

How to edit a product page in First Spirit

Digital Marketing

Giving a hand to oral health.



KULZER
MITSUI CHEMICALS GROUP

Tab 1: Product Master Data

IMAGE AND SHOP LINK

Product Text and Image, Record: 12928

Image

IMAGE (LANGUAGE INDEPENDENT)

Reference

Status: Released
(Bittel, Julia)

Last change: Feb 10, 21, 12:46:41 PM
(Bittel, Julia)

ALT TEXT

IMAGE (LANGUAGE DEPENDENT)

Reference

Status:

Last change:

No image preview

ALT TEXT

SHOP LINK (EXTERNAL)

Reference

Info: The ALT text should briefly describe the image

Info:

- In this part you can highlight the related products box with a "sale" or "new" flag
- For some new products, this part is already prefilled from the master version.
- Dates can be changed here.

Technical_id for products

TECHNICAL ID

Sale

SALE DATE FROM

SALE DATE TO

New

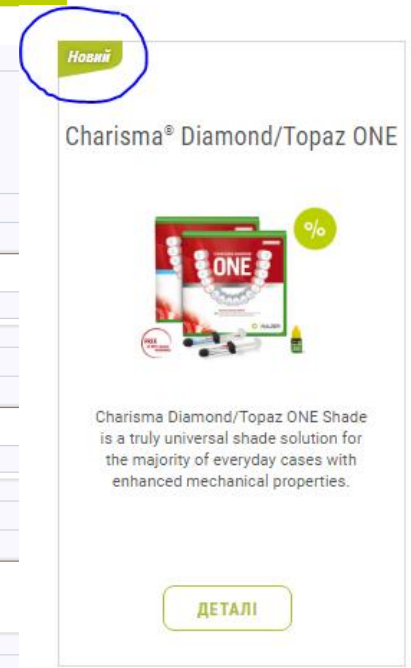
NEW DATE FROM

NEW DATE TO

Priority

PRIORITIES PRODUCTS

Yes No



Tab 2: Page Settings



Info: Page title can be changed here.
Default setting: Product Name



Info: Open Graph data can be entered here (not mandatory).

The title, description and image should represent the content of the page. This information will then appear when the page is shared on social media channels.

Default for product pages: The product name, teaser description and image from the master data are automatically used as open graph data (in the background). No editing necessary. Just in case you want to overwrite!

Example:

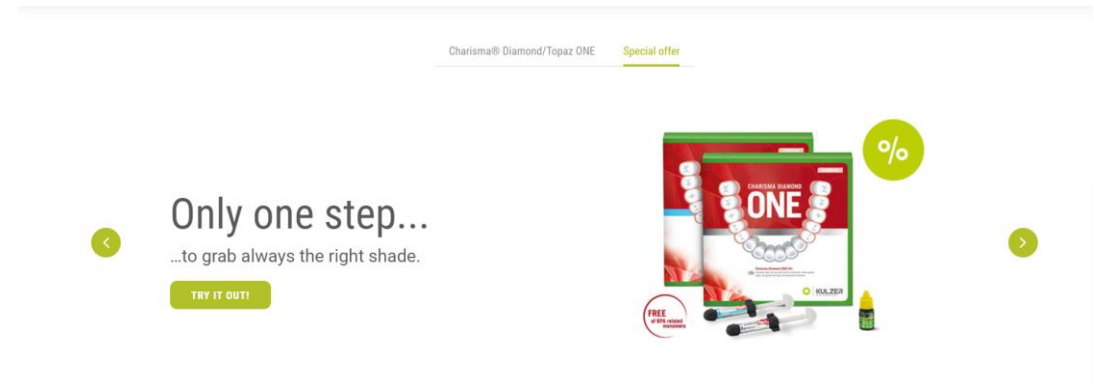


Tab 3: Content (Slider of the product page)

The screenshot shows a CMS interface with a top navigation bar containing tabs: "Product master data", "Page settings", "Content", "Relations (is required)", and "Publish". The "Content" tab is active. On the left, a vertical list of content blocks is shown, with "01 - Product intro stage (Theme slider)" selected. The main editing area displays the configuration for this slider. It includes a title "01 - Product intro stage (Theme slider)", a sub-title "01 - PRODUCT INTRO STAGE (THEME SLIDER)", and a list of icons for content types. A "Special offer" block is currently selected, containing the text "Only one step...". Below the slider configuration, there is an "Autoplay" checkbox which is checked.

Info:

- Enter translation of the slider here (double click)
- If this area is empty, only the product image will be shown without a slider.



Tab 3: Content (Introduction text)

Info: Enter translation of the introduction text here

01 - Product intro stage (Theme slider)
02 - Introduction text
03 - Benefits
04 - Good to know (Inspiration)
05 - Indications
06 - Applications
07 - Science
08 - Placeholder 1
09 - References
10 - Specifications
11 - Product selector
12 - Placeholder 2
13 - Order information
14 - Accesories
15 - Placeholder 3
16 - FAQ
17 - Downloads
18 - Placeholder 4
19 - Contact teaser
20 - Related products & Accessories

TEXT

H3 markup B I

Charisma Diamond ONE and Charisma Topaz ONE are truly universal shade solutions for the majority of everyday cases with enhanced mechanical properties.

START ДЛЯ СТОМАТОЛОГІВ ДЛЯ ЗУБНИХ ТЕХНІКІВ ПРОДУКЦІЯ КОМПАНІЯ ЗАВАНТАЖЕННЯ SEARCH

Charisma® Diamond/Topaz ONE Special offer

Charisma® Diamond/Topaz ONE
Your one-shade solution for everyday cases.

Charisma Diamond ONE and Charisma Topaz ONE are truly universal shade solutions for the majority of everyday cases with enhanced mechanical properties.

With incredible shade matching properties, ONE shade blends seamlessly into the surrounding dentition, independent of tooth shade, enabling restorations to simply disappear.

Tab 3: Content (Benefits)

Product master data | Page settings | **Content** | Relations (is required) | Publish

| |
|---|
| 01 - Product intro stage (Theme slider) |
| 02 - Introduction text |
| 03 - Benefits |
| 04 - Good to know (Inspiration) |
| 05 - Indications |
| 06 - Applications |
| 07 - Science |
| 08 - Placeholder 1 |
| 09 - References |
| 10 - Specifications |
| 11 - Product selector |
| 12 - Placeholder 2 |
| 13 - Order information |
| 14 - Accesories |
| 15 - Placeholder 3 |
| 16 - FAQ |
| 17 - Downloads |
| 18 - Placeholder 4 |
| 19 - Contact teaser |
| 20 - Related products & Accessories |

03 - Benefits

HEADLINE (OPTIONAL)

TEXT

Info: Enter translation of the benefits text here

ПЕРЕВАГИ

Your one-shade solution for everyday cases.

- **Always grab the right shade:** With the incredible shade-matching properties of ONE shade the restoration becomes invisible by blending into any surrounding dentition.
- **Efficient handling:** Both make the modelling easy due to their non-slump consistency and minimal stickiness.
- **Long-lasting restorations:** The Kulzer composite experience minimizes fracture and chipping thanks to the unique TCD matrix with a long-term clinical experience to prove it.

ДОБРЕ ЗНАТИ

Tab 3: Content (Good to know / inspiration module)

Product master data | Page settings | **Content** | Relations (is required) | Publish

- 01 - Product intro stage (Theme slider)
- 02 - Introduction text
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- 04 - Good to know (Inspiration)**
- 05 - Indications
- 06 - Applications
- 07 - Science
- 08 - Placeholder 1
- 09 - References
- 10 - Specifications
- 11 - Product selector
- 12 - Placeholder 2
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- 16 - FAQ
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- 19 - Contact teaser
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04 - Good to know (Inspiration)

CONTENT

Product Good to knc

SHOW TAB?

yes no

HEADLINE (OPTIONAL)

CONTENT

Section template: Inspiration Modul



Info (relates to all stripes):

- This symbol means that the content of the „Good To Know module“ is stored in a separate database table.
- Click on this symbol to enter this separate table and the translation of the module (step by step guide on next slide)

Info (relates to all stripes):

If you don't want to show the stripe on your page >> select „no“

Info (relates to all stripes):



Never delete content in this area as it is language independent!

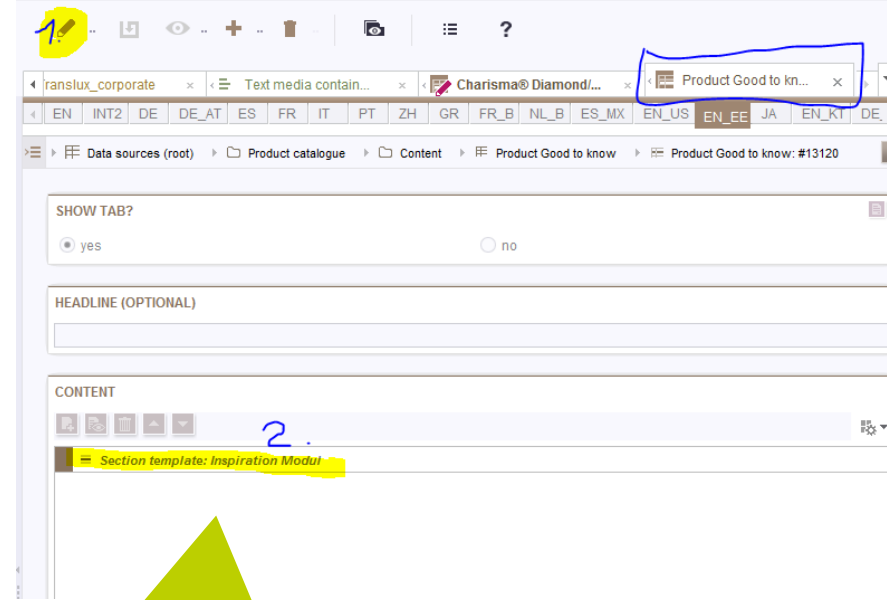
Tab 3: Content (Good to know / inspiration module)



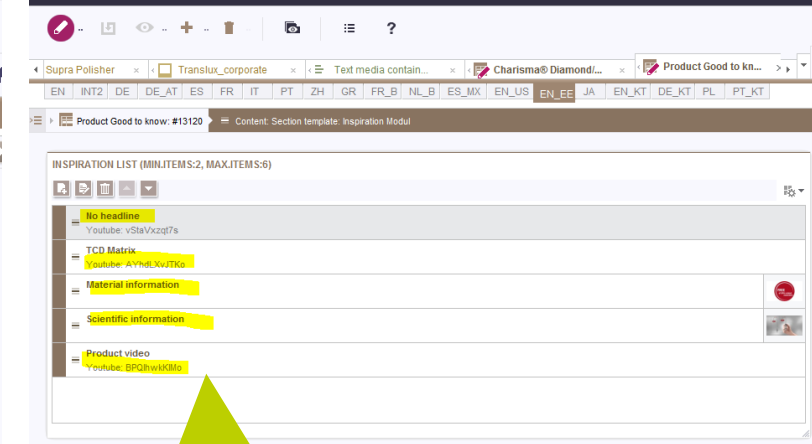
DB



- Step 1:**
1. Switch to edit mode 
 2. Click on this DB symbol and you will jump to the separate dataset >> a new tab will open 



- Step 2:**
1. Switch to edit mode in the new tab
 2. Double click on the „Section template: Inspiration Module“



- Step 3:**
- Enter your translation here
 - Training video for the inspiration module: https://www.kulzer.com/en/modules/best-practice.html#10_inspiration_module
 - Once you are done, close the edit mode and go back to the product page tab.

Tab 3: Content (Indications)



DB

Product master data | Page settings | **Content** | Relations (is required) | Publish

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06 - Applications
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08 - Placeholder 1
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10 - Specifications
11 - Product selector
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19 - Contact teaser
20 - Related products & Accessories

05 - Indications

CONTENT

Product Indications, Reco

SHOW TAB?
 yes no

HEADLINE (OPTIONAL)
Products

CONTENT

Section template: Fact teaser

- This symbol means that the content of the „Indications stripe“ is stored in a separate database table.
- Click on this symbol and you will jump to the dataset.
- Enter the translation of the fact teaser module directly in the dataset (as explained in the step by step guide on page 9)
- The description of all relevant modules of a product page can be found on the training page (including training videos): <https://www.kulzer.com/en/modules/best-practice.html#modules>

Info:

- In the majority of cases, this field is empty and filled with default wording from the global label list, e.g. this stripe is centrally called „Indications“.
- In very few cases like on this page, the stripe name was changed from „Indications“ to „Products“. In such cases, the headline should be translated in this field.

Tab 3: Content (Applications)



DB

Product master data | Page settings | **Content** | Relations (is required) | Publish

01 - Product intro stage (Theme slider)
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06 - Applications
07 - Science
08 - Placeholder 1
09 - References
10 - Specifications
11 - Product selector
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14 - Accesories
15 - Placeholder 3
16 - FAQ
17 - Downloads
18 - Placeholder 4
19 - Contact teaser
20 - Related products & Accessories

06 - Applications

CONTENT

Product Applications, Rec



SHOW TAB?
 yes no

HEADLINE (OPTIONAL)
ONE SHADE FOR ALL

CONTENT

- Section template: Text media
- Section template: Text media
- Section template: Text media container 50/50

Steps:

- Switch to edit mode 
- Click on this symbol and you will jump to the separate database table >> a new tab will open 
- Proceed as described on slide 9 and enter your translation
- The description of all relevant modules of a product page can be found on the training page (including training videos):
<https://www.kulzer.com/en/modules/best-practice.html#modules>