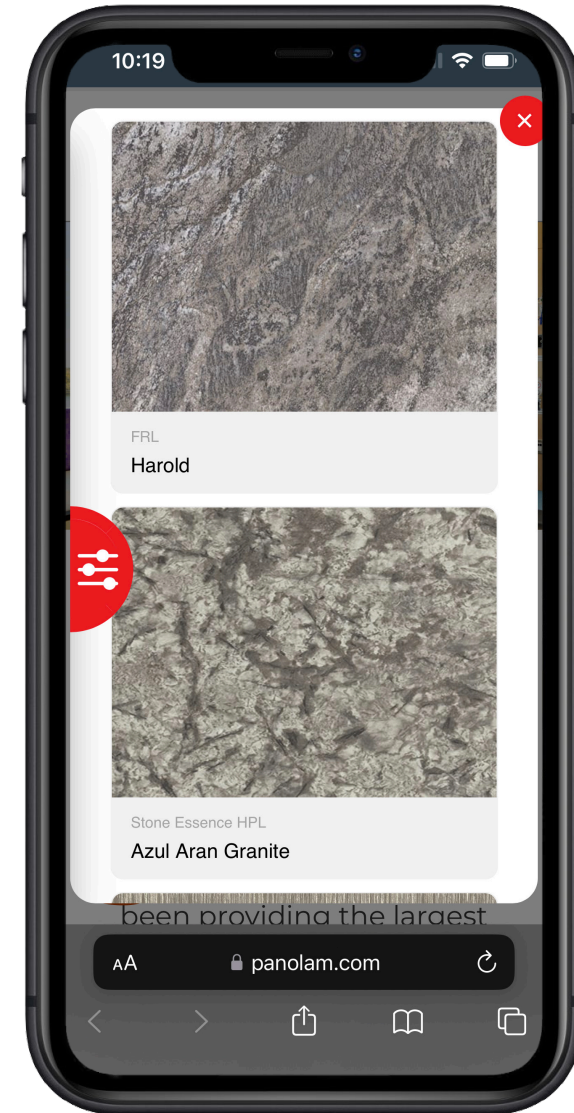
In Image 3A, the Pattern/Color slider has been set to pattern.

Then tap “Find It” button.

See the improved results in image 3B.



\*Image 3A



\*Image 3B