

Localization Manual Germany

In order to understand the German market and the laws that need to be 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 shipping cost display
- Checkout process rules
- Disclaimer link
- Order confirmation mail - [details] key

I. Base price display

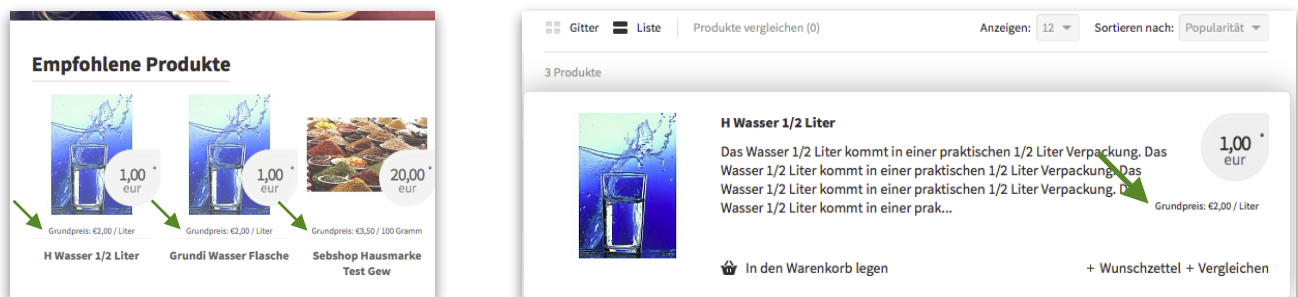
In Germany many products need to have in addition to their main price a reference to a base price (German: Grundpreis) what makes the product comparable. For example a 0,5 Liter bottle of water would need to display the price of a full 1 Liter next to the product price.

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.

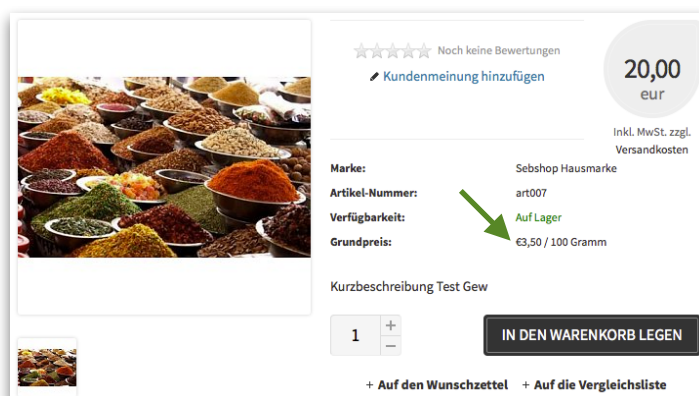
The base price then needs to be displayed where ever the ,normal' price is displayed. There are no exertions - If you display the product price, there needs to be the base price also displayed.

Examples:

Product overview (category and front page)



Product page



Shopping basket - cross selling



2. Tax and shipping cost link display

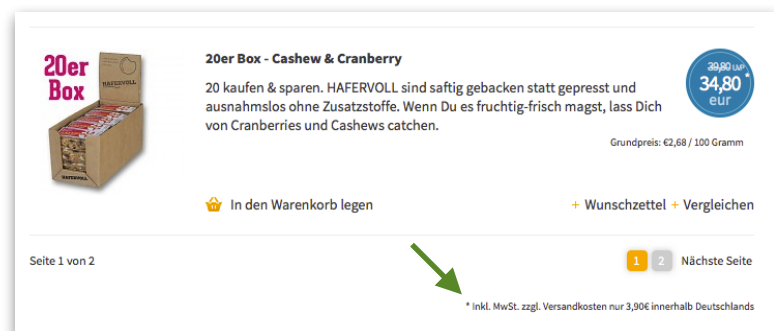
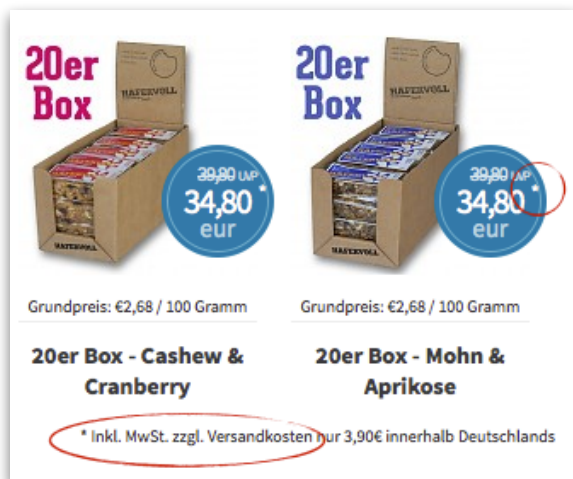
The main product price need to have additional information about where it contains tax or not.

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.

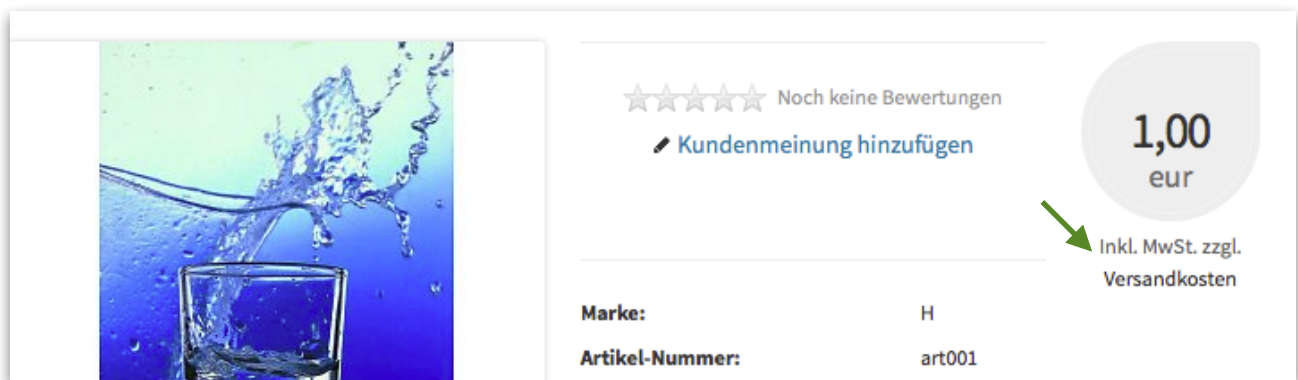
Product overview (category and front page)



If you need to use the workaround with the * make sure that it is still displayed at the first screen of the customer. **Not allowed anymore: „Hiding“ it at the bottom of the page.**

Examples:

Product page



Product page example for water. The page features a large image of water splashing into a glass. To the right, there are five empty stars and the text "Noch keine Bewertungen". Below this is a link "Kundenmeinung hinzufügen". The price is displayed as "1,00 eur" in a grey circle. A green arrow points to the price with the text "Inkl. MwSt. zzgl. Versandkosten". Below the price, the brand "Marke: H" and the article number "Artikel-Nummer: art001" are listed.

Shopping basket - cross selling



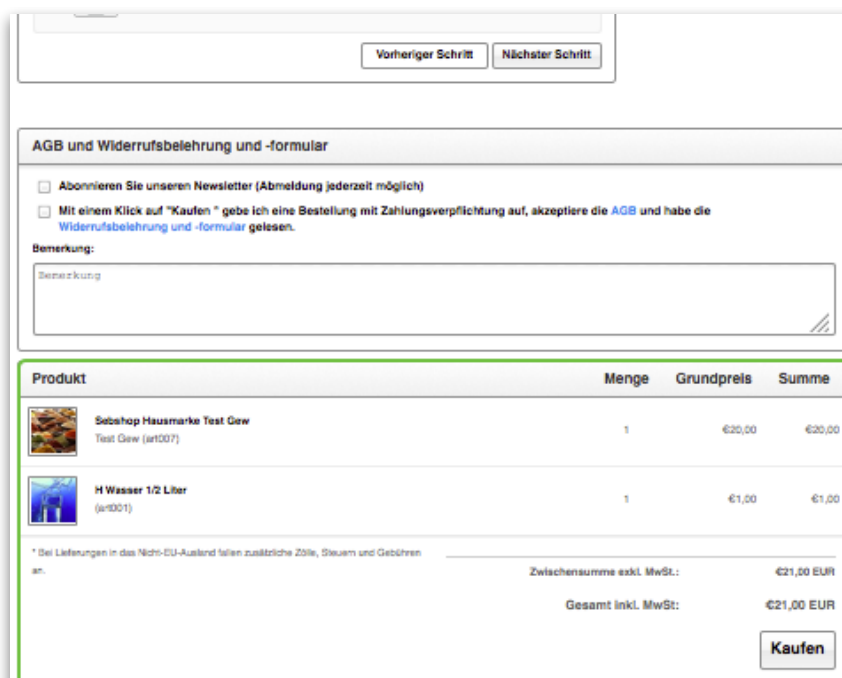
Shopping basket example for "Farben Produkt". The product is shown with a small image and the text "Farben Produkt". Below the product name is a link "Mehr Info »" and the price "€50,00 *". A button "In den Warenkorb legen" is present. A green arrow points to the price with the text "Inkl. MwSt. zzgl. Versandkosten".

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:



Checkout process example. The page shows a summary of the order. At the top, there are buttons for "Vorheriger Schritt" and "Nächster Schritt". Below this is a section for "AGB und Widerrufsbelehrung und -formular" with checkboxes for newsletter subscription and terms acceptance. A "Bemerkung:" field is also present. The main section is a table with columns "Produkt", "Menge", "Grundpreis", and "Summe". It lists two items: "Selbshop Hausmarke Test Gew" and "H Wasser 1/2 Liter". Below the table, there is a summary of costs: "Zwischensumme exkl. MwSt.: €21,00 EUR" and "Gesamt inkl. MwSt.: €21,00 EUR". A "Kaufen" button is at the bottom right.

Produkt	Menge	Grundpreis	Summe
Selbshop Hausmarke Test Gew Test Gew (art007)	1	€20,00	€20,00
H Wasser 1/2 Liter (art001)	1	€1,00	€1,00

* Bei Lieferungen in das Nicht-EU-Ausland fallen zusätzliche Zölle, Steuern und Gebühren an.

Zwischensumme exkl. MwSt.: €21,00 EUR
Gesamt inkl. MwSt.: €21,00 EUR

Kaufen

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 link 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:


AGB und Widerrufsbelehrung und -formular

☐ Abonnieren Sie unseren Newsletter (Abmeldung jederzeit möglich)

☐ Mit einem Klick auf "Kaufen" gebe ich eine Bestellung mit Zahlungsverpflichtung auf, akzeptiere die AGB und habe die Widerrufsbelehrung und -formular gelesen.

Bemerkung:

Bemerkung

Produkt	Menge	Grundpreis	Summe
 Seeshop Hausmarke Test Gew			

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:

Vielen Dank für Ihren Einkauf!

Hier steht ein Text zur Auftragsbestätigung meines Shops.

Bestellinformation

Bestellnummer: ORD00055 [Drucken](#)

Zahlungskosten

Vorkasse per Überweisung

Sebastian Maurer
Niddastarße 98
12345 Frankfurt
Deutschland

Versand

Päckchen — €7,31

Sebastian Maurer
Niddastarße 98
12345 Frankfurt
Deutschland

Bestellte Artikel

Produkt	Menge	Grundpreis	Summe
H Wasser 1/2 Liter (art001)	1	€1,00	€1,00
Seeshop Hausmarke Lamp (art003)	1	€150,00	€150,00
Versand & Bearbeitung (Päckchen) *			€7,31
Zahlungskosten			€0,00
Zwischensumme exkl. MwSt.:			€134,20 EUR
MwSt:			€24,11
Gesamt inkl. MwSt:			€158,31 EUR


* Bei Lieferungen in das Nicht-EU-Ausland fallen zusätzliche Zölle, Steuern und Gebühren an.

Email with [details] key:

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

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

[Meine Website](#) | [Mein Konto](#) | [Kontakt](#)



Der Shop vom Sebi! Nur für dich und jeden anderen auch!
info@sebshop.com
sebshop.webshopapp.com



SEBshop - Auftragsbestätigung

Sehr geehrte/r Sebastian Maurer,

Ihr Auftrag wurde ORD00055 bestätigt.
Ihre Rechnung: €158,31

Ihre Bestelldaten:

Bestellung #ORD00055 (erstellt am Dienstag 08 Juli 2014)

Produkt	Menge	Grundpreis	Rabatt	Total
 H Wasser 1/2 Liter art001	1	€1,00		€1,00
 Sebshop Hausmarke Lamp art003	1	€150,00		€150,00
Versand & Bearbeitung (Päckchen) *				€7,31
Zahlungskosten				€0,00
Zwischensumme exkl. MwSt.:				€134,20 EUR
MwSt:				€24,11
Gesamt inkl. MwSt:				€158,31 EUR

* Bei Lieferungen in das Nicht-EU-Ausland fallen zusätzliche Zölle, Steuern und Gebühren an.

Rechnungsadresse	Versandadresse
Sebastian Maurer Niddastarße 98 12345 Frankfurt Germany	Sebastian Maurer Niddastarße 98 12345 Frankfurt Germany
Zahlungsart	Versandart
Vorkasse per Überweisung	Päckchen