



# Quick Guide Application

## ISM New Product Tool

# 1. Registration

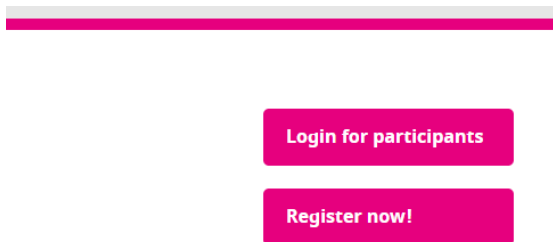


**Note:** Companies that have already registered for ISM 2023 can use the same access.

You get access to the registration via the following page:

<https://newproducts.ism-cologne.de/neuheitendatenbank/index.php>

Here you press the button **"Register now"**.



To log in again after registration, please use the button **"Login for participants"**.

After you have pressed the "Register now" button, the following dialogue box appears.

## Registration

Email

Customer ID

Password

Repeat password

☐

I accept the [conditions of participation](#) and the [privacy policy](#).

**Register**

Please enter a valid e-mail address and your Customer ID, which you will find in your registration documents. Then set a password and press "Register".



## 2. Edit Company Data

After registering, you have the option of editing your company data. Please also make sure that the correct contact person for product news is stored here. To save the data, please click on "Save company data".

**Edit company data** ^

Company

Salutation

▼

Title

optional

First name

Last name

Street / No.

ZIP

City

Country

Phone

Fax

optional

Email

### 3. Edit Products

As a registered exhibitor at Anuga, you have the opportunity to submit a total of up to **5 product innovations** of your company. You can also enter a blocking period if the product is only to be visibly presented at a certain time. Please also make sure to select the **date of product launch** and the **product category** in which you are exhibiting.

Edit product 1

Status: **Under review**
Delete product

Blocking period

Date of Product Launch DE

Date of Product Launch EN

Select product category

Chocolate, chocolate products
Sugar confectionery
Biscuits
Snack foods
Trend & Natural Snacks
Bioprodukte
Eiscreme; tiefgekühlte Süßwaren & Rohmassen

Product name DE

Product name EN

Description DE
500 chars

Description EN
500 chars



In addition to the product name and the product description in German and English (max. 500 characters each), you can also upload a product image to the database simply by drag & drop. Please upload images in **jpg or png format**.

Drop your image here

In addition, you have the option of uploading an **extra PDF** for your product.

Further Product Details (PDF)

Choose File

Finally, enter the appropriate contact person for the product. To save the product, please click **"Save product data"**. After saving, the entry is automatically sent to Koelnmesse for approval.

Contact

First name

Lastname

Phone

optional

Email

Save product data

To create your next product, click on the button **"Create product 2 of 5"**. Continue in the same way for further products. It is not necessary to save the products separately.

Create product 2 of 5

Edit product 1



## 4. Approval of the Products

After saving your products, **Koelnmesse approves** the created products at regular intervals (max. within 3 days) so that they are visible to every visitor. The released innovations are displayed as shown in the following image.

Coooky Sticks (long & short)  
Coppenrath Feingebäck GmbH



→ Details

KRUMIRI SCHOKOLADE  
BISCOTTIFICIO VERONA S.R.L.



→ Details

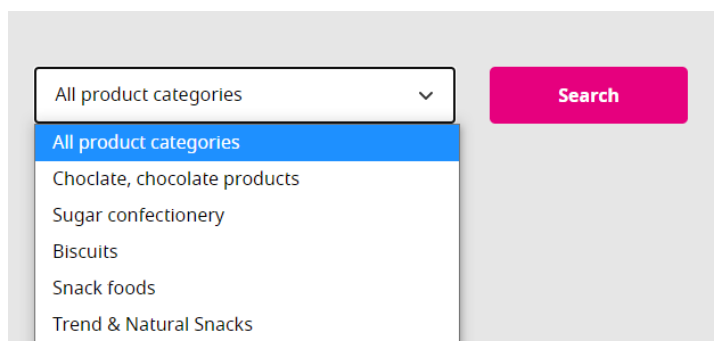
CANESTRELLI (PUDERZUCKER)  
BISCOTTIFICIO VERONA S.R.L.



→ Details

## 5. Filter Function

Using the function "**Filter by trade show**", your approved products will be displayed in the respective category/trade fair.



## 6. Review Products

You can revise your products at any time. **However, the approval process will then start again.**