

Product Labels

for Magento 2



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Getting Around

Run promotional campaigns with customizable product labels with **Magento 2 Product Labels!** Choose a label type (CSS shape, text, or uploaded image), and configure label look (color, size, etc.) in the embedded editor. Put labels in one of the four predefined product image positions or next to product prices. Set flexible display rules defining which products and/or product groups your labels should be put on.

Compatibility: Magento Open Source 2.2.X – 2.3.X, Magento Commerce 2.2.X – 2.3.X

Introducing Product Labels

Extension Logic

The **Product Labels** extension provides the possibilities for label customization:

- Selecting one of the **three types of labels**;
- Customizing **labels display** over the image or price of the product;
- Editing the **design of labels**;
- **Tailoring the text and look** of the label against its the size;
- **Conditioning of labelling** strategies with regard to product attributes, customer groups, time of visibility and stock range;
- Managing **multiple labels** over a selected product.

Help your products speak to customers, delivering clear and attractive promotional messages with the help of various fancy labels. Stimulated attention and fostered curiosity will, by far, enliven customers' experience and will prompt to buy more. Product labelling has never been anything but effective with the Magento 2 On Sale extension. It offers impressive variety of editing options, unrivalled control over display alternatives, relaxing flexibility of rule-making, as well as meaningful versatility of labels use.

Apart of noticeable improvement to the speed of the extension as well as some minor bug fixes, the present release boasts new sizes for labels, compatibility with the Add Free Product to Cart by Aheadworks and automatic anchoring of labels to the image of the product wherever it appears on the store web-site.

Backend Configuration

Browsing Labels

Start your work with Product Labels by navigating to Marketing > Product Labels by Aheadworks > Labels.

The screenshot shows the 'Labels' grid in the backend configuration. The grid has 13 records and is split into the following columns: ID, Name, Label View, Type, Position, Rule Name, and Action. A 'Delete' dropdown menu is open over the 'Actions' column, and a 'Save' dialog box is open over the 'Label View' column of the 'Frequent Buyer' label.

ID	Name	Label View	Type	Position	Rule Name	Action
13	Black Friday Deal	sale	Shape	Next To Price	Black Friday Deal	View
12	Stock availability	sale	Text	Next To Price	Stock availability	View
11	Frequent Buyer	sale	Shape	Next To Price	Frequent Buyer	View
10	up to -60% off	sale	Shape	Next To Price	-60	View
9	New	sale	Shape	Upper Left	New Typhon	View
8	Special Buy	sale	Shape	Upper Left	Special Buy Typhon	View
7	SALE - formatted	sale	Shape	Upper Left		View
6	Black Friday - icon	sale	Picture	Upper Left	Black Friday	View

The 'Labels' grid allows browsing and quick-editing of labels. It is split into the following columns:

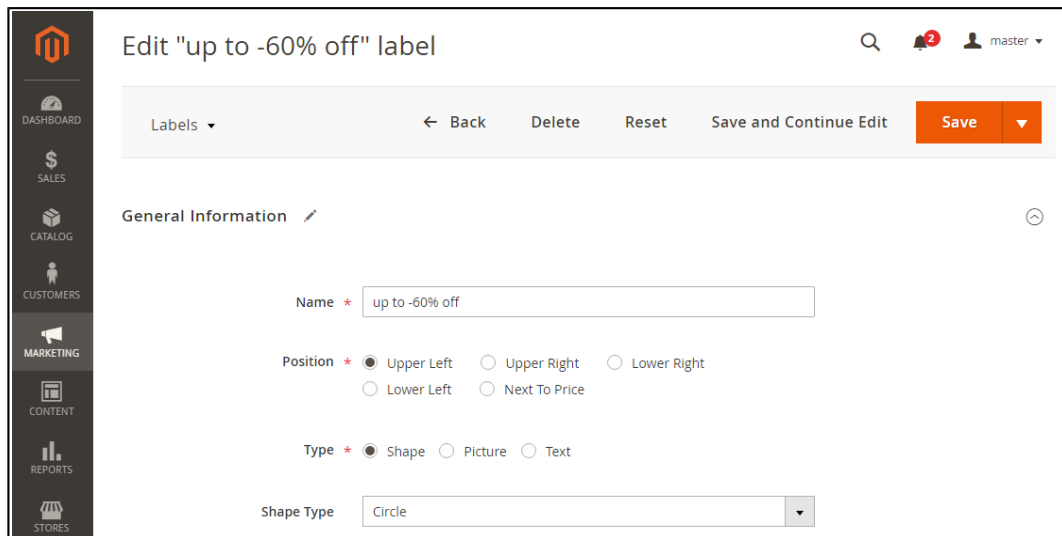
- **ID** - an identification number of the label;
- **Name** - a descriptive title of the label;
- **Type** - a type of the label (CSS-object, image or text);
- **Rule Name** - a title of the display rule assigned to the label;
- **Label view** - a look of the label;
- **Position** - a position of the label within a product block;
- **Action** - the 'View' active link to the Label Edit page.

You can change the name and position of a label right in the grid. Click the corresponding label row and edit the values in the 'Name' and 'Position' columns.

With the 'Actions' box above the grid, you can delete the label(s) selected, individually or in bulk.

Creating/Editing Labels

To create a label, click the 'Add Label' button at the top right of the page.

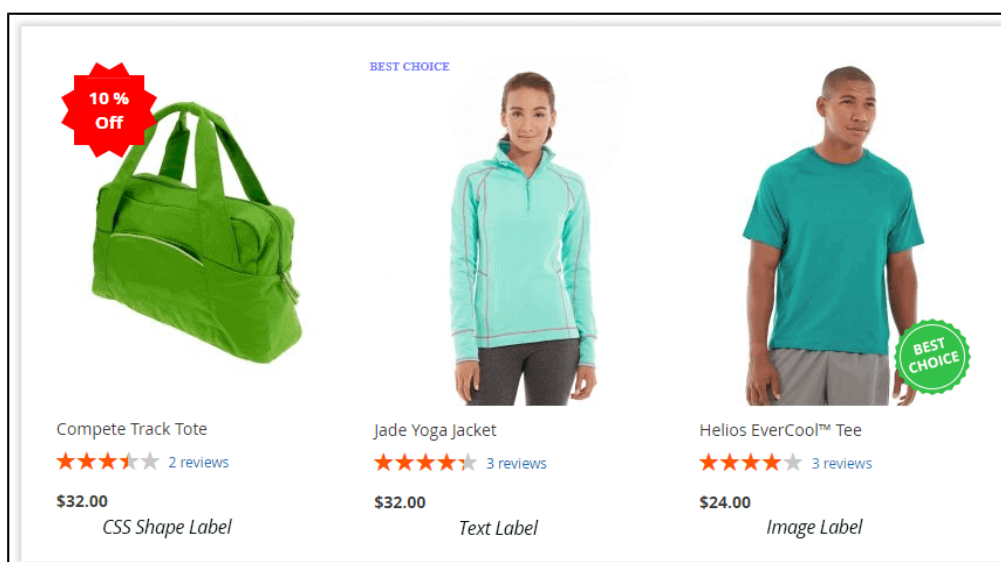


There are three obligatory parameters on this page: **Name**, **Position** and **Type**. Deciding on label placement over the image of a product consider the four positions: **Upper-left/right** and **Lower-left/right corner**. There is also an option to place the label **Next to Price**.

The Product Labels module allows creating labels of the following display-**types**:

- **CSS shape** - a customizable object that can be presented in one of the seven forms (Select one from the 'Shape Type' box);
- **Picture** - an image to upload (When chosen, the 'Upload' button will replace the 'Shape Type' box. The image is uploaded in original resolution);
- **Text only** - a text against a custom background.

Below you can see how each label type looks on the storefront:



Obligatory parameters defined, proceed to the design of the label:

- **Size** - choose one of the three sizes available for configuration: Large, Medium and Small;
- **Test Text** - try various wordings, and see how they look on the label (optional, but advisable);
- **Customize Container** - configure CSS shape settings;
- **Customize Label** - specify CSS label parameters.

The sizes of the labels correspond to the sizes of the pages they will appear on. Labels automatically appear over the product image or/and next to product price on all of the following pages:

- on Product page;
- on Catalogue page
- in the shopping cart;
- in the mini cart;
- on Checkout page;
- in the Related Products block;
- on any CMS page;
- in wishlist.

Thereby, Product page is L, Catalogue page - M and Mini Cart - S.

The screenshot displays the Magento Admin interface for editing a label. The sidebar on the left contains navigation icons for Dashboard, Sales, Catalog, Customers, Marketing, Content, Reports, Stores, System, and Find Partners & Extensions. The main content area is titled "Edit \"up to -60% off\" label" and includes a "Save" button. Below the title, there are three preview boxes for "Large", "Medium", and "Small" sizes, each showing a red circle with the word "sale". Below the previews are radio buttons for "Large", "Medium", and "Small". There is a "Test Text" field with the value "sale" and a help icon. Below this is a note: "This field is only used to test the label display, text input doesn't get saved. Set up actual label texts in rules." There are two sections for customization: "Customize Container" with a "General" dropdown and "Advanced Settings / CSS" link, and "Customize Label" with a "Text" dropdown and "Advanced Settings / CSS" link.

We suggest that you configure all the parameters herein to ensure the good look of your labels on all pages. All changes to the text, container or label will be visible **in real time** in the area just above the size alternatives.

To conditionally split the text into separate lines use the **{br}** variable where the **line break** is meant to be.

The **Customize Container** and **Customize Label** functions have two alternatives: **General Settings** and **Advanced Settings**. The latter allow using custom CSS codes.

General settings include

- **Background Color;**
- **Height and Width of the container;**
- **Font Color;**
- **Font Size.**

When finished, there are three options to complete work on the new label:

- Click **'Save'** button at the top of the page to save the label and get redirected to the Labels grid;
- Click the **'Save and Continue Edit'** option if you want to keep configuring it;
- Click the little triangle next to the **'Save'** button and then **'Save and Duplicate'** to save the label and keep working with the duplicate of thereof.

Browsing Rules

The label created, define a display rule for it. Proceed to **Marketing > Product Labels by Aheadworks > Rules**.

Actions	Name	Priority	Status	Label Name	Label View	Action
<input type="checkbox"/>	Winter model August 2019	1	Inactive	Buy 2 Get 1 Free		View
<input checked="" type="checkbox"/>	Christmas 2018 - 60%	1	Active	Christmas 2018 - €		View
<input type="checkbox"/>	New	2	Inactive			View
<input type="checkbox"/>	Exclusive	1	Inactive	Exclusive - plain text		View
<input type="checkbox"/>	Black Friday	1	Active	Black Friday - icon		View

The '**Rules**' grid lists all the previously configured display rules. The data presented in the grid is divided into the following columns:

- **ID** - the ID of the rule;
- **Rule Name** - the title of the rule;
- **Priority** - the priority of the rule defining the display order of the labels put on the same product(s) and/or product group(s);
- **Status** - the status of the rule (active or inactive);
- **Label Name** - the title of the label;
- **Action** - contains the '**View**' active link to take you to the Edit Rule page.

If required, you can change the name, priority, status, and position of a rule and re-assign labels to them right from the grid. Click the rule row and edit the values in the corresponding columns.

From the '**Actions**' box above the grid, you can perform individual or mass actions as follows:

- **Change Status** - edit the status of the selected rule(s): enable or disable;
- **Delete** - delete the selected rule(s);
- **Replace label** - assign a new label to the selected rule(s).

To add a new rule, click the '**Add New Rule**' button at the top right of the page.

Creating a rule may not be enough, should you want it to work. The '**Apply Rules**' button, next to the Add New Rule one allows updating the catalog and brings your rules to life.

To re-index the configured rules and apply them on the storefront, go to **System > Tools > Index Management** and select the '**Aheadworks Product Labels**' extension to be reindexed.

Creating/Editing Rules

The extension presumes each new rule gets the **'Enabled'** flag from the start, should you wish otherwise change the status of the rule with the **'Enable Rule'** parameter herein.

There are four obligatory parameters on this page:

- **Rule Name** - suggest a name for the rule;
- **Label** - opt for one of the labels on the list;
- **Priority** - indicate the level of priority with regard to other rules assigned to this label;
- **Customer Goups** - choose groups of customers to fall under the rule.

Next, select rule duration from the 'From' and 'To' fields, and proceed to wording and conditioning the label.


It is advisable you spare a minute to think if your label fits your message within the full range of label sizes. The '**Test Text**' field on the Create/Edit label page allows you to test your wordings, and the '**Frontend Label Text**' block herein - to set the chosen ones.

For example, a 'Buy 2{br}Get 1{br}Free' wording (default font size) may be all right for a large label, but will be too long for a small one. Thereby, consider paraphrasing to a synonymous phrase: 3 for 2, or similar.

The 'Frontend Label Text' block allows using store variables to support label wordings with dynamic data. Here is the list of variables available for use:

- **{attribute: code}** - attribute value (example: 'Black items on sale');
- **{save_percent}** - discount percentage (example: 'Save 5%');
- **{save_amount}** - discount amount (example: 'Save 50\$');
- **{price}** - regular price (example: 'Price is 10\$');
- **{special_price}** - special price (example: 'For 10\$ only');
- **{stock}** - stock amount (example: '3 items left');
- **{br}** - new line (used to move some part of the text to a new line)
- **{sku}** - product SKU (used to specify stock keeping units of the product(s))
- **{spdl}** - X days left for a special price (example: '10 days left for a special price');
- **{sphl}** - X hours left for a special price (example: '3 hours left for a special price').

Next, proceed to the '**Product Conditions**' section. This is where you can set the products or product group(s) the label rule will be assigned to.

Add conditions to the given '**Product Attributes**' and/or '**Stock Range**' parameters. To **add** conditions click  and choose an attribute for conditioning. For further configuration proceed to the '**ALL**', '**TRUE**', '**IS**', '**...**' and other clickable elements (in bold font) to alter them in accordance with your rule.

To **delete** a condition click  .

The rule is configured. There are three options to save the rule:

- The '**Save**' button redirects you to the Rules Grid;
- The '**Save and Continue Edit**' button saves the rule and keeps you on the Create/Edit Rule page;
- The '**Save and Apply**' button saves the rule, applies it and redirects you to the Rules Grid.

Remember to put the newly created/updated rules into action by **applying** them and **reindexing** the extension.

Label Display on Different Product Types

Every child product in your catalog can be covered by multiple conditions. Thus, child products might have multiple labels. This in turn may pile the parent product up with labels. Which labels should be displayed?

Example and solution:

Assign a label to those child-items which stock is greater than 50, and another label — to items with stock less than 50. Thereby, different child products will have different stock conditions. If you need to put labels on parent items only, set their attributes in product settings.

By doing this, you will pinpoint products that should have labels put on them. For stock conditions, this will work in the following way: first, you should sum up stock values of all child products. Then, define whether this sum meets the previously specified conditions. If yes, display a label on the parent product.

Extension Settings

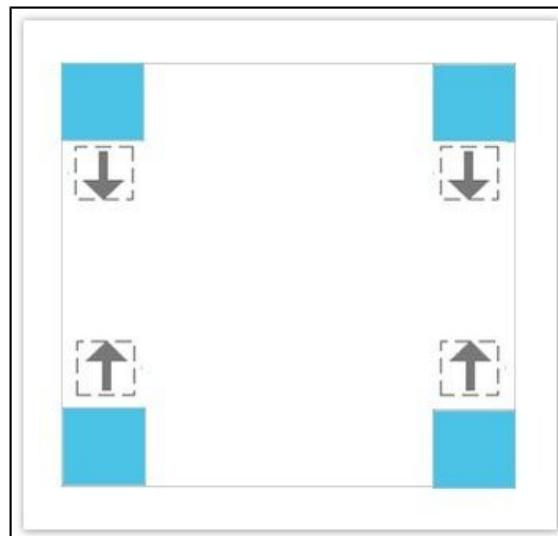
To configure general parameters of the extension, go to **Stores > Configuration > AHEADWORKS EXTENSIONS > Product Labels by Aheadworks**.

The screenshot shows the 'Configuration' page for the 'Product Labels by Aheadworks' extension. The page is titled 'Configuration' and includes a search icon, a notification bell with a red '3', and a user profile icon labeled 'admin'. Below the title, there is a 'Store View' dropdown set to 'Default Config' and a 'Save Config' button. The main content area is divided into a left sidebar and a main settings area. The sidebar contains a list of categories: GENERAL, CATALOG, CUSTOMERS, AHEADWORKS EXTENSIONS (which is expanded to show 'Product Labels by Aheadworks'), SALES, SERVICES, and ADVANCED. The main settings area is titled 'General Settings' and contains four configuration options: 'Distance from Label with Higher Priority, px' (set to 15), 'Label Alignment' (set to Vertical), 'Max. Number of Labels Over Product Image' (set to 5), and 'Max. Number of Labels Next to Price' (set to 5). Each option has a text input field and a brief description of its function.

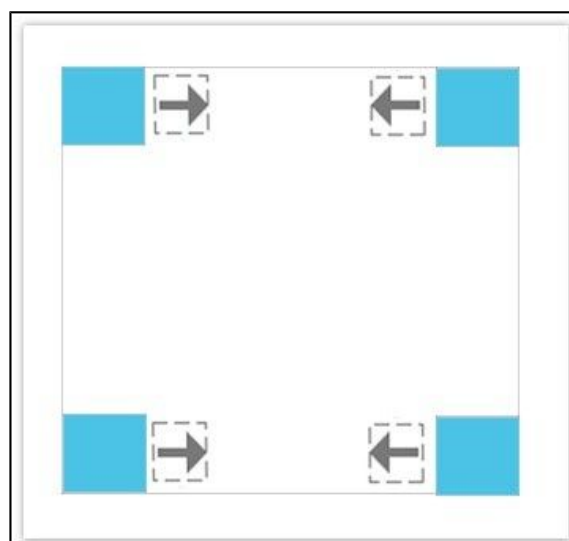
The '**Configuration**' page includes four parameters. This is where you manage multiple labels assigned to same products.

- **Distance from Label with Higher Priority, px** - the margin between the two overlapping labels (the ones of the same rule priority);
- **Label Alignment** - how overlapping labels should line up: horizontally or vertically;
- **Max. Number of Labels Over Product Image** - the maximum number of labels that can be put on product images;
- **Max. Number of Labels Next to Price** - the maximum number of labels that can be put next to product prices.

Labels can be aligned vertically by one of the ways introduced below.



Horizontal alignment implies the following options:



Labels with highest priorities will remain in the positions defined in the rules. Other labels will find their location with regard to the distance and alignment parameters set in the general configuration settings.

Configuring CSS Parameters

Product Labels for Magento 2 allows configuring almost any visual aspect of labels.

Customize CSS Container

In the '**Customize Container**' section, you can tweak the following main parameters:

- **background** - shape color (alphabetic, HEX, RGB, RGBA, HSL, or HSLA values);
- **border-radius** - shape round radius;
- **margin** - shape external indent (in pixels);
- **transform:rotate** - shape rotation angle (in degrees);
- **width** - shape width (in pixels);
- **height** - shape height (in pixels);
- **max-width** - maximum shape width (in pixels);
- **max-height** - maximum shape height (in pixels);
- **min-width** - minimum shape width (in pixels);
- **min-height** - minimum shape height (in pixels);
- **opacity** - shape opacity (numerical value).

Customize other CSS Parameters

In addition to the CSS container, you can configure the look of your labels with the following main parameters:

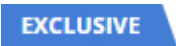



- **color** - text color (alphabetic, HEX, RGB, RGBA, HSL, or HSLA values);
- **border** - border width and color (alphabetic and/or pixel values);
- **padding** - internal indent (in pixels);
- **font** - text font (alphabetic values);
- **font-size** - text size (alphabetic and/or pixel values).



The scope of available fonts can be specific for each individual Magento theme.

You can see the full CSS parameter list [here](#).


Label Examples (with CSS Parameters)

Label Type: Shape



Label Example	Shape Type	CSS Code
	Rectangle with Bevel Down	background-color: #437dd6; min-height: 0px; font-size: 11px; font-weight: 800; padding-top: 4px; padding-bottom: 4px; letter-spacing: 0.2px.
	Rectangle	background-color: #ec4e0f; min-height: 0; border-radius: 15px; font-size: 12px; font-weight: 600; color: #ffffff; padding: 4px 13px 4px 13px.
	Rectangle	background-color: transparent; color: #ff0000; min-height: 0; font-size: 12px; font-weight: 600; font-style: italic; padding: 3px 6px 3px 6px; margin-left: -17px; margin-top: 17px; border: 1px solid #ff0000; transform: rotate(-90deg).
	Point Burst	width: 40px; font-size: 12px; line-height: 14px;


	Flag	width: 50px; height: 44px; background-color: #1bb0b4; font-size: 13px; font-weight: 600; line-height: 15px.
	Circle	background-color: transparent; width: 50px; font-size: 12px; font-weight: 600; color: #0b5394; border: 1px solid #0b5394.

Label Type: Text

Label Example	CSS Code
	color: #4aa51d; font-size: 12px; font-weight: 700; letter-spacing: 0.2px;

Label Type: Picture

Label Example	Image Link	CSS Code
	bestchoice.png (text included in the picture)	width: 66px; height: 66px;
	flag1.png	width: 100px; height: 26px; font-size: 11px; font-weight: 700; margin-left: -5px; margin-top: 5px;

		color: #375b1f;
	circle1.png	width: 80px; height: 80px; font-size: 14px; line-height: 16px; font-weight: 600; color: #ffffff; letter-spacing: 0.3px; transform: rotate(-20deg);

For an in-depth look visit Product Labels demo store at the extension's [product page](#).

Feel free to contact our support team with any questions:

[Submit a help desk ticket](#)

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