

VISUALIZATION & LOGO TOOL SERVICE



TronLogo



SERVICE INTRODUCTION IMPLEMENTATION MANUAL

TronLogo v1.2, 2019-09-27



PromoTron
industry innovations

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1. Service Introduction

1.1. What features brings the TronLogo service?

The TronLogo is cloud service, which was developed with the goal to digitize the whole DTP process and creation of printing data in the promotional industry. The service works as easily implementable extension/enhancement of **any web catalog or webshop**.

When you deploy TronLogo, you get these new unique features:

- The user will be able to upload his/her logo online directly in your eshop (typically in the product list) including vector formats such as Corel, Illustrator, InDesign, EPS, etc.
- The system automatically removes any white background from the logo as needed and attempts to generate 2 monochrome variations of the logo - black and white.
- The uploaded logo is instantly automatically and realistically 3D visualized on the all product images in the webshop (*in the catalog, in the product detail, in the shopping cart, etc./ the only condition of visualization is the existence of the product in the PromoTron platform*).
- The automatically system compares the colors of the logo and the colors of the product and displays the logo either in its original colors or in black or white variant- always ensuring that the logo is sufficiently contrasting and visible on the product.
- The user can always access the gallery of his / her uploaded logos and can easily switch between them to visualize different logos according to his/her marketing needs. No login or creating an account needed.
- The user will be able to open the print editor (typically in a product detail), where he/she will be able to edit the print graphic directly on the product - change it or add another logo, texts, rectangles, change colors, etc. Any change made by user will be immediately projected in the 3D preview of the current print artwork directly on the picture of the product.
- The user will be able to save the edited print artwork in the gallery and use it whenever he/she wants. Also, he/she will be able to view the edited print motive directly on all products as well as generate a PDF with visualization. He/she can send this PDF visualization by e-mail to your sales or DTP department.
- In case of sending a PDF visualization, the user enters his/her e-mail, which will be stored in the system and can be used as a business lead. The information that the visualization has been generated and customer's e-mail can be also automatically forwarded to your CRM / ERP system. Your system can be expanded to display existing customers' visualizations directly in the order, and your DTP will have all the materials to prepare final print data without having to wait for client documents and approval of the proofreading.



1.2. How does the service work and how does involve your webshop?

The min. implementation of TronLogo requires to include at least **2 new controls in your webshop**:

- **to the product catalog** - it will open a gallery of logos and allow you to upload a new logo
- **to product detail** - it will open the print editor of the given product

The design of the controls depends entirely on you - it can be a button, a picture, a larger box with a description and a button, etc. You create the controls and place them in the webshop yourself. TronLogo only recognizes and ensures that a gallery, editor, logo upload, etc. opens when you click on the appropriate control.

TronLogo in your webshop will **only replace your product images** with product images including 3D logo/print visualization. Since we use the same images from suppliers, typically in the webshop nothing changes and only "suddenly" on the product uploaded logo will appears. We generate images with visualization as large as you have in the webshop so that we do not affect the appearance and functionality of your webshop. Where the logo will be visualized is up to you and where you implement the TronLogo service.

All other user interaction (gallery selection, logo upload, editor) takes place in the **popup windows** of the TronLogo service running "above the webshop". Popup windows run in an IFRAME outside the content of your e-shop - everything is designed and developed to TronLogo **cannot endanger or damage the proper working of your webshop!**

The entire TronLogo service is also ready for **visual customization** to look as an integral part of your webshop. You can set up custom colors of popup windows and control buttons. You can set up colors, upload your logo, banner, and contacts for PDF visualizations. You can also upload and set up the colors of outgoing emails.

If anything happens with the TronLogo service (eg failure of our servers, etc.), your e-shop will be only shown up normally and the images will not be changed (no visualization will be visible) and the controls will not react. Everything else (product browsing, purchasing process, etc.) will be intact and fully functional.



1.3. What products and suppliers does TronLogo work with?

TronLogo is part of the PromoTron platform, and the automated 3D visualization and print editor works on the products of vendors included in this platform and whose products have been already set up for TronLogo. PromoTron already included almost **all largest EU suppliers and importers** (PF Concept, Giving Europe, Paul Stricker, Mid Ocean Brands, Anda Present, Xindao, and many others), and every month new suppliers will be included.

For an up-to-date overview of the included suppliers and the current status of processing of their products, please visit <https://demologo.promotron.com/?p=suppliers>. By the end of September 2019, **more than 70,000 products** have been processed for TronLogo!

If you have **your own products from another supplier or your own** in the webshop, the TronLogo will not work on them at this moment. However, you only need to contact your supplier and ask him to join the PromoTron platform (you can also do so through the administration portal in the section "Supplier settings"). Any supplier can join our project for free or for a few hundred euros, depending on his distributor network or number of demands of his products. The processing of his products for the visualization will take few weeks only.

In case you have your own products, you have to wait for TronLogo 1.3, which will open the ability to upload your products to the PromoTron platform, having the access to a tool for configuration of your own products for TronLogo. This version will be available during 4Q 2020. Until then, we can process your products individually for a fee - we have a team of more than 80 trained employees. If you are interested in this service, please feel free to contact us.

If TronLogo does not identify the product on your web (it is not in the PromoTron platform, the code no matches, etc.), only the visualization will not work on this product and your original product images will remain unchanged. TronLogo can also automatically hide the associated controls (select a logo, upload a logo, create a print motive) on your site if the product has not been identified.



1.4. How the TronLogo involves your internal processes?

The current version of TronLogo 1.0 solves the first part of the complex process of **“graphic approval process with a client + preparing graphic printing data for the production”**:

- tries to obtain logo from the client directly on the website, primarily in curves - which you can then download without having to wait to be sent by the client
- helps the client by visualizing the logo to decide which product to choose - so it is not necessary to make 10 previews of 10 different products
- pushes the client to create and “approve” the print graphics online - your DTP department will get ready preview of the graphic and logo place to produce the final printing data without having to make any corrections

However, each distributor and retailer of promotional products may have a slightly different “internal graphic process” within the company. TronLogo basically offers two ways with two different impacts on your business processes:

- A. In a basic and minimalist implementation of TronLogo without any integrations with your system, you will be receiving PDF visualizations, created by the clients on your website. **Your sales or production department will have to check the order to learn if there is any PDF visualization made by the client or not** (using email address or domain).
- B. If you integrate the TronLogo service with your ERP / CRM system, **your employees will not have to check if there is an e-mail with PDF visualization of the order**. The integration allows you to save visualizations directly into your system and pair them automatically with your order using email address. In the order detail, your employees can see directly if there is a PDF visualization and they will be able to view the visualization, download the client’s original vector data, etc. by one click only.



2. Service Implementation

2.1. Summary overview

Before you implement TronLogo service into your web catalog or webshop, you must set up the service first, which consists of 2 steps (*it requires an active trial or a full TronLogo license*):

1. **Initial service settings** = logo, colors, PDF visual, contacts, notification
2. **Select and assign suppliers**

Technical implementation of the TronLogo service consists of 3-4 steps:

1. **Place the main script into the headline**
2. **Placing of controls in your website**
3. **Tagging of product images**
4. **Optional: Integration with your CRM / ERP**

2.2. Initial service settings

First of all, please log in the administration portal <https://portal.promotron.com> and then open the settings of your TronLogo service. Here is necessary to set up 3 sections:

1. Basic information

- a. **Business e-mail**, where the visualizations created by your customers will be sent. (you will get lead and contact to customers before ordering)
- b. **DTP e-mail** where logo processing failures can be sent to be fixed and uploaded by the DTP department
- c. **Sender's name** - all PromoTron emails are sent from no-reply@promotron.com but you can change the sender name that the user will see in his email client instead of this email address. An ideal place for your company name.
- d. **URL of your webshop** where you implement the TronLogo. Insert the link to your webshop into the e-mail with visualization so the customers can easily click this link to return back on your website.

2. Visual settings

- a. **Your logo** – insert it in the header of visualization email.
- b. **Colors** - the basic colors (text and background) will be applied to all popup windows (window headers) + all buttons + to the info bar in the e-mail.



3. PDF Settings

- a. Logo / Header – insert it in the upper part of the PDF, it can be just the single logo or a larger banner in the full width of the PDF page.
- b. **Footer bar** - at the footer, we generate 3-line default text to explain how your approval process of the proofreading works. You can turn off this text and generate your own graphic bar into the PDF instead, where you can put any text, highlight important parts with icons, etc.
- c. **Contacts** - The PDF footer has a narrow bar with the company name and basic contacts.

You can get primary JavaScript code and your own API key from section "[API Keys](#)".

2.3. Selection and setup of suppliers

To allow the TronLogo to work in your webshop, it is necessary to set up which suppliers of goods you offer in the shop. Only the combination of "**supplier**" + "**suppliers product SKU**" will ensure a unique and unique identification of the visualized product.

The portal section "**Supplier Settings**" displays an overview of all suppliers that you have selected and active for your webshop. You can add unlimited suppliers based on the TronLogo tariff you have purchased. To assign and activate selected suppliers, it is essential to enter the correct **suppliers ID or CODE** that you use for the given supplier **in your system / webshop**. It can be a number, characters, or a combination of both. You have to add this information, along with the product SKU, to HTML to identify TronLogo products and images (*please see technical implementation*).

The popup window "Selection and assignment of suppliers" provides an overview of all suppliers that are already integrated in the PromoTron platform or that we plan to integrate soon. If there is an "**ASSIGN**" button at the vendors, you can assign as your supplier immediately and the visualization will work for the supplier's products. If the vendor is marked by an "**INVITE**" link, it means the vendor is not yet officially integrated in the PromoTron platform or his products are not yet processed for the TronLogo service. When you click the INVITE button, the system will generate an e-mail, that you can edit and send it to your contact person at the appropriate supplier to speed up their joining our project.

In case you are purchasing goods from a non-listed supplier, please send us your supplier's details, his web address, and contact person on support@promotron.com. We will contact your vendor, review the structure of their product range and integrate him as soon as possible into our platform. You can also send your supplier info about our project and TronLogo information to speed up the joining process.

For current list of suppliers and status of their products processing for TronLogo, please see <https://demologo.promotron.com/?p=suppliers>



2.4. Technical implementation – basic *(required)*

STEP #1 - Insert control script of TronLogo *(required)*

Insert the following code into the HTML header of your webshop pages and replace the APIKEY value with the API key code from the administration portal. It's best to insert the code just above the **</HEAD>** tag. For TronLogo to work wherever you need it (product catalog and detail, cart, search), we recommend inserting the code into all pages of your webshop (to primary HTML template).

Source code to insert:

```
<!--PromoTron: TronLogo Service -->
<script async src="https://app.promotron.com/promotron.js?api-key=APIKEY"></script>
```

STEP #2 - Insert controls of TronLogo *(required)*

The visual design, type, and position of the controls is completely up on you - you can use a button, image or any other complex HTML element. Then just add the data attribute **"data-tl-action"** to the element with the appropriate action to be performed by TronLogo by clicking on it (TronLogo will manage clicks itself).

Actions for controls:

- **OpenGallery** – open logo gallery to select the logo
- **OpenUpload** – open new window upload dialog
- **OpenEditor** – open print editor for the given product, it can be placed more than once in case of more products *(requires in HTML other product data attributes - see STEP #3)*

HTML code sample:

```
<button data-tl-action="OpenGallery">CHANGE LOGO</button>
<button data-tl-action="OpenUpload">UPLOAD OWN LOGO</button>
<button data-tl-action="OpenEditor"
        data-tl-sid="###"
        data-tl-spcode="###">DESIGN PRINT MOTIVE</button>
```

We recommend to place at least following controls, depending on the page type:

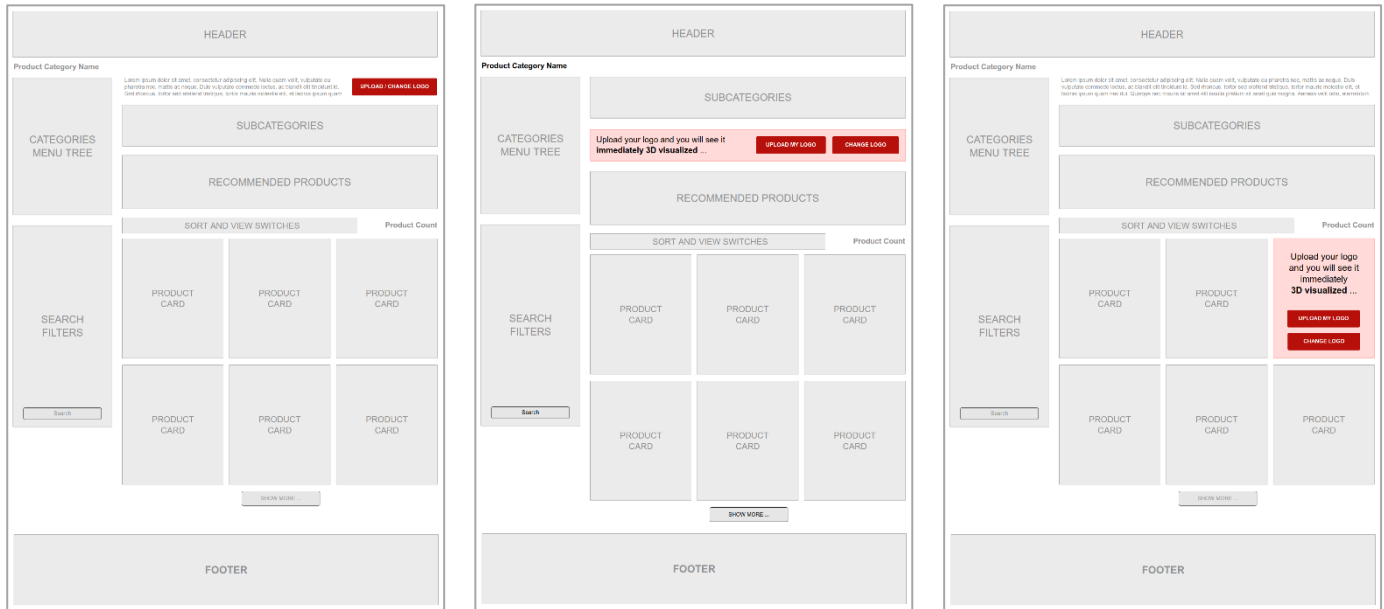
- **Catalog product summary** – button for open the gallery + button for upload the logo + eventually buttons to every product to allow quick edit of its printing
- **Product detail** – button to open the gallery + button to open the editor

Off course you can insert the controls wherever you want. You can design them differently to match better with the different pages.

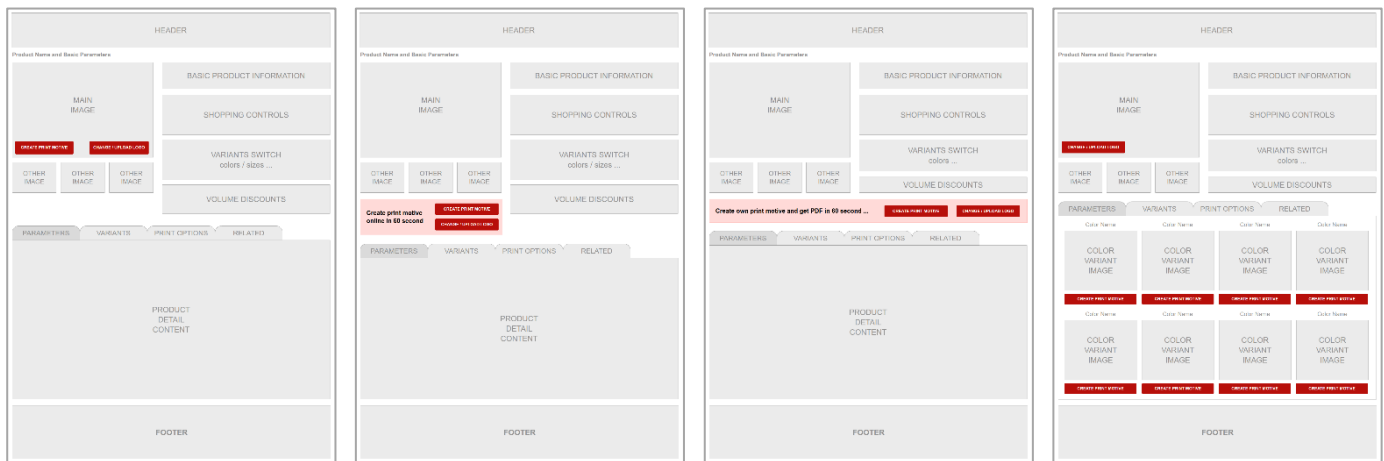


See some inspirations and variations on how and where to place the controls. Larger views of schematic drawings you can found here: <https://demologo.promotron.com/?p=how>

Inspiration of controls in the product catalog summary placing:



Inspiration of controls in the product catalog detail:





STEP #3 - Set up basic data attributes (required)

To allow the TronLogo change a product image in your e-shop with an image containing a 3D visualized logo, or to run the print editor, it must recognize first the product and its supplier. For product identification there are 2 data attributes:

- **data-tl-sid** ... your code/ID of the supplier (*for selection suppliers, please see [STEP 2.3.](#)*)
- **data-tl-spcode** ... code of the supplier's product (*SKU given by the supplier*)

In the samples bellow we will use following supplier codes:

- **PF58** ... PF Concept
- **AN62** ... Anda Present
- **AD43** ... Adler

You need to add these 2 attributes to all images (IMG tag) where the visualization will be allowed.

HTML code sample for sample existing products:

- A) product [23" Umbrella Lisa - Blue](#) by PF Concept with their SKU code **10901702**
- B) product [Ballpoint pen Channel - Black](#) by Anda Present with their SKU code **AP809488-10**

```
A) 
B) 
```

HTML code sample for a little bit different promotional textile:

- A) Model [Woman T-Shirt Malfini Basic](#) by Adler with the model code **134**
- B) Color variant [Woman T-Shirt Malfini Basic - Red](#) by Adler with model code **134** and color code **07**
- C) Sample existing product [Woman T-Shirt Malfini Basic - Red / 2XL](#) by Adler with their SKU code **1340717**

```
A) 
B) 
C) 
```

The same 2 data attributes must be added to all elements where you use the "**OpenEditor**" action (*ie. where you add the data-tl-action="OpenEditor" attribute*). Otherwise, the element will not respond and the editor will not open.

HTML code sample for button or link opening the editor:

```
<button data-tl-action="OpenEditor" data-tl-sid="PF58"
        data-tl-spcode="10901702">CREATE PRINT MOTIVE</button>

<a href="javascript:void(0)" data-tl-action="OpenEditor" data-tl-sid="PF58"
    data-tl-spcode="10901702">CREATE PRINT MOTIVE</a>
```



2.5. Technical implementation - advanced (optionally)

The data attributes identifying the product according to the previous chapter are required and necessary for the service to work. However, we support several other attributes, such as passing your own code and product name or affecting service behavior and image generating.

There are 2 data attributes available to pass information to the TronLogo:

- **data-tl-pname** ... your product name (*it will be displayed in the visualization*)
- **data-tl-pcode** ... you own SKU code of the product (*it will be displayed in the visualization*)

HTML code sample with extended attributes:

```
<button data-tl-action="OpenEditor" data-tl-sid="PF58"
        data-tl-spcode="10901702" data-tl-pcode="your-product-SKU"
        data-tl-pname="your-product-name">CREATE PRINT MOTIVE</button>
```

The behavior of the TronLogo service is possible to be influenced in 3 areas:

- **Automated hiding of controls if TronLogo don't know specific product**
 - if the product is not recognized, it is possible to automatically hide all TronLogo controls. Just wrap each control which using the **data-tl-sid** and **data-tl-spcode** attributes in HTML: `<div data-tl-container = "true">... control... </div>`
- **The size of the visualizations - FIX SIZE based on images or DDYNAMIC SIZE**
 - if you have preview images of products generated with fixed dimensions (eg 250x150px for catalog and 350x200px for detail), then you do not need to add any other attribute - the default behavior of TronLogo is to detect the size of your image and generate visualization in the same dimensions and maintaining the aspect ratio... same as using the attribute **data-tl-mode = "auto"**
 - in case, your preview images are not generated with fixed dimensions (*ie. each image can have different aspect ratio and size and when the browser shrinks and centers the images*), it is necessary to switch the mode by attribute **data-tl-mode = "max300"**
- **Big ZOOM PREVIEWS of visualizations (after the clicking on the preview)**
 - normally, TronLogo only changes the preview image and does not affect the destination URL after clicking on the image (typically your large product image)
 - if you want a show large visualization after clicking, it is necessary to turn on this function by adding the attribute **data-tl-gallery="parent-href"** (*the system will find the image closest superior HTML „A“ link and change its target HREF address*)
 - **Notice:** Changing the destination HREF URLs of large images can sometimes interfere with various large thumbnail and popup gallery plugins. Always test to see if this feature has a negative impact on your gallery's behavior. Please contact us if you have any problems.



HTML code sample with all data attributes, containing automated hiding of the button, ZOOM preview of the visualization and with non-fixed size of the preview images:

```
<div data-tl-container="true">
  <button data-tl-action="OpenEditor" data-tl-sid="PF58"
    data-tl-spcode="10901702" data-tl-pcode="your-product-SKU"
    data-tl-pname="your-product-name" data-tl-mode="max300"
    data-tl-gallery="parent-href">CREATE PRINT MOTIVE</button>
</div>
```

2.6. Advanced CRM/ERP integration *(optional)*

The TronLogo service now allows 2 basic integrations with your CRM/ERP and delivering data about:

- **created visualizations**
- **uploaded logos**

The integration uses so-called **WebHooks** = automatic notifications, which at the moment of the event (sending a visualization or uploading a logo), send an HTTP request to your server and forward the necessary data. This allows you to store all visualizations and e-mails you have created on your system, as well as uploaded logos. Then you can display all existing visualizations with the same e-mail directly in the order details in your system thanks to this integration and data.

WebHook event „Created and sent visualization “

In the administration portal, open the section "Settings> Integration / Webhooks" and select the 1st tab "Visualization". Then enter the URL address of the interface that you have prepared on your server to receive visualization data. Data is sent as URL parameters:

- **mail** – customers e-mail address
- **productname** – your product name *(delivered by the attribute **data-tl-pname**)*
- **productcode** - your SKU product code *(delivered by the attribute **data-tl-pcode**)*
- **sid** - your ID/code of the supplier in your system *(delivered by the attribute **data-tl-sid**)*
- **spcode** – product SKU code of the supplier *(delivered by the attribute **data-tl-spcode**)*
- **vkey** - identification GUID of the visualization and access key to the visualization

WebHook event „New logo uploaded“

In the administration portal open the section "Settings> Integration / Webhooks" and select the 2nd tab "Logos". Then enter the URL address of the interface that you have prepared on your server to receive information about the uploaded logs. Data is sent as URL parameters:

- **format** – type of the file uploaded by the customer (PNG, CDR, AI, PD, EPS ...)
- **name** – original name of the file uploaded by the customer
- **logokey** – identification GUID of the uploaded logo and access key



Access to the source data of the logo visualizations

Using WebHooks you will get the access key which you can use to:

- **access and download whole PDF file with visualization**
- **access and get PNG preview of the visualization**
- **open DTP portal and download the source data**
- **access and get the preview of the uploaded logo**

Application access URL addresses:

- Web DTP portal for your graphic department, containing everything connected to the given visualization
<https://app.promotron.com/<APIKEY>/dtp-resources/<VKEY>>
- Download whole visualization in PDF
<https://app.promotron.com/api/<APIKEY>/dtp-resources/<VKEY>/pdf>
- Download the image with graphics from the editor (2D)
<https://app.promotron.com/api/<APIKEY>/dtp-resources/<VKEY>/canvas>
- Download the image with visualization of the print motive on the product (3D)
<https://app.promotron.com/api/<APIKEY>/dtp-resources/<VKEY>/visualization>
- Download the preview image of the uploaded logo (original color version)
<https://app.promotron.com/api/<APIKEY>/logos/<LOGOKEY>/original>

For any API data access, it is always necessary to insert into your URL your current API key assigned to the purchased TronLogo license (found in the administration portal) and then the appropriate VKEY (visualization access key) or LOGOKEY (logo access key).



3. Reference guide

The Reference Guide contains a brief listing of all available parameters and control values within the scope of TronLogo implementation options.

Available data attributes:

- **data-tl-action** ... open TronLogo dialogs
- **data-tl-sid + data-tl-spcode** ... identification of the supplier's product
- **data-tl-pname + data-tl-pcode** ... your product identification
- **data-tl-mode** ... visualization rendering mode
- **data-tl-gallery** ... control of the big visualizations
- **data-tl-container** ... control of the auto-hiding of the controls on the unavailable product

Available values for the attribute data-tl-action:

- **OpenGallery** ... open the gallery of the uploaded logos
- **OpenUpload** ... open the dialog to upload new logo
- **OpenEditor** ... open the printing editor

Available values for the attribute data-tl-mode:

- **auto** ... generate preview visualizations exactly in the same size as your product preview
- **max300** ... generate preview visualizations in the size max 400x300px based on the source image

Available values for the attribute data-tl-gallery:

- **none** ... it does not include the link on the picture (the original image remains)
- **parent-href** ... link on the picture display large visualization

4. Support and contacts

If you have any questions about implementation, please contact us at support@promotron.com. Your questions can be written in the following languages: **English, German, Greek, Czech, Slovak**. Technical inquiries are usually answered within 24-48 hours during business hours (UTC + 2).

Implementation manual for SaaS TronLogo service

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