



NEO PLM

Introduction to NEO

The central tool for creating specifications for Kaufland's Private Label products.

Introduction & System Access

How to best use NEO for your projects

The specification process for private labels

NEO is our software solution for the digital specification process of private label products.

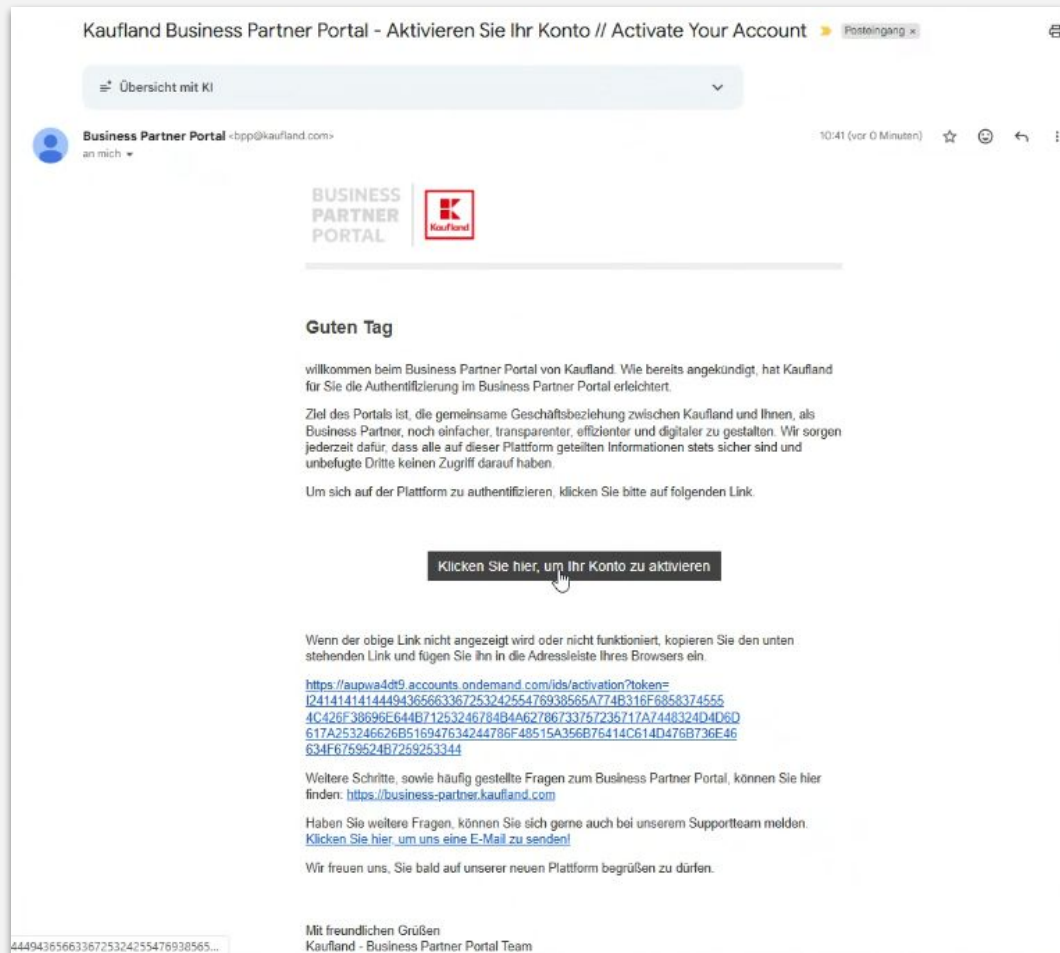
Instead of filling out Excel templates, emails and making calls, you will now handle projects for Kaufland in our specially developed environment.

- ✔ **Step-by-step processing:** From the initial product inquiry through packaging to the final declaration.
- ✔ **Building upon one another:** All process steps are interconnected and interdependent.
- ✔ **Central control:** A central tool for you as a supplier and for Kaufland.

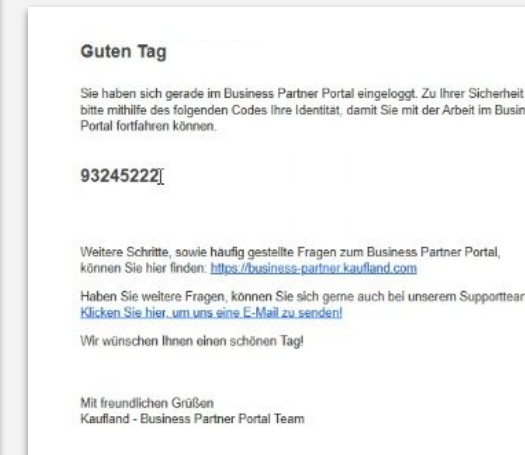
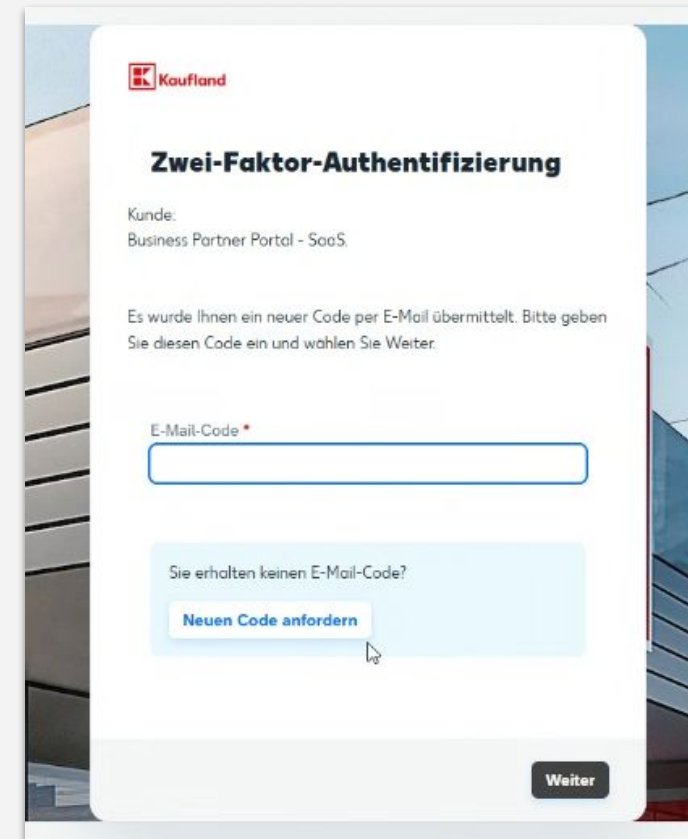


Your registration in NEO - step by step

- 1 Kaufland invites you to collaborate and you will receive an email with a registration link.

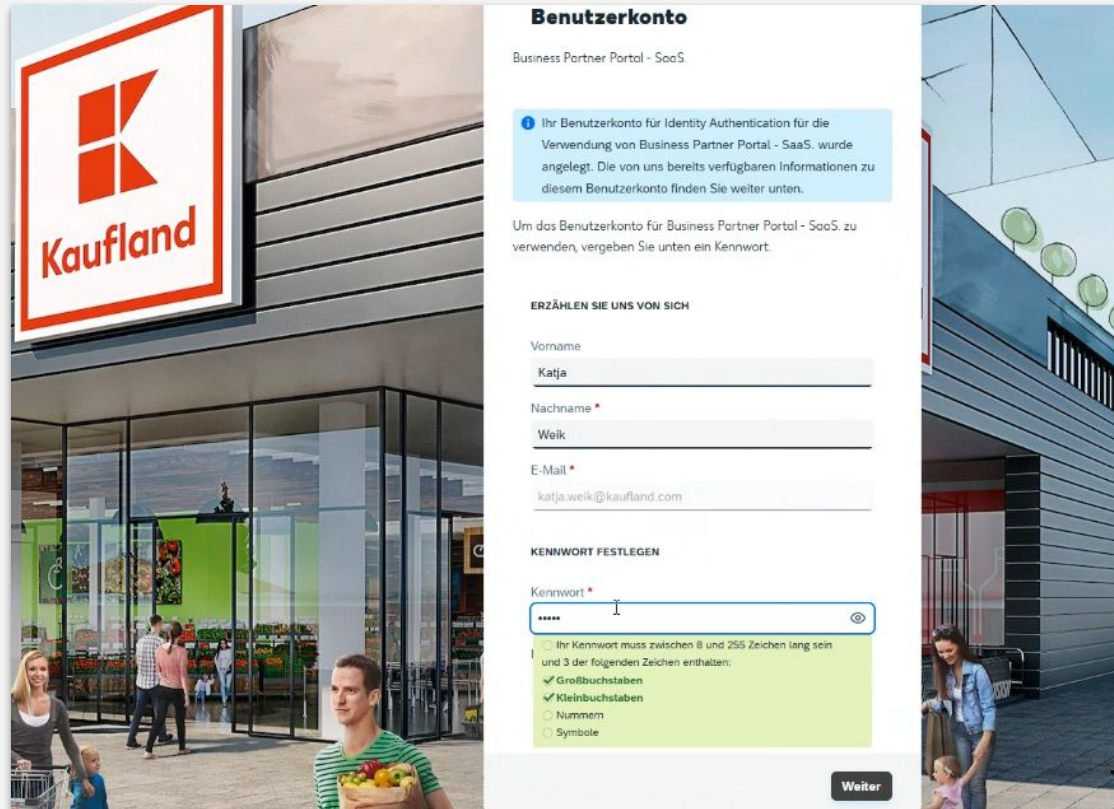


- 2 After clicking on the link, a second email containing a registration code (numeric code) will be sent.



Your registration in NEO - step by step

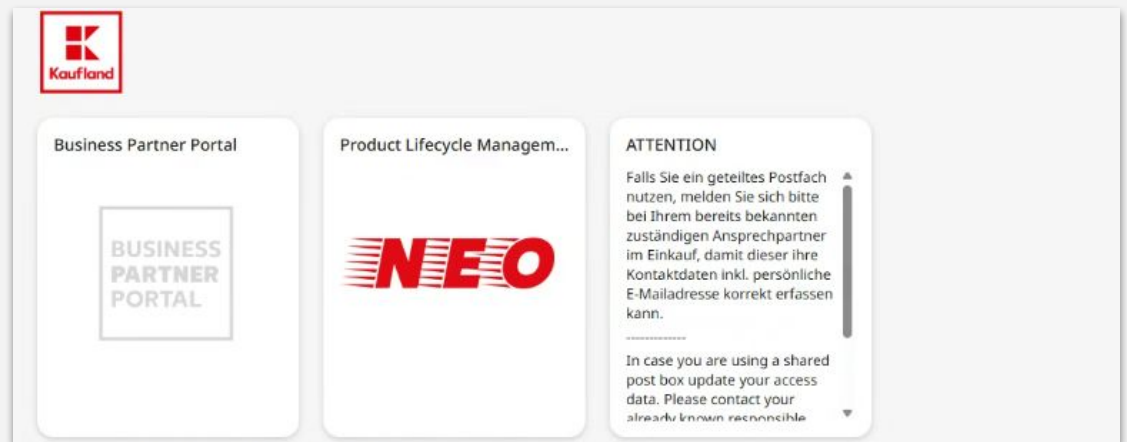
- 3** After entering the code, you will need to create a password and agree to the terms of use.



The screenshot shows the 'Benutzerkonto' (User Account) registration page for the Business Partner Portal - SaaS. The page is titled 'Benutzerkonto' and includes the following sections:

- Business Partner Portal - SaaS**
- Information:** 'Ihr Benutzerkonto für Identity Authentication für die Verwendung von Business Partner Portal - SaaS, wurde angelegt. Die von uns bereits verfügbaren Informationen zu diesem Benutzerkonto finden Sie weiter unten.'
- Instructions:** 'Um das Benutzerkonto für Business Partner Portal - SaaS, zu verwenden, vergeben Sie unten ein Kennwort.'
- ERZÄHLEN SIE UNS VON SICH** (Tell us about yourself):
 - Vorname: Katja
 - Nachname *: Weik
 - E-Mail *: katja.weik@kaufland.com
- KENNWORT FESTLEGEN** (Set password):
 - Kennwort *: [masked]
 - Requirements: 'Ihr Kennwort muss zwischen 8 und 255 Zeichen lang sein und 3 der folgenden Zeichen enthalten:'
 - Großbuchstaben
 - Kleinbuchstaben
 - Nummern
 - Symbole
- Weiter** (Next) button

- 4** After logging in, you will be shown an interface that lists the unlocked tools:



! A notice: After 5 incorrect password attempts, access will be blocked. Please use the "Forgot password" function on the login page beforehand.

System access & activation for colleagues

System access

NEO is accessed via a browser. Tip:

Save the link as a bookmark.

- Login is available at: <https://pim.kaufland.com>
- Use your personal email address and password.
- You will receive an authentication code via email each time you log in.

Activate colleagues

You can easily have other colleagues from your company activated for NEO.

- Contact your responsible buyer at Kaufland.
- Required information: First name, last name, telephone number, personal email address, role.
- For security reasons, shared email addresses (e.g., quality@firma.de) are prohibited.

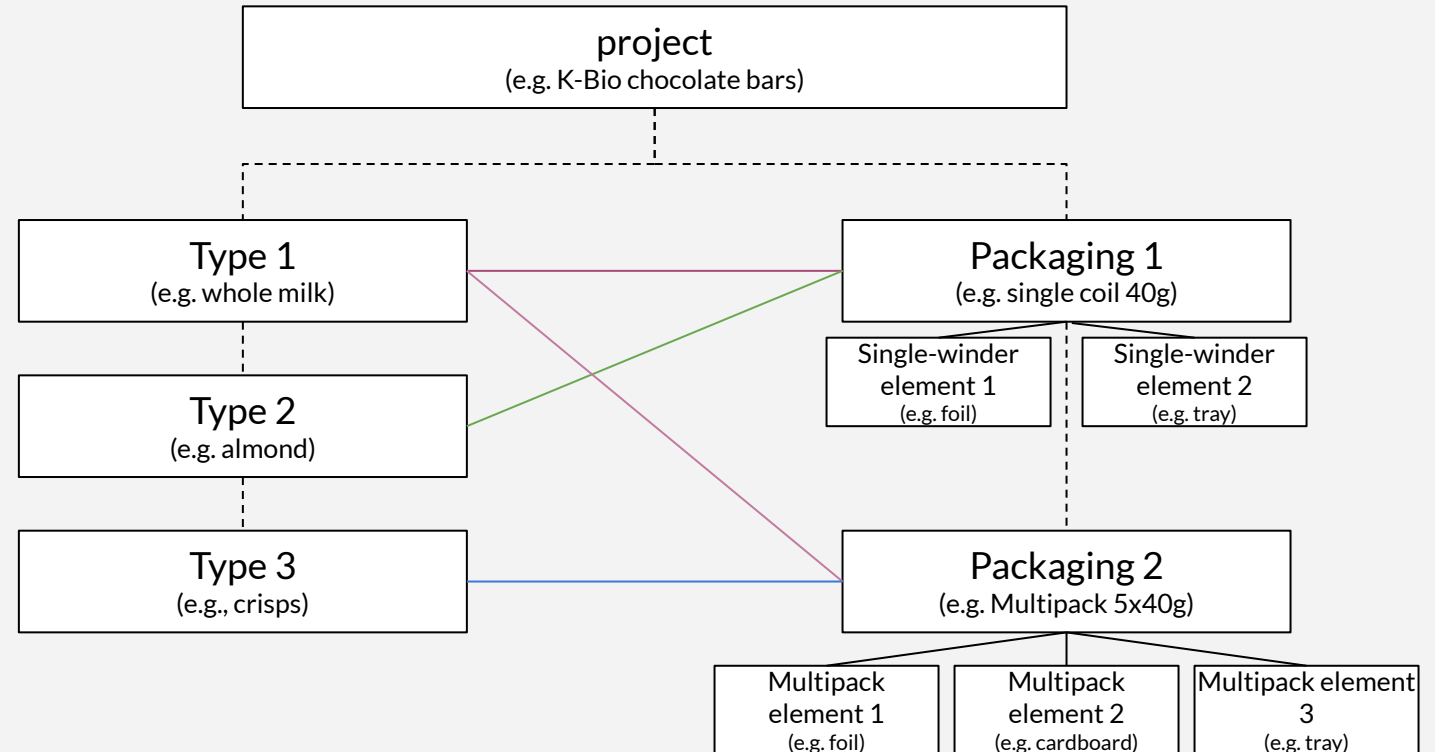
Navigation & Workflow

The dashboard, the status overview, and the workflow steps

The NEO logic: working in projects

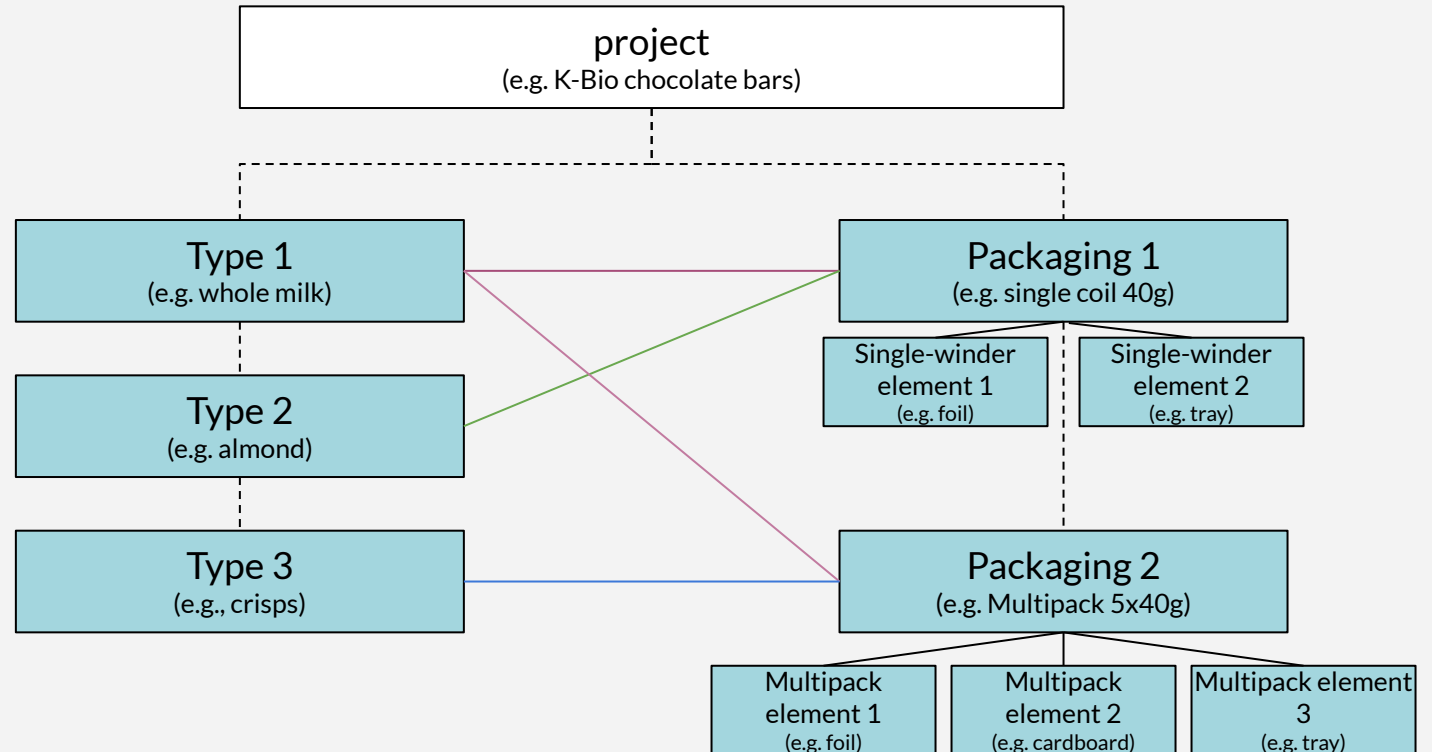
In NEO, articles are created using a project logic. A project consists of product varieties and packaging. A package, in turn, consists of an individual package and (optionally) associated components, as well as a tray and (optionally) associated closures.

A project can consist of n varieties and n packaging types. NEO allows for great flexibility in this allocation. In the example, the "whole milk" variety is available in individual wrappers as well as in multipacks, the "almond" variety is only available in individual wrappers, and the "crunchy" variety is only available in multipacks.



The NEO logic: working in projects

Each element will be processed separately by you and coordinated with Kaufland. At the end of the process, there will be a signed specification for each variety and packaging. Should you be unable to provide a variety or packaging with the requested contents, both you and Kaufland are able to reject certain varieties or packagings at various steps in the process. NEO helps you with the editing the content at the various locations with helpful actions or pre-selections.



The dashboard: Your to-do list

The dashboard features a dark teal sidebar on the left with the NEO logo and navigation links: Statusübersicht, Hilfe, Chatbot, Benutzer-Einstellungen, and Systemeinstellungen. The main content area displays four tiles representing different task categories:

- Produktentwicklung Sorte**

| | |
|---------------------------|-----|
| Neue Anfragen | 188 |
| Korrektur Einkauf | 1 |
| Korrektur Produktqualität | 5 |
| zur Unterschrift | 0 |
- Bemusterung**

| | |
|----------------|---|
| Musteranfragen | 0 |
|----------------|---|
- Deklaration Sorte**

| | |
|------------------------|----|
| Neue Anfragen | 15 |
| Korrektur Deklaration | 5 |
| zur Gesamtunterschrift | 4 |
- Hilfe**

FAQ

Bei inhaltlichen Fragen bitte Ihren Kaufland-Ansprechpartner/in – zu finden im Infobereich der Sorten und Verpackungen – kontaktieren, bei technischen Störungen bitte die Support-Mail aufrufen.
[Support Mail](#)
- Verpackung**

| | |
|-----------------------------|-----|
| Neue Anfragen und Korrektur | 127 |
| Korrektur Einkauf | 1 |
| zur Unterschrift | 0 |

- Your homepage is your "to-do list". The tiles show open tasks:
- **Product Development Variety:** Here you will address all fundamental questions about the product, including the recipe and parameters, etc. Initial entries regarding claims will be requested, but the actual processing will only take place in the declaration section.
- **Sampling:** If Kaufland requests samples from you, you will find them in this box.
- **Variety declaration:** This concerns all declaratory details including nutritional information, origin labeling and the processing of claims.
- **Packaging:** Here you answer details about the packaging, such as components, materials, or printing requirements.
- **Number in the tile:** Indicates how many items are currently awaiting processing.

Where does my project stand? The status overview

The screenshot shows the NEO dashboard interface. On the left, a dark teal sidebar contains a menu with the following items: 'Statusübersicht' (highlighted with a red box and an arrow), 'Statusübersicht', 'Hilfe', and 'Chatbot'. At the bottom of the sidebar are 'Benutzer-Einstellungen' and 'Systemeinstellungen'. The main content area features several white cards with data:

- Produktentwicklung Sorte**

| | |
|---------------------------|-----|
| Neue Anfragen | 188 |
| Korrektur Einkauf | 1 |
| Korrektur Produktqualität | 5 |
| zur Unterschrift | 0 |
- Bemusterung**

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[Support Mail](#)
- Verpackung**

| | |
|-----------------------------|-----|
| Neue Anfragen und Korrektur | 127 |
| Korrektur Einkauf | 1 |
| zur Unterschrift | 0 |

- **Would you like to know the location of a project that is currently not with you?**
- Use the "Status Overview" option in the left-hand menu.
- Here you can see all ongoing projects, even if they are currently under review at Kaufland and you have no to-do list.
- The "Processed by: Supplier" column means you need to take action. (See status boxes on the dashboard)

This section provides a detailed view of the dashboard's menu and two specific status boxes:

- The menu on the left shows 'Statusübersicht' (highlighted with a red circle), 'Project Copies', and 'Project Archive'.
- The first status box, titled **Spalte "Bearbeitung durch: Lieferant"** (with a pencil icon), states: "Sie müssen tätig werden (Sichtbar auf Dashboard)." (You must take action (Visible on Dashboard)).
- The second status box, titled **Spalte "Bearbeitung durch: Kaufland"** (with a padlock icon), states: "Projekt ist gesperrt ('Read-Only'). Kaufland prüft aktuell Ihre Eingaben." (Project is locked ('Read-Only'). Kaufland is currently checking your inputs).

The individual statuses explained

Varieties, recipes, packaging and declaration in detail

Product development variety

New requests

A variety has been assigned to you for the first time. No data has been entered yet. Please fill in all required fields (Confirmed and/or Actual Value) and send the variety to Kaufland.

Correction purchasing

The purchasing department has reviewed the specification and returned it for revision. In this status, you can only edit "purchasing-related" tabs (e.g., sustainability, product data, CSR). Other tabs are read-only. All comments must be addressed.

Correction product quality

The Quality Management department has reviewed the specification and returned it for revision. Here you will address qualitative aspects such as general quality requirements, formulation, and parameters. All comments must be addressed.

For signature

The product specification has been finalized. Please review the generated PDF and inform Kaufland of your decision via the "Show and select signature options" button whether the specification can be accepted as is or needs to be revised.

Variety declaration

New requests

This status is used for the initial completion of the declaration requirements. All mandatory fields must be filled in.

Correction declaration

This status is used for clarification with the Declaration department if there are any questions regarding the labeling. Please check the "Information Declaration" tab and its sub-tabs for any comments.

For total signature

Here, the supplier gives final approval for all data in the specification after successful verification.

Packaging

New requests and correction

Here you can edit all packaging data (materials, printing specifications, etc.). This includes both new projects and revisions from brand management.

Correction purchasing

Specific questions from the purchasing department regarding packaging data.

For signature

The packaging specifications are final. Please review the data and provide your digital signature.

Your first project in NEO

Step by step through the process

Your first project in NEO

When Kaufland invites you to a specification process, you will first receive an email. Click on the link provided there and you will be redirected to NEO (alternatively: log in to NEO as shown in the previous slides).

In this example, Kaufland has sent you a new project called “Test Project”. This consists of the “Whole Milk” variety and the “Folding Box 100g” packaging. Your homepage displays a total of two objects: one under “Product Development Variety” and one under “Packaging”. All other workflow boxes are empty.

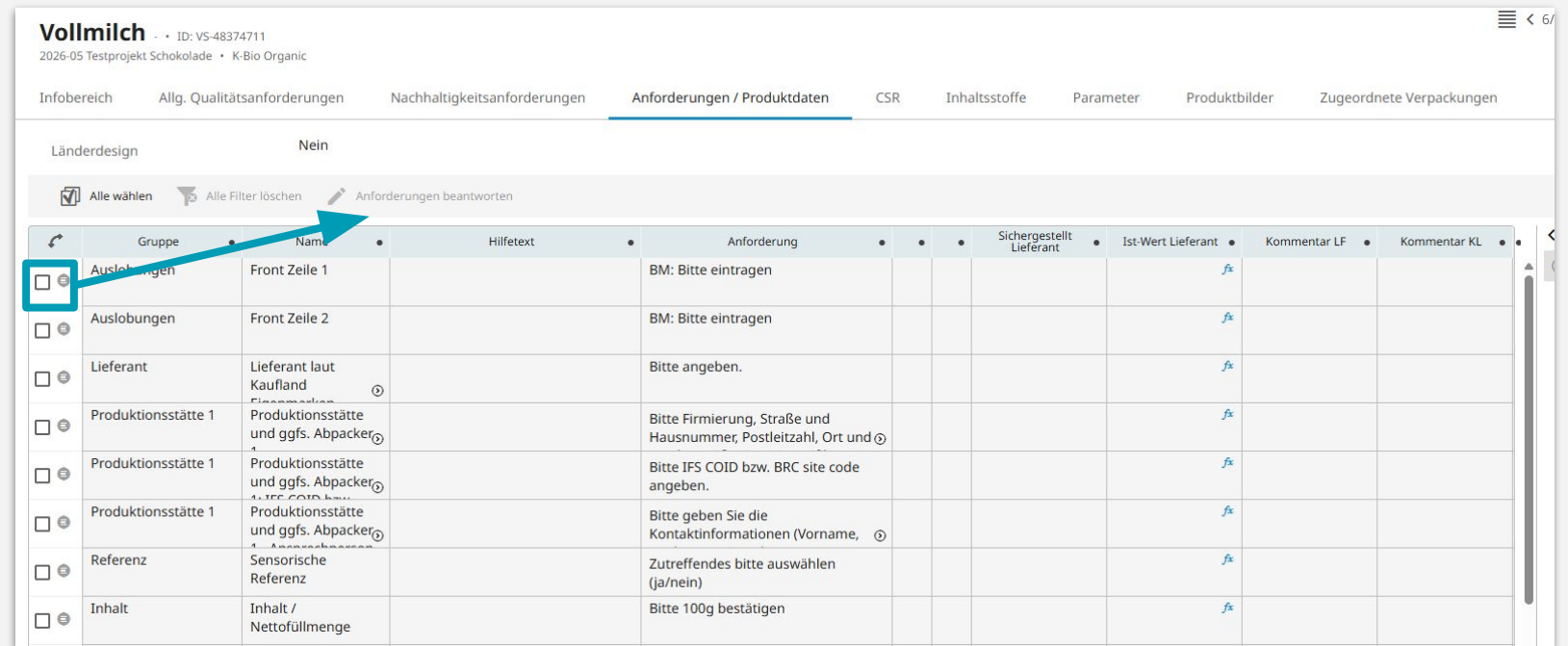
The screenshot displays the NEO dashboard interface. On the left is a dark teal sidebar with navigation options: Statusübersicht (twice), Hilfe, Benutzer-Einstellungen, and Systemeinstellungen. The main content area features several white workflow boxes. The 'Produktentwicklung Sorte' box shows 'Neue Anfragen' with a count of 1, and 'Korrektur Einkauf', 'Korrektur Produktqualität', and 'zur Unterschrift' with counts of 0. The 'Verpackung' box shows 'Neue Anfragen und Korrektur' with a count of 1, and 'Korrektur Einkauf' and 'zur Unterschrift' with counts of 0. Other boxes for 'Bemusterung', 'Deklaration Sorte', 'Projekt Archiv', and 'Hilfe' are empty or show zero counts. The 'Hilfe' box includes links for FAQ and Tutorial. The STIBO SYSTEMS logo is at the bottom left.

| Category | Item | Count |
|--------------------------|-----------------------------|-------|
| Produktentwicklung Sorte | Neue Anfragen | 1 |
| | Korrektur Einkauf | 0 |
| | Korrektur Produktqualität | 0 |
| | zur Unterschrift | 0 |
| Verpackung | Neue Anfragen und Korrektur | 1 |
| | Korrektur Einkauf | 0 |
| | zur Unterschrift | 0 |
| Deklaration Sorte | Neue Anfragen | 0 |
| | Korrektur Deklaration | 0 |
| | zur Gesamtunterschrift | 0 |
| Bemusterung | Musteranfragen | 0 |

Processing variety

Click on “New Requests” in the “Product Development Variety” workflow box to access an overview table of all varieties currently awaiting initial inquiry. Open the “Whole Milk” variety that was sent to you.

1. When you open each tab, you will be shown detailed questions about the variety.
2. Click on the respective entry and on “Edit request” to enter your answer to the query or request.
3. By clicking on “Select all” and “Edit requirements”, you can work through the process step by step.



Vollmilch - ID: VS-48374711
2026-05 Testprojekt Schokolade • K-Bio Organic

Infobereich Allg. Qualitätsanforderungen Nachhaltigkeitsanforderungen **Anforderungen / Produktdaten** CSR Inhaltsstoffe Parameter Produktbilder Zugeordnete Verpackungen

Länderdesign **Nein**

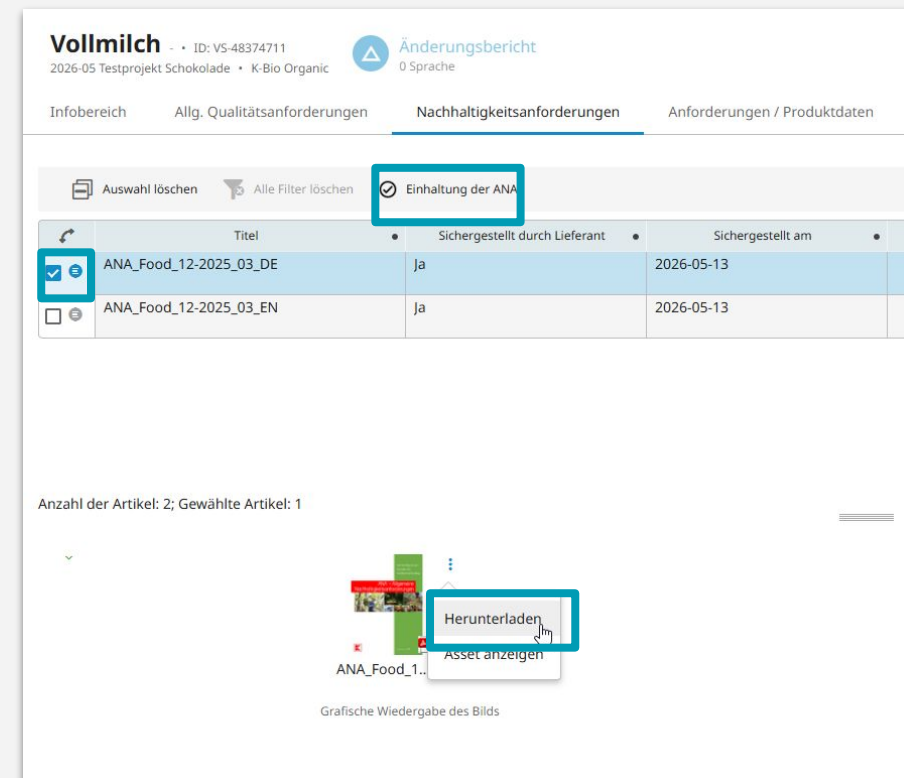
Alle wählen Alle Filter löschen

| Gruppe | Name | Hilfertext | Anforderung | Sichergestellt Lieferant | Ist-Wert Lieferant | Kommentar LF | Kommentar KL |
|-------------------------------------|---------------------|--------------------------------------|--|--------------------------|--------------------|--------------|--------------|
| <input checked="" type="checkbox"/> | Auslobungen | Front Zeile 1 | | | | | |
| <input type="checkbox"/> | Auslobungen | Front Zeile 2 | | | | | |
| <input type="checkbox"/> | Lieferant | Lieferant laut Kaufland | Bitte angeben. | | | | |
| <input type="checkbox"/> | Produktionsstätte 1 | Produktionsstätte und ggfs. Abpacker | Bitte Firmierung, Straße und Hausnummer, Postleitzahl, Ort und | | | | |
| <input type="checkbox"/> | Produktionsstätte 1 | Produktionsstätte und ggfs. Abpacker | Bitte IFS COID bzw. BRC site code angeben. | | | | |
| <input type="checkbox"/> | Produktionsstätte 1 | Produktionsstätte und ggfs. Abpacker | Bitte geben Sie die Kontaktinformationen (Vorname, | | | | |
| <input type="checkbox"/> | Referenz | Sensorische Referenz | Zutreffendes bitte auswählen (ja/nein) | | | | |
| <input type="checkbox"/> | Inhalt | Inhalt / Nettofüllmenge | Bitte 100g bestätigen | | | | |

Document processing

In addition to processing individual requirements, Kaufland will also provide you with documents that require your approval. These can be found under the product type in the tabs “General Quality Requirements” and “Sustainability Requirements”, and under the packaging information in the sub-tabs “GPR” and “APR”.

1. Click on the **blue circles** within the table. This will display a thumbnail of the document.
2. Download the document and read it carefully.
3. Then confirm compliance with the specifications or enter any deviations.



Vollmilch - ID: VS-48374711
2026-05 Testprojekt Schokolade • K-Bio Organic

Änderungsbericht
0 Sprache

Infobereich Allg. Qualitätsanforderungen **Nachhaltigkeitsanforderungen** Anforderungen / Produktdaten

Auswahl löschen Alle Filter löschen Einhaltung der ANA

| | Titel | Sichergestellt durch Lieferant | Sichergestellt am |
|-------------------------------------|------------------------|--------------------------------|-------------------|
| <input checked="" type="checkbox"/> | ANA_Food_12-2025_03_DE | Ja | 2026-05-13 |
| <input type="checkbox"/> | ANA_Food_12-2025_03_EN | Ja | 2026-05-13 |

Anzahl der Artikel: 2; Gewählte Artikel: 1

Herunterladen
Asset anzeigen

ANA_Food_1...

Grafische Wiedergabe des Bilds

Types of feedback

The content of the request determines what kind of feedback Kaufland expects from you. This could be one of several possibilities:

Actual value:

Kaufland's request requires a text field response. Enter your value or answer and click "Save" or "Next" to proceed to the next request.

Comment LF:

Use the comments section for questions or clarification. Binding values must be entered in the "Actual" field. Only these fields will be included in the final contract PDF.

Anforderungen bearbeiten 1 of 1

Name
Produktionsstätte und ggfs. Abpacker 1

Hilfetext

Anforderung
Bitte Firmierung, Straße und Hausnummer, Postleitzahl, Ort und Land gemäß IFS/BRC
Zertifikat angeben.

Pflichtfelder
Ist Wert

Sichergestellt Lieferant

* Ist-Wert Lieferant

■ This field is required.

Kommentar LF (reines Kommunikationsfeld, keine verbindlichen Werte)

Types of feedback

The content of the request determines what kind of feedback Kaufland expects from you. This could be one of several possibilities:

Supplier assured:

Kaufland requires confirmation of a requirement from you. Click on the dropdown menu and select "Yes" or, if you do not guarantee the warranty, select "No". If you decline, please enter a comment or explanation in the free text field.

Comment LF:

Use the comments section for questions or clarification. Binding values must be entered in the "Actual" field. Only these fields will be included in the final contract PDF.

Anforderungen bearbeiten 1 of 1

Name
Inhalt / Nettofüllmenge
Hilfetext

Anforderung
Bitte 100g bestätigen

Pflichtfelder
Sichergestellt

* Sichergestellt Lieferant

■ This field is required.

Ist-Wert Lieferant

Kommentar LF (reines Kommunikationsfeld, keine verbindlichen Werte)

Types of feedback

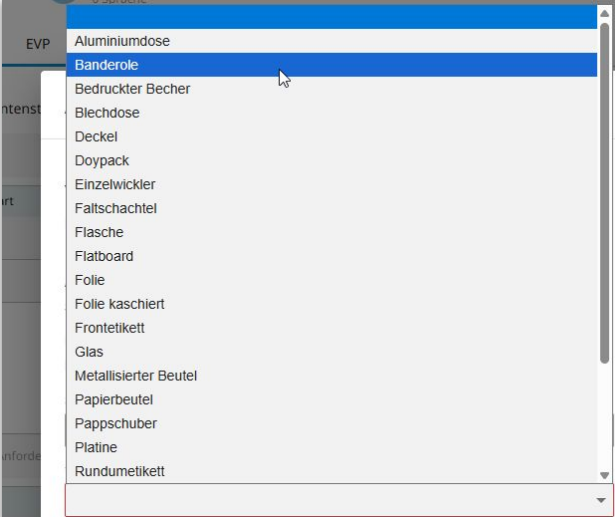
The content of the request determines what kind of feedback Kaufland expects from you. This could be one of several possibilities:

Selection field or multi-selection

Here you can choose one of several predefined answers (in some cases, you may be able to select more than one). If none of the answers are suitable, select "Other" and specify your answer in the free text field.

Comment LF:

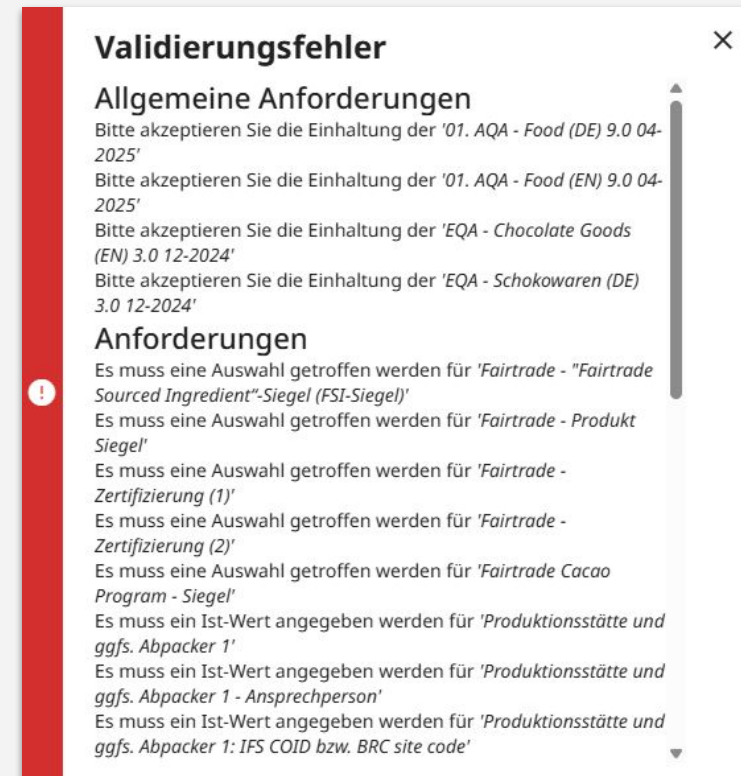
Use the comments section for questions or clarification. Binding values must be entered in the "Actual" field. Only these fields will be included in the final contract PDF.



The screenshot shows a software interface with a dropdown menu open. The menu items are: Aluminiumdose, Banderole, Bedruckter Becher, Blechdose, Deckel, Doypack, Einzelwickler, Faltschachtel, Flasche, Flatboard, Folie, Folie kaschier, Frontetikett, Glas, Metallisierter Beutel, Papierbeutel, Pappschuber, Platine, and Rundumetikett. Below the menu is a red error message: "This field is required." followed by a text input field labeled "Kommentar LF (reines Kommunikationsfeld, keine verbindlichen Werte)". Below that is another text input field labeled "Kommentar KL". At the bottom of the form are four buttons: "Zurück", "Speichern", "Abbruch", and "Schließen".

Processing variety

Once you have answered all the requirements in all tabs, click on “Back to Kaufland for processing”. NEO will check in the background whether all the required answers have actually been provided. If NEO detects that you have forgotten one or more answers, this will be indicated in a message.



The screenshot shows a modal window titled "Validierungsfehler" (Validation Errors) with a close button (X) in the top right corner. On the left side of the modal, there is a red vertical bar with a white exclamation mark icon. The content is organized into two sections: "Allgemeine Anforderungen" (General Requirements) and "Anforderungen" (Requirements). The "Allgemeine Anforderungen" section lists four items, each starting with "Bitte akzeptieren Sie die Einhaltung der" (Please accept the compliance with). The "Anforderungen" section lists seven items, each starting with "Es muss eine Auswahl getroffen werden für" (An option must be selected for) or "Es muss ein Ist-Wert angegeben werden für" (An actual value must be specified for).

Validierungsfehler ×

Allgemeine Anforderungen

- Bitte akzeptieren Sie die Einhaltung der '01. AQA - Food (DE) 9.0 04-2025'
- Bitte akzeptieren Sie die Einhaltung der '01. AQA - Food (EN) 9.0 04-2025'
- Bitte akzeptieren Sie die Einhaltung der 'EQA - Chocolate Goods (EN) 3.0 12-2024'
- Bitte akzeptieren Sie die Einhaltung der 'EQA - Schokowaren (DE) 3.0 12-2024'

Anforderungen

- Es muss eine Auswahl getroffen werden für 'Fairtrade - "Fairtrade Sourced Ingredient"-Siegel (FSI-Siegel)'
- Es muss eine Auswahl getroffen werden für 'Fairtrade - Produkt Siegel'
- Es muss eine Auswahl getroffen werden für 'Fairtrade - Zertifizierung (1)'
- Es muss eine Auswahl getroffen werden für 'Fairtrade - Zertifizierung (2)'
- Es muss eine Auswahl getroffen werden für 'Fairtrade Cacao Program - Siegel'
- Es muss ein Ist-Wert angegeben werden für 'Produktionsstätte und ggfs. Abpacker 1'
- Es muss ein Ist-Wert angegeben werden für 'Produktionsstätte und ggfs. Abpacker 1 - Ansprechperson'
- Es muss ein Ist-Wert angegeben werden für 'Produktionsstätte und ggfs. Abpacker 1: IFS COID bzw. BRC site code'

Processing Packaging

The packaging processing procedure is similar. You can find it under “Packaging - New Requests and Correction”. Click through the individual tabs and answer Kaufland's requirements.

In the tabs for “EVP” (individual packaging) and “Tray” (outer packaging), the individual components are displayed in the tables above. Clicking on the respective “circles” reveals the component's requirements in the table below.

The screenshot shows a web interface for processing packaging requests. At the top, it displays 'Faltschachtel 100g' with ID: PVS-48374706 and a language setting of 0. Below this are navigation tabs: 'Infobereich', 'Verpackungsanforderungen', 'EVP', and 'Tray'. A message instructs the user to click on grey circles in the table below to open requirements. A table lists packaging types and sizes:

| Verpackungsart | Name | Verpackungsgröße |
|--------------------|-------------|------------------|
| Einzelverpackung | Schachtel | 100 g |
| Verpackungselement | Rundumfolie | 100 g |

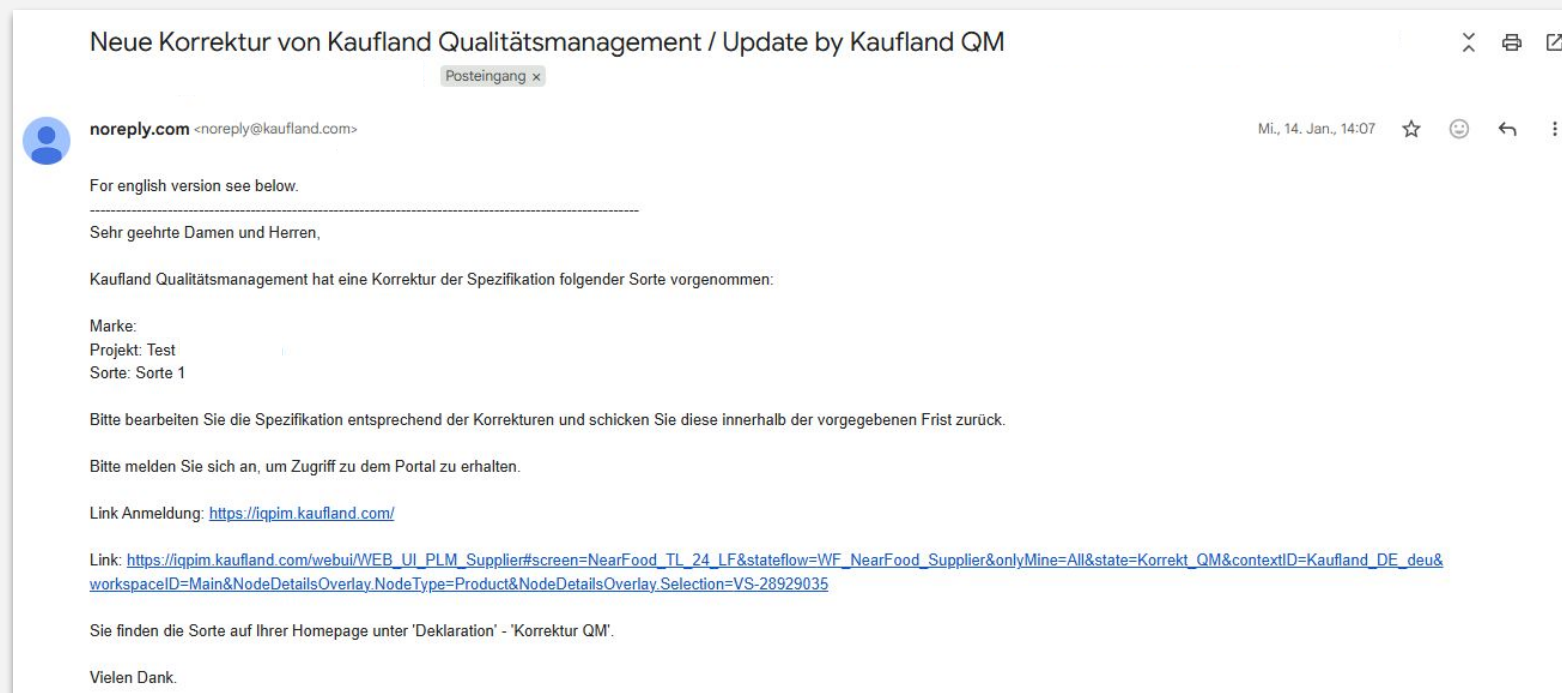
Below this table, it indicates 'Anzahl der Artikel: 2'. A section titled 'Anforderungen / Produktdaten' contains a table with requirements:

| Name | Hilfetext | Hilfetext EN | Anforderung | Sichergestellt Lieferant | Ist-Wert Lieferant | Kommentar LF | Kommentar KL |
|--|--|--|--|--------------------------|--------------------|--------------|--------------|
| <input type="checkbox"/> Qualitative Verpackungs-Benchmark | | | BM: Bitte eintragen | | | | |
| <input type="checkbox"/> Maximale Anzahl der Sprachen pro Verpackung | | | BM: Bitte eintragen | | | | |
| <input type="checkbox"/> Bewusster verpackt | Die Aufbringung sowie der Logotext muss mit dem VPM besprochen werden, sobald die Internationale Verpackungsanlage | The application and the logo text must be discussed with the VPM as soon as the International Packaging Annex (IVA) is available | Kann ein "Bewusster verpackt"-Logo nach den Kriterien des CSR-Styleguides aufgebracht werden? Bitte bei "Sichergestellt" auswählen | | | | |
| <input type="checkbox"/> Originalitätsverschluss / Öffnungshilfe | z.B. Ringpull, Aufreißlasche etc. | e.g. ring pull, pull tab, etc. | Bitte angeben und Art spezifizieren | | | | |

The further course of events in NEO

After the initial processing and successful return, Kaufland will now review your response. Should any questions arise, you will receive the product or packaging back for further review. You will be notified of this via an automated email.

Please note: Kaufland may also set a deadline for processing your request. If you miss this deadline, you will receive reminder emails.



Closing & Signature

If Kaufland has no further comments, you will receive the product and packaging "for signature". Confirming your signature will mark the product and packaging as "signed".

The digital process

NEO replaces handwritten signatures on paper.

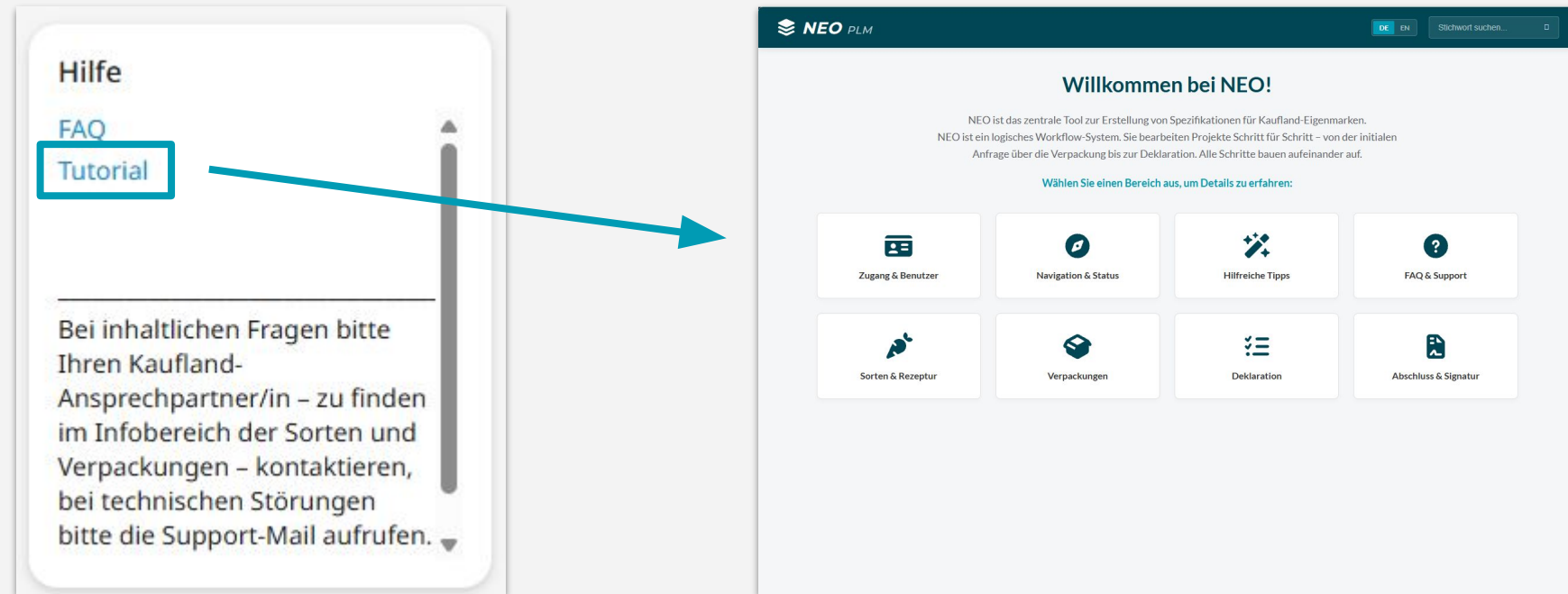
- NEO is divided into three stages: Product Development Variety ("PSP1"), Packaging and Final Signature ("PSP1+PSP2").
- Once all parties have released the data, we will send you the individual documents "for signature".
- In the NEO context, "signature" means that you either agree to or reject all details regarding the variety or packaging ("do not confirm signature").

Step by Step

1. Log in and open the status "for signature" or "for full signature".
2. Download the PDF ("Part 1+2") and check it thoroughly.
3. Click the "Show and select signature options" button.
4. Choose whether to confirm or reject the signature.

More information on editing in NEO

For more information on editing and helpful tips, please see our interactive tutorial, which you can access via the homepage and the “Help” box. This is also available in English.



Still questions?

Thank you for your attention. We are happy to assist you with any technical or content-related challenges.

- ✉ For questions regarding the project content, please contact your Kaufland contact person*.
- ✉ Technical support for malfunctions: bpp.support@kaufland.com