Localization Manual Germany

In order to understand the German market and the laws that need to applied here, I put together a summary of returning changes German customers need to see in their shops (themes). This is supposed to give you guide to successfully localize your theme for German customers.

I identify five major points that differ from the dutch system:

• Base price display
• Tax and sipping cost display
• Checkout process rules
• Disclaimer link
• Order confirmation mail - [details] key

1. Base price display

In Germany many products need to have in addition to their main price a reverence to a base price (German: Grundpreis) what makes the product comparable. For example a 0,5 Liter bottle of water would need to display the price of a full 1 Liter next to the product price.
Once activated in the SEOshop Backoffice (General > Settings > Workflow > Price per unit) customers can enter a price-per-unit-value and the unit (Liter, Centimeter, etc.) itself into the product variant.
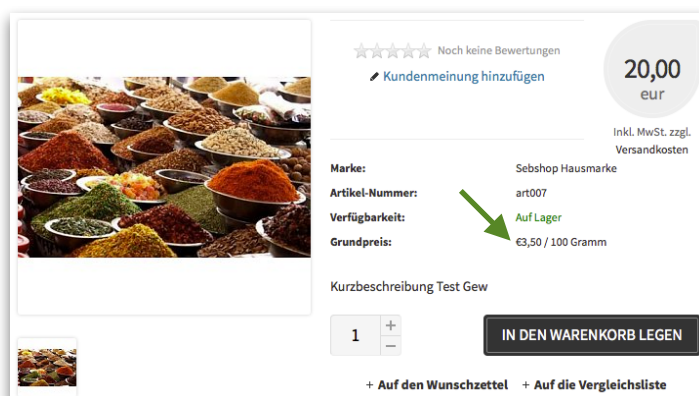
The base price then needs to be displayed where ever the ‚normal' price is displayed. **There are no exertions - If you display the product price, there needs to be the base price also displayed.**

Examples:
Product overview (category and front page)
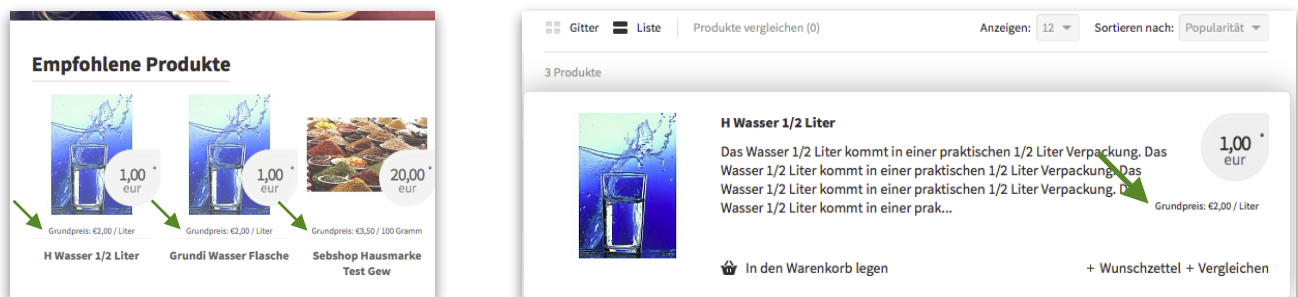
Product page

Shopping basket - cross selling

## 2. Tax and shipping cost link display

The main product price need to have additional information about where it contains tax or not.

Excl. tax - incl. tax

In addition to this there is an information about additional shipping cost information that goes as a link to the shipping cost site.

This information (tax and shipping cost link) goes wherever the main product price is displayed.
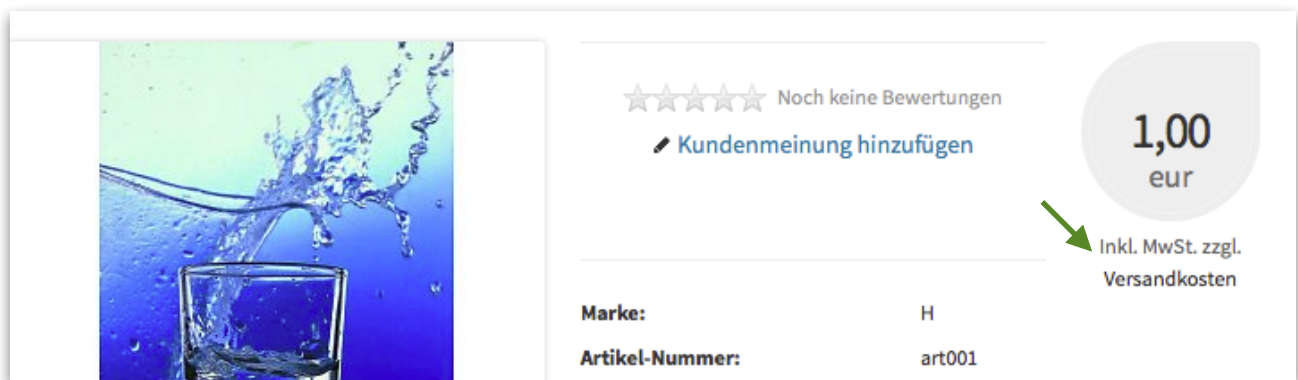
Product overview (category and front page)
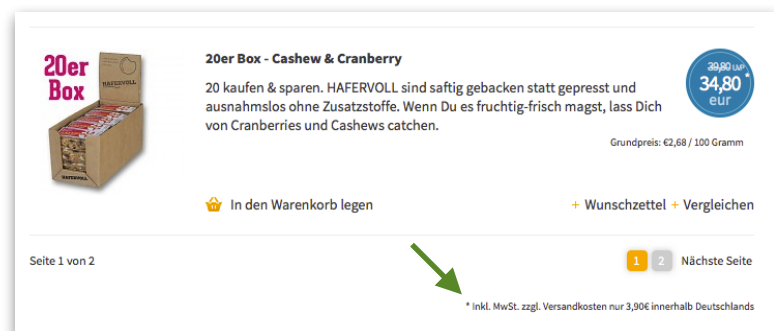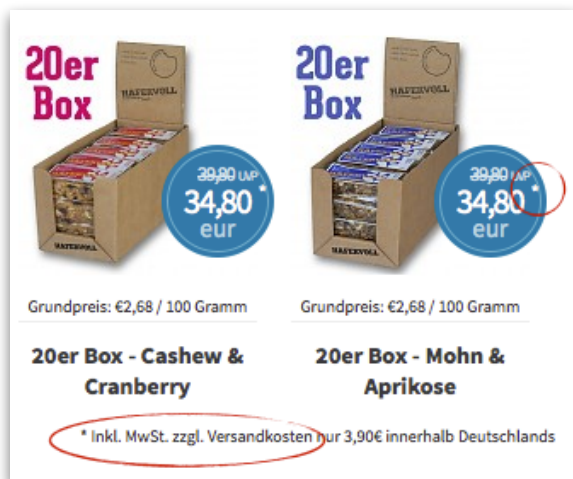
If you need to use the workaround with the * make sure that it is still displayed at the fist screen of the customer. Not allowed anymore: „Hiding" it at the bottom of the page.

Examples:

Product page

Shopping basket - cross selling

3. Checkout process rules

In Germany the last point in the checkout (step 4 - the order summary with the ‚buy' button) as certain rules we need to apply. Here it is very important that the **details of the order (products, costs, etc.) and the ‚buy' button forms a unit.** This unit needs to be **separated with a frame.** That frame needs to be **highlighted with its own color** (if there are other frames on that side, those frames need to have another color. The buy-button-unit needs to stand out)

Other elements (like newsletter subscription or ‚agree to terms and conditions') are not allowed within that buy button frame and needs to be placed above or beneath. Example:

4. Disclaimer link

In the last point in the checkout the customer needs to agree to the terms and conditions. In Germany we need to have an additional linke to the disclaimer. The customer here needs to agree to the terms and conditions (with link) and agrees to have read the disclaimer (with link).
This goes for every checkouts we may have:

5. Order confirmation mail - [details] key

In the order information the [details] key is very important to the German merchants. Basically it needs to contain every information we display on the „thank you page" after the checkout process:

Thank you page:

Email with [details] key:

- Product information
- Shipping ans handling
- Prices without tax
- Prices with tax (total)

Very important is, that the details key applies to the settings of the shop. If the shops doesn't display and/or calculates any tax. The [details] key needs to display the information accordingly.