

# pCon Sales Content

## 1 Overview

EasternGraphics provides a service to enhance the OFML-data with additional sales content. The sales content is available in several pCon applications.

To provide additional sales content, the following conditions must be met:

1. Label your sales documents according to the specified naming convention.
2. Arrange the sales documents in the folder structure of the supplied template.

Provide the prepared sales content to us.

Send the zipped folder or download-link to [pi-content@easterngraphics.com](mailto:pi-content@easterngraphics.com).

## 2 Categories and media types

You can provide images, PDF-documents, video\* and contact information (json file). The following table gives an overview about categories and the preferred media types for each category:

category	Description	Preferred media types
PRODUCT_IMAGE	Product image	Image
SOLUTION_IMAGE	Image of a furnishing solution containing the product	Image
MATERIAL_INFORMATION	Material images, material documents, material description	Image, PDF
PRODUCT_INFORMATION	General product information	PDF
PRODUCT_BROCHURE	Product brochure	PDF
PRODUCT_VIDEO*	Product video	Video*
SPECIFICATIONS	Specifications, tender specifications	PDF
ASSEMBLY_INSTRUCTIONS	Assembly instructions	PDF

OPERATING_INSTRUCTIONS	Operating Instructions	PDF
USER_INSTRUCTIONS	Instructions for use	PDF
CARE_INSTRUCTIONS	Care instructions	PDF
CERTIFICATE	Certificate, e.g. ISO 9001, TÜV GS, FSC	Image, PDF
ENVIRONMENTAL_INFORMATION	Environmental information	PDF
CONTACT	Contact information	Image + text**
DESIGNER	Designer Information	Image + text**

\* It is possible to integrate Youtube-Videos. Therefore you need to provide video name and Youtube ID for each video. For detailed information see "README.txt" that you'll find in the template-folder "PRODUCT\_VIDEO".

\*\* It is possible to provide a picture and textual information for contact or designer. Please follow the "README.txt" within the respective template-folder.

### 3 Parameters to control assignment to products

There are several parameters that can be used to control which content can be seen on which products.

parameter	Description
manufacturer_ID	Content that is assigned to a certain "manufacturer" will be displayed for each article of that manufacturer.
program_ID	Content that is assigned to a certain "program" will be displayed for each article of that program.
article_number.	Content that is assigned to a certain article will be displayed only for that article.
language_ID	Assign a document in various language – documents in german will be displayed only when data language is german.
approval-status	There are two states P – public: anonymous user* A – approved: user that has approval for OFML data by manufacturer

\*NOTE: There are pCon applications, where OFML data is available without approval (e.g. pCon.box for unregistered users or pCon.catalog). The sales content will be public in those cases as well.

## 4 Naming convention for documents

Document names have to follow a specific naming structure containing article-related information that are needed to assign the documents correctly depending on the data structure (manufacturer, program, article number) and to mark, if documents depend on approval or not.

Document names have to follow the following scheme:

[approval-status]\_[manufacturer\_ID]\_[program\_ID]\_[article\_number]\_\_\_{additional text}

*Example:* P\_EGRHOME\_CONTENTIORI\_CS60H48\_\_\_AssemblyInstruction.pdf

### To make sales documents available at manufacturer level, provide the manufacturer\_ID:

Typical examples are contact information or an image brochure of the company. Contact information that shall be available for each article belonging to the manufacturer “EGR Home and Living” would be named:

P\_EGRHOME\_ANY\_ANY\_\_\_Contact.json

### To make sales documents available for a certain program level, provide the respective programr\_ID:

A typical example for such a document can be an assembly instruction. An assembly instruction that shall be available for each article belonging to the container program “contentiori” of the manufacturer “EGR Home and Living” would be named:

P\_EGRHOME\_CONTENTIORI\_ANY\_\_\_AssemblyInstruction.pdf

### To make sales documents available for a certain article, provide the respective article\_number:

A typical example for such a document can be product images for that article. Product images that shall be available for the article “CS60H48” belonging to the container program “contentiori” of the manufacturer “EGR Home and Living” would be named:

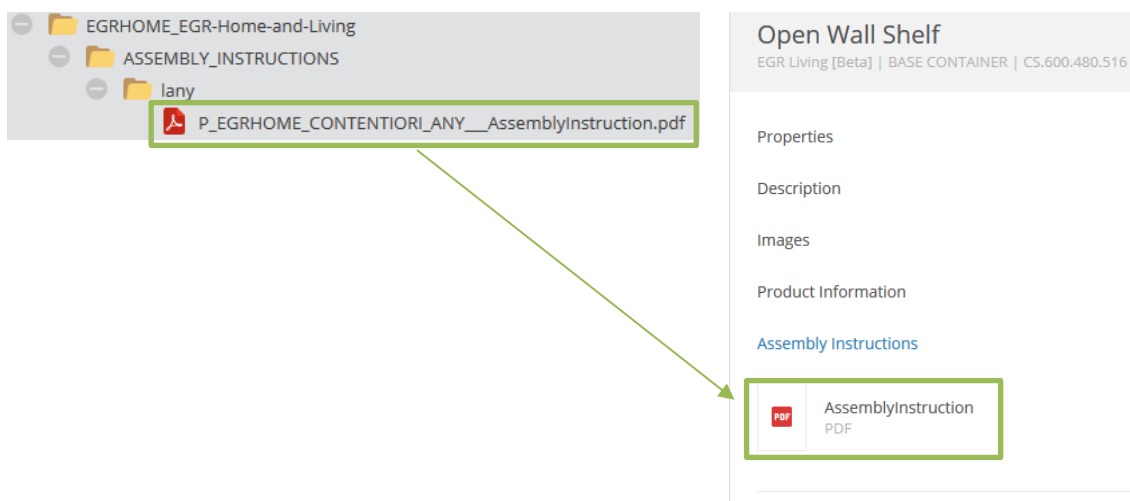
P\_EGRHOME\_CONTENTIORI\_CS60H48\_\_\_AssemblyInstruction.pdf

NOTE: manufacturer\_ID has to be defined. If program\_ID and/or article\_number are not relevant write "ANY" instead of a defined program\_ID or article\_number.

**Set visible document name via "additional text":**

For PDF documents, the document name will be provided as document title next to a thumbnail in the pCon apps. In case you want to display a concrete title that does not match the filename, you can use the part {additional text} of the filename. Any {additional text} that follows after 3 underscores will be displayed as document title in the apps.

The documents name that will be displayed for the document "P\_EGRHOME\_CONTENTIORI\_ANY\_\_AssemblyInstruction.pdf" will be "AssemblyInstruction".



NOTE: Please make sure that file names do not contain spaces, umlauts or special characters.

## 5 Arranging documents in folder structure

Please use the template folder and fill the contents into the respective folders.

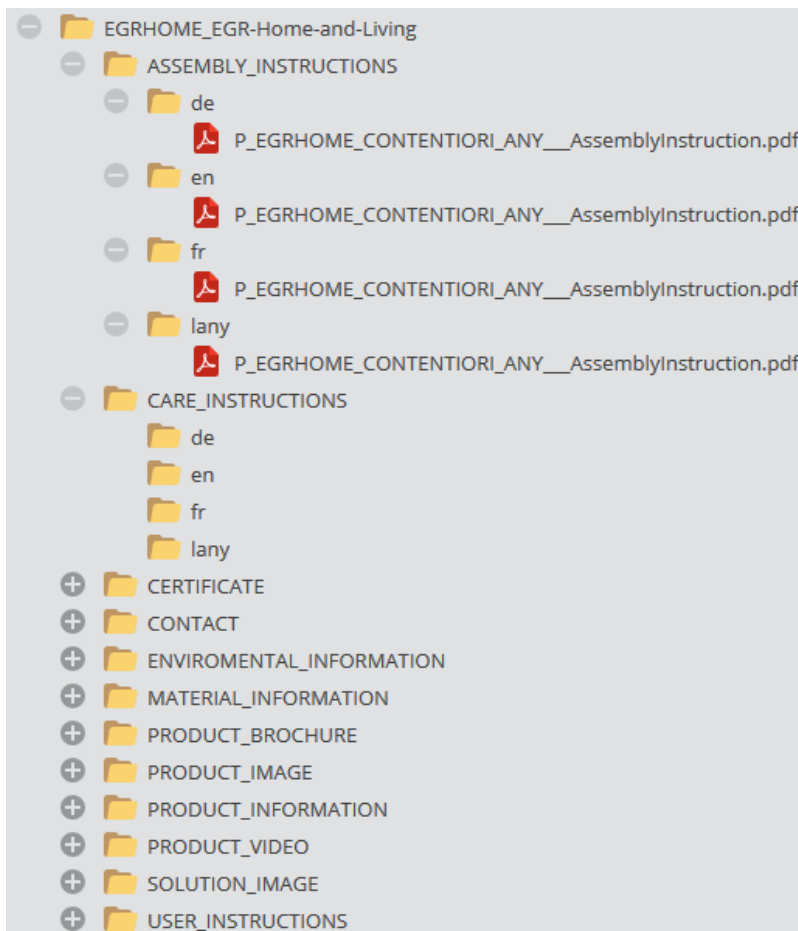
**To make sales documents available for in a certain category:**

The folder structure contains one folder for each of the available standard categories.

**To make sales documents available for a certain language:**

Each category-folder contains language-folders to define language dependencies. Document that shall be displayed for any language, please arrange in folder "lany".

If you want documents to be displayed language-dependent, create a folder for the respective language and arrange the corresponding documents there. Please use the common ISO language abbreviations in lower case. (Example: for German "de"; for French "fr") to name the folder.



## 6 Provide PIM-content

Please pack the folder into a zip-container or provide a download-link.

Send the package or the link to [pi-content@easterngraphics.com](mailto:pi-content@easterngraphics.com).

### **Legal remarks**

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