



PromoTron

industry innovations



TronDesigner

FOR MANUFACTURERS custom-made product implementation

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TronDesigner has been developed for digitalization of the process of custom-made products. It allows to convert any custom-made product into a 3D object which can be unlimitedly configured (designed) directly in web browser including print visualization, real-time calculation and easy ordering. TronDesigner is complex and independent web application and it can be implemented into any web or e-shop in 2 minutes.

Manufacturers: having TronDesigner is bringing a new business channel, potential of hundreds of new distributors from EU (already using TronDesigner for another custom-made products) and also it's innovative way of presenting and ordering their own products. The Manufacturers can use TronDesigner for themselves (on website/e-shop) and also for the entire business network (distributors and partners).

Distributors: having TronDesigner is bringing a unique web solution and the way how to offer many custom-made products from more manufacturers in one environment to its customers. Customers will be able to make their own design of custom-made product online, calculate price and order it. Distributors will just get orders from TronDesigner without any work and at minimum costs. Orders will be processed directly between Distributor and Manufacturer. Price policy and selection of product in TronDesigner is fully in hands of its user.

The implementation of new custom-made product into TronDesigner typically consists of these steps:

PHASE A - AN ARRANGEMENT OF COOPERATION

typically 1 week

- 1) **Initial discussion** over the products, basic principles, costs structures and cooperation conditions.
- 2) **Manufacturer provides necessary basic information** about considered products for the implementation.
- 3) **PromoTron prepares specific pricing offer** for the implementation of considered products.
- 4) **Specific discussion over the products, implementation costs** and possibilities of cost reduction.
- 5) **Final selection of products and both sides approval** of the scope of implementation, costs and cooperation conditions.

PHASE B - DATA PREPARATION

typically 1-2 weeks

- 1) **Manufacturer provides necessary samples, data and information for the products implementation**
- 2) **PromoTron understands the products** and gets all necessary information and data from Manufacturer:
 - a) **product samples:** physical samples of all product variants for 3D modelling (eventually some parts in photos)
 - b) **product images:** available maximum hi-res photos of products, different visual collages etc. for presentation in catalog and propagation
 - c) **product configuration options:** changes allowed possibility and options availability + dependencies between options
 - d) **print product options:** printing positions, printing technologies, max. printing sizes, other options and print position preview images
 - e) **product pricelist:** default catalog prices for products and all possible charges and add-ons (based on configuration options)
 - f) **printing pricelist:** default catalog prices for all printing technologies and all possible charges
 - g) **calculation logics:** description how to create final prices from pricelist and all charges in relation of selected options
 - h) **conditions:** possible products limitations (MOQ, availability in different countries...) and basic discounts for new distributors etc.

PHASE C - IMPLEMENTATION

typically 2-4 weeks

- 1) **3D modelling:** creation of new 3D models optimized for web, testing 3D models and approval by Manufacturer
- 2) **UV mapping** = creation of special layers on 3D models for texturization (visualize printing, rendering special materials etc.)
- 3) **3D model description:** creation of all metadata about 3D model and all changable parts for configurator control
- 4) **Creating new materials:** tune material patterns, 3D bump maps etc. for the most realistic visuals (*only for new special materials*)
- 5) **Creating 3D scene:** define and tune lights and shadowing for the most realistic visuals of products and materials
- 6) **Creating product configuration:** define all model parameters, all options, all dependencies and insert configuration into database
- 7) **Creating print configuration:** define all printing positions, technologies and other options and insert configuration into database
- 8) **Importing pricelists:** separate pricelists into concrete product/service and insert all products and all prices variants to database
- 9) **Calculator implementation:** programming all individual calculations logic for proper assembly prices of product and printings according to all parameters, pricelist logic, conditions, exceptions etc.
- 10) **Testing and publication:** testing all parts (3D model, design, prints, calculator) and made available it to distributors

PHASE D - PROPAGATION

typically 1 week

- 1) **PromoTron sends mostly e-mail newsletter** to all distributors using TronDesigner and informs them about new manufacturer or new products published and available in TronDesigner (*distributors just check new product and immediately can offer it*)
- 2) **PromoTron prepares special time limited offer** for manufacturer's business network (*based on network potential*)
- 3) **Manufacturer sends bulk e-mail to its business network** with information about new innovative sales tool for ordering manufacturer's custom-made products and with time limited special offer and recommend them to buy TronDesigner licence.

All prices are only indicative for you to can get a general idea about the cost of implementing the products into TronDesigner. We always prepare an individual calculation based on detailed knowledge of your products.

Pricing applies to **1 PRODUCT implementation** and shows **3 ranges (levels)** of costs based on product complexity:

- 1) SIMPLE PRODUCT** - one simple shape without variants/sizes, up to 5 configurable parts with a few options, no dependencies between parts, simple calculation logic, simple pricelist with up to 5 items (without printings).
- 2) MEDIUM COMPLEX PRODUCT** - basic shape with a few advanced details, up to 3 sizes, up to 10 configurable parts with max. 20 options per part, up to 2 dependencies between parts, more advanced calculations logic and pricelist up to 10 items.
- 3) VERY COMPLEX PRODUCT** - more advanced shape with more details, up to 5 sizes / different product parts, up to 20 configurable parts, up to 5 dependencies between parts, complex calculations logic and pricelist up to 20 items.

The basic hour rate for all "TronDesigner" technical, 3D and IT works = 39 EUR without VAT

Implementation step	SIMPLE PRODUCT	MEDIUM COMPLEX PRODUCT	VERY COMPLEX PRODUCT
PHASE A - Prepare Cooperation	ALL 5 STEPS ARE NORMALLY FREE OF CHARGE (if all technical work and communications take up to 10 hours)		
PHASE B - Data Preparation	39 - 195 EUR	156 - 312 EUR	312 - 624 EUR
3D modelling	35 - 90 EUR	90 - 180 EUR	180 - 350 EUR
UV mapping	39 - 156 EUR	117 - 273 EUR	156 - 390 EUR
3D model description	39 - 78 EUR	39 - 78 EUR	78 - 117 EUR
Configure 3D scene (lights)	39 - 78 EUR	39 - 78 EUR	78 - 117 EUR
Create product configuration	39 - 117 EUR	78 - 156 EUR	117 - 195 EUR
Create print configuration	39 - 78 EUR	39 - 78 EUR	39 - 78 EUR
Import pricelists	39 - 117 EUR	39 - 117 EUR	39 - 117 EUR
Calculator implementation	117 - 195 EUR	156 - 312 EUR	195 - 468 EUR
Testing and publication	39 - 117 EUR	78 - 117 EUR	78 - 156 EUR
Propagation to Distributors	FREE OF CHARGE for new products		
TOTAL INDICATIVE PRICE	460 - 1220 EUR	830 - 1700 EUR	1270 - 2610 EUR

Important legend for implementation costs:

- 1) Implementation costs for Manufacturers can be reduced up to 0 EUR - see page 6 for conditions!**
- 2) For special or new materials is an extra charge based on complexity of material. Already prepared "free of charge" materials are:**
 matt plastic, glossy plastic, matt metal, glossy metal, alluminium, chrome, transparent plastic, umbrella polyester, cap premium cotton, coated paper, krafted paper, textile jersey cotton, textile denim cotton
- 3) If more different products share some parts or properties, part of the costs may be shared or lowered.**
- 4) If we will implement more similar products in one contract there is possible discount up to 50% !**
- 5) The final costs can depend on the final workload and the number of hours of implementation.**

Below you can find a few examples of custom-made products implementation in TronDesigner, including description of functionality, categorization (complexity) and indicative costs of implementation.

El Primero - ADPEN

Custom-made product description:

Standard pen, one shape and one size, 3 fix parts (barell, button, clip) with 16 selectable colors, no switchable parts, no part dependencies. Printing - 4 positions, 2 technologies. Simple calculation logic (one basic price for product just with quantity discounts / standard printing logic = tech. prepare+print)

Complexity category: **SIMPLE PRODUCT**
 Implementation time: **1,5 week**
 Implementation cost: **480 EUR**

Tag - MAXEMA

Custom-made product description:

Standard pen, one one shape and one size, 5 fix parts (barell, cap, clip, closing-plug, tip), 6 styles and every style have dependent colors options, no switchable parts. Printing - 4 positions, 2 technologies. Little advanced calculation logic (10 pricelist items based on style and color combinations / standard printing logic)

Complexity category: **SIMPLE PRODUCT**
 Implementation time: **2 weeks**
 Implementation cost: **570 EUR**

CreaCup - ANDA PRESENT

Custom-made product description:

Standard cup, one shape and one size, 3 fix parts (lid, body, silicone ring) with 8 selectable colors, no switchable parts, no part dependencies. Printing - 2 positions, 2 technologies. Simple calculation logic (one basic price for product just with quantity discounts / standard printing logic).

Complexity category: **SIMPLE PRODUCT**
 Implementation time: **2 weeks**
 Implementation cost: **590 EUR**

Tumbler Mix - REDA

Custom-made product description:

Standard cup, one shape and one size, 4 fix parts (seal, lid, body, silicone ring) with 14 selectable colors, no switchable parts, no part dependencies. Printing - 4 positions, 2 technologies. Simple calculation logic (one basic price for product just with quantity discounts / standard printing logic). **Extra 3D animation** of cup seal (open and close).

Complexity category: **SIMPLE PRODUCT**
 Implementation time: **2 weeks**
 Implementation cost: **650 EUR**

CreaShop - ANDA PRESENT

Custom-made product description:

Standard paper bag, 3 bag sizes (3x 3D model) in one product, develop of new 2 "paper" materials. 2 fix parts (body and handles) with material and color selection, no switchable parts, no part dependencies. Printing - 2 positions, 2 technologies with fullcolor allover. Without special surface finish (emboss etc.) Little advanced calculation logic (3 pricelist items for every size with wuantity discounts and a few charges based on colors and materials / standard printing logic).

Complexity category: **MEDIUM COMPLEX PRODUCT - 3 sizes included**
 Implementation time: **3 weeks**
 Implementation cost: **880 EUR**

Below you can find a few examples of custom-made products implemented in TronDesigner, including description of functionality, categorization (complexity) and indicative costs of implementation.

Fitness - ISOLINE



Custom-made product description:

Special bottle with detailed 3D model (embossed brand), 3 bottle sizes (3x 3D model) in one product. 2 fix parts (body and cap) with selectable 5 colors, no switchable parts, no dependencies. Printing - 2 shaped positions (digital label), 1 technology. Little advanced calculation logic (3 pricelist for every bottle size with quantity discounts and 5 charges for bottle color or labels / standard printing logic).

Complexity category: **MEDIUM COMPLEX PRODUCT - 3 sizes included**
Implementation time: **3 weeks**
Implementation cost: **960 EUR**

YourUmbrella - MID OCEAN



Custom-made product description:

Standard umbrella, one shape, more detailed 3D model with inner shoulders. 2 product's variant (one color body / different color edge / fullcolor cover print) = 2 parts in 3D model in one product. 3 switchable handle types and 2 switchable tips (5x 3D model parts) with selection of materials/colors. Shaft with selectable materials and colors. 1 parameter (edge color) depends on active product variant. Printing - just one panel or fullcolor body print (2 technologies). More advanced calculation logic (6 basic product prices with ca. 15 extra pricelist items for selectable parts and materials).

Complexity category: **MEDIUM COMPLEX PRODUCT**
Implementation time: **5 weeks**
Implementation cost: **1 040 EUR**

YourCap - MID OCEAN BR.



Custom-made product description:

Standard cap, 2 product's variant (baseball + flat visor) = **2 shapes and 3D models in one product**. One panel style (6P). 9 configurable parts with selectable ca. 15 colors and 2 parts with selectable materials. Switchable vent holes (on/off) with selectable material/colors. Each parts depends on active product variant. Special example of **3D embroidery** with selectable colors. Printing - 2 positions, 2 technologies. More advanced calculation logic (2 base pricelist items for every product variant with quantity discounts and ca. 15 pricelist items for charges based on configuration / standard printing logic).

Complexity category: **MEDIUM COMPLEX PRODUCT - 2 different product variant included**
Implementation time: **5 weeks**
Implementation cost: **1 180 EUR**

There are several ways of financing the implementation costs of custom-made product into TronDesigner. Some of the costs must always be paid at the beginning of the implementation. But when you provide enough TronDesigner users (distributors), total costs can be reduced up to zero, including the refund of the initial partial cost payment.

VARIANT A) Refund implementation costs via acquired TronDesigner licenses from your business partners

Our primary goal is to provide TronDesigner to thousands users (distributors, agencies, manufacturers, printing houses etc.) and collect monthly fees from them. If manufacturer have larger business network (distributors, resellers etc.) and make propagation of TronDesigner and own custom-made product into this network, we will refund part of the cost for each license and the paying user acquired by manufacturer from itself business network. This can reduce all costs up to ZERO.

Basic terms and cost payments for implementation:

- 1) Minimum deposit before implementation = **50% of total costs** (for cost up to 10.000 EUR)
- 2) The remaining 50% will be paid during **3 months** after implementation (every month 1/3)
- 3) The remaining payment each month will be reduced by commission from every payment received from users (distributors etc), which was acquired by manufacturer from its business network (it will be detected by special activation code)
- 4) If the commission value exceeds the remaining amount to be paid by manufacturer, we will refund the relevant excess amount back to the manufacturer **up to the total cost of the implementation**.

Commissions from paying users acquired by Manufacturer:

1-49 users	10%
50-99 users	12,5%
100+ users	15%

Commission is calculated at the end of every month and based on all received payments from users provided directly from Manufacturer. At the end of month will be issued invoice for part of remaining costs minus value of commission. If commission value exceed remaining costs we will issue credit invoice (max up to the total cost of implementation).

VARIANT B) Commission from businesses mediated by TronDesigner

If you are willing to provide us some commission from all business gathered and realised through TronDesigner, we can implement your custom-made products into TronDesigner with **extra discount or even totally free**. There is not predefined rules for this variant, all is about first discussion and evaluation of requested products (costs) versus possible commission and potential from together cooperation.

If you are open to this variant, just contact us and tell us more about your products and business.

All prices are listed excluding VAT and VAT will be charged according to the EU tax laws and the target country of the manufacturer. If manufacturer have headquarters in European union and have valid VAT registration and VAT ID, invoices will be without VAT.

The maturity of invoices is 14 days. The maturity of credit notes (cost refunds) is 30 days.

If you have any questions about implementations, terms, cost reduction etc., don't hesitate to contact our Sales department at:

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