

User Manual

PGM Online B2B Catalog

Version EN 1.0 - 01.09.2020

1. Einleitung

The **PGM B2B online catalog** is a tool that we made available for our partners to use it in your daily business. You can use the online catalog to **explore our product range, place orders, configure custom orders** and even **see your individual prices** for your orders in advance.

In addition, the online catalog has a **presentation mode**. This mode allows you to **browse** through PGM's selection of images together with your customers on the computer, similar to how you previously did with the paper catalog. You can also display your own company logo. So your customer does not find out where you get your goods and connects the modern shopping experience with your company.

We also offer you the option of setting up guest access for your customers for a limited time. For example, the customer can continue their image search from home and sleep another night over his decision before they buy.

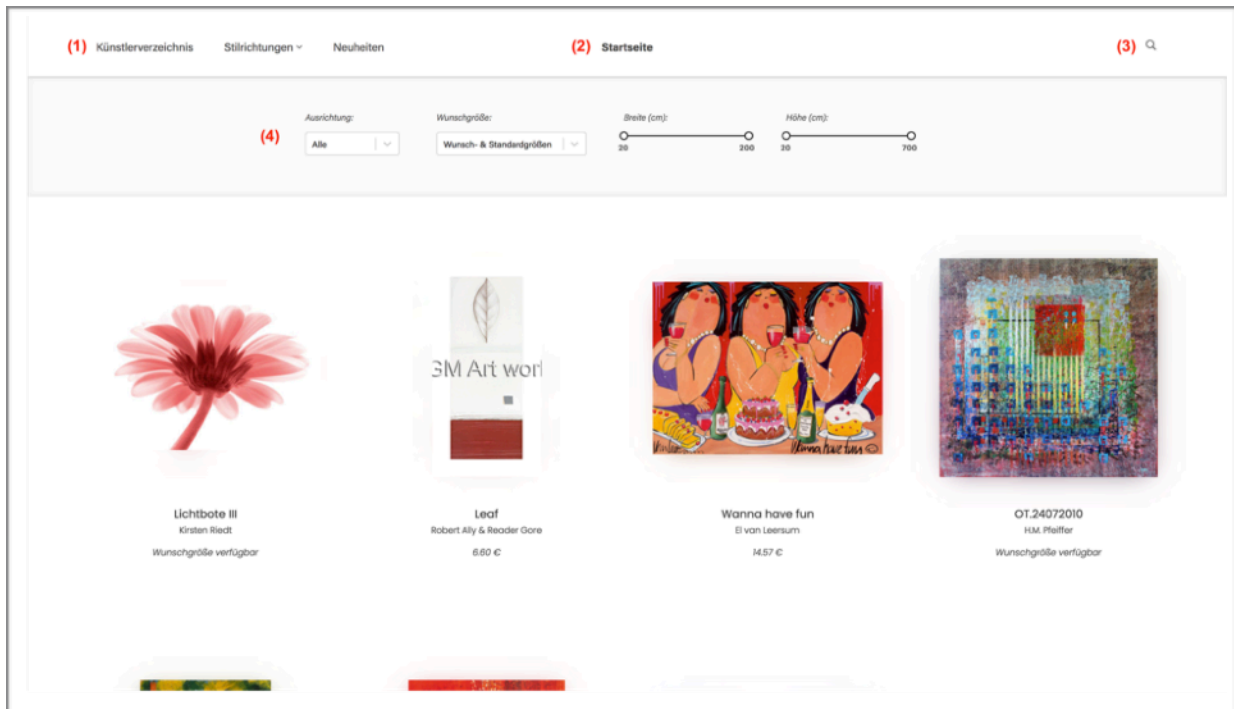
You can reach the PGM B2B online catalog at the following address:

der-kunstkatalog.de

2. Shopping mode

After logging in, you will first come into the **shopping mode**. This view is designed for you as a retailer. Here you can **search** the PGM catalog and **order pictures**.

2.1. Navigation



(1) Main menu

You can search for the available artists via the **artist directory**.

You can click on **styles** to reach the image categories in the B2B catalog.

You can find the latest motifs in the B2B catalog by clicking on **New Products**.

(2) Home / Logo

In the middle of the header there is the lettering „Home“, or your logo, if you have inserted this. With one click on this you will always come back to the start view of the B2B catalog.

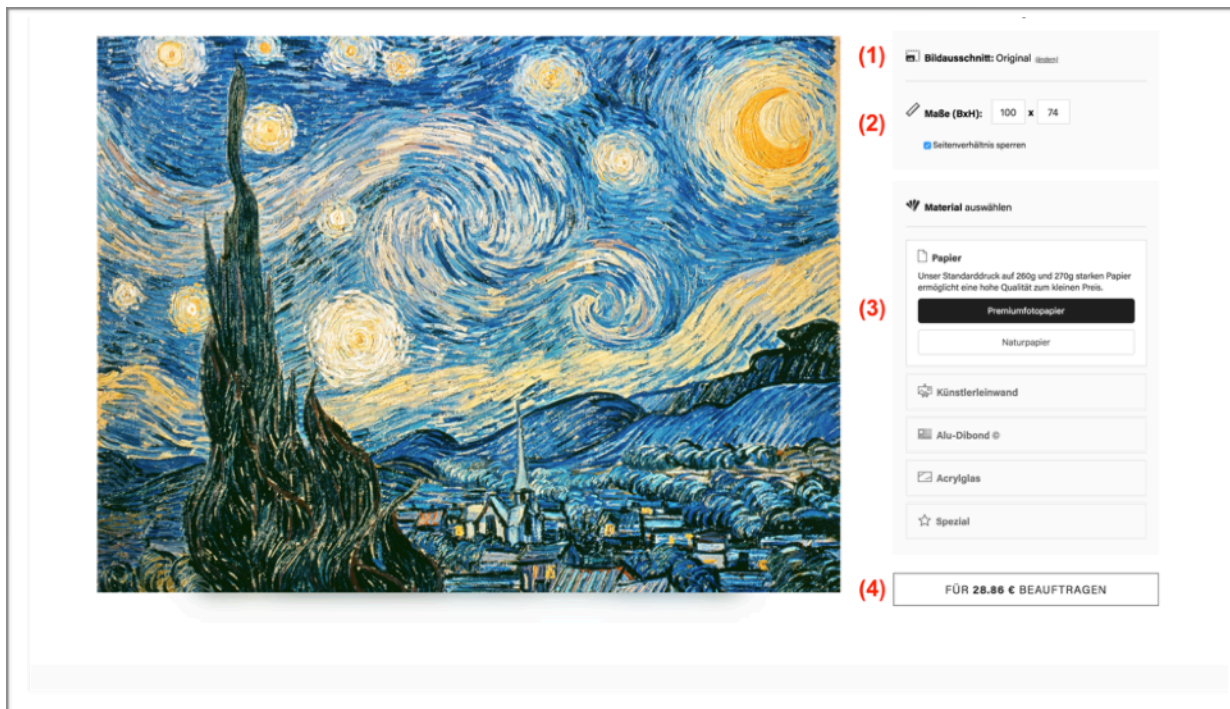
(3) Search

The free **search** can be reached via the magnifying glass symbol. Here you can freely search the picture catalog for any keywords.

(4) Filters

You can use the **filters** to further restrict the selection of images displayed by choosing the **orientation** of the images, only **custom or standard sizes**, or only images up to a certain **size or width**.

2.2. Custom image configurator



(1) Crop image

Clicking on **change** takes you to the crop mode, in which you can freely select the image crop.

(2) Dimensions

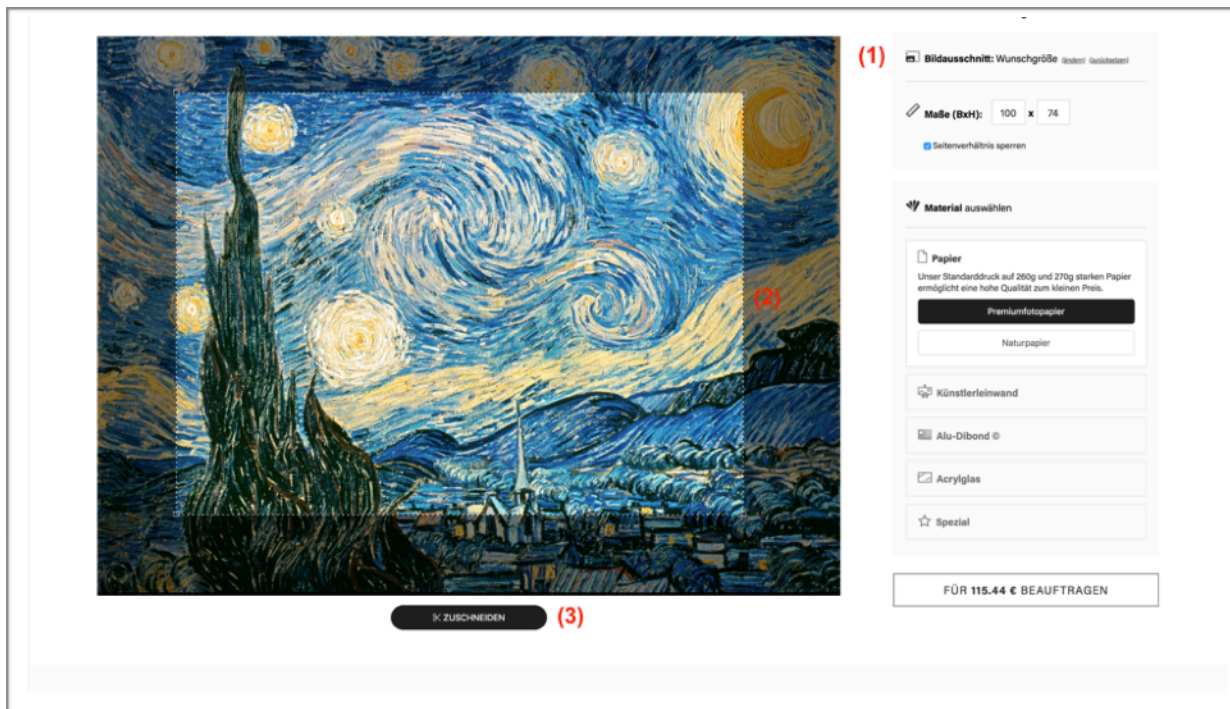
Here you can select the desired **image size**. If you do not want to order the picture in its original format, remove the check mark in front of **Lock aspect ratio**. This automatically opens the crop mode.

(3) Choose material

In this area you can select the material you want. If you move the mouse over the different options, **explanatory texts** for the different options appear.

(4) Order now

In the button **Order now** you can see the **purchase price** for the picture in the **selected configuration** and you can put it into your **shopping cart**.



(1) Crop mode

If you are in **crop mode**, the option **Reset** will appear in the Image section. This can be used to reset changes made in crop mode.

(2) Crop area

In **crop mode** you can **move** the image section and change the **size** of the section. The aspect ratios can be changed in the **Dimensions** area.

(3) Crop now

Use the **crop button** with the scissors to confirm the cut to the selected image area.

2.3. Placing an order

Product page

As described in the previous chapter, you can order a picture by clicking on the **order button**. After clicking on **Order**, a window opens in which you can see the configuration and price again before you finally put the image into your shopping cart by clicking on **Add to shopping cart**.

Shopping cart

This click also automatically loads your **shopping cart**. Here you can **collect** all your orders and pictures until you are ready to order them all together or individually from PGM.

Künstlerverzeichnis



Stilrichtungen ▾

Neuheiten

Startseite

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Ihr Warenkorb

Für Bestellung markieren <small>alle keine</small>	Aktion	Datum	Titel	Artikelnr.	Eigener Bildeausschnitt	Bild	Breite x Höhe	Material	Einzelpreis	Menge	Summe
<input checked="" type="checkbox"/>	Löschen	24.1.2019	Wanna have fun	ELE-302	nein		80cm x 60cm	Premiumfotopapier	14,57 €	1	14,57 €
<input checked="" type="checkbox"/>	Löschen	24.1.2019	Lichtbote III	KIR-03X	nein		100cm x 70cm	Premiumfotopapier	27,30 €	1	27,30 €

Zwischensumme: 41,87 €
zzgl. 19% MwSt.: 7,96 €

Summe inkl. MwSt.: 49,83 €

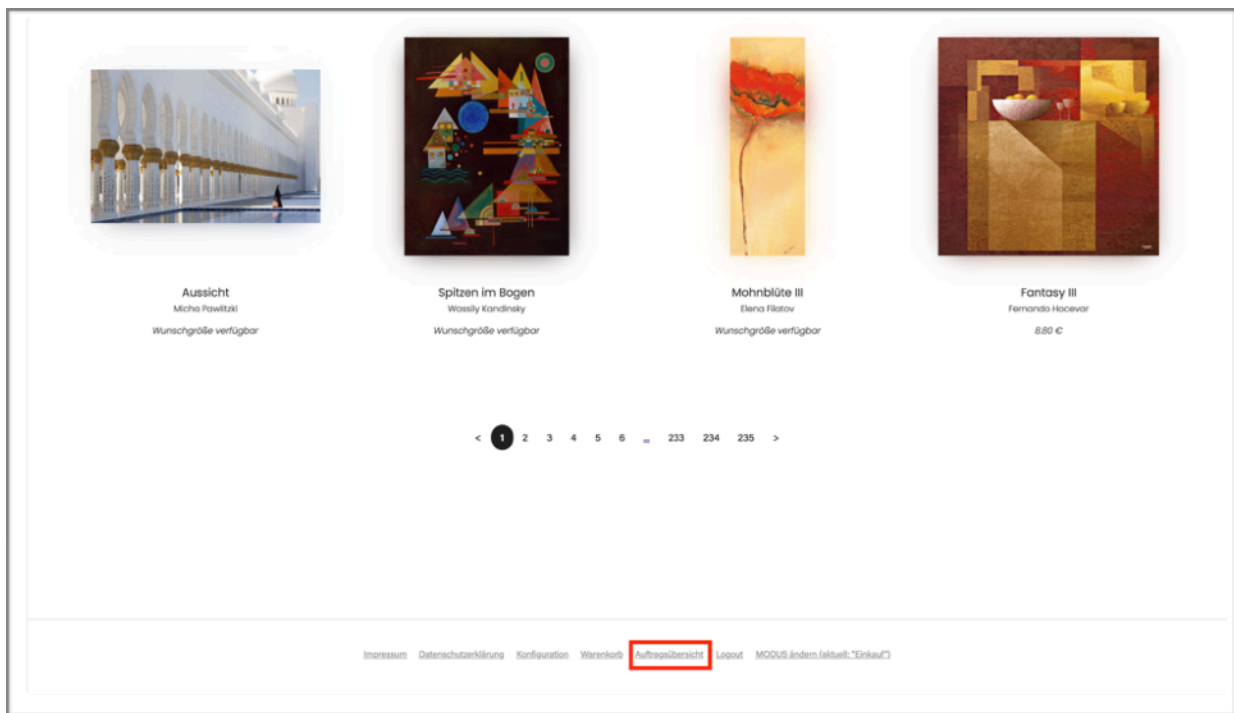
BEAUFTRAGEN

[Impressum](#) [Datenschutzerklärung](#) [Konfiguration](#) [Warenkorb](#) [Auftragsübersicht](#) [Logout](#) [MODUS ändern \(aktuell: "Präsentation"\)](#)

As soon as you are ready to order a picture or several pictures from PGM, you can tick them in the first column. Only the pictures with a **check mark** are recorded for the order.

On the right side below the listing you will find the subtotal price for the pictures selected with a tick. Here is also the button with which you can **instruct PGM to print the images**. This will transfer your order to PGM. The order is only considered accepted by PGM if PGM has confirmed the order **after a manual check**.

You can also remove images from the shopping cart by clicking on **Delete**.



The **shopping cart** can also be reached via the **shopping cart** link in the **footer** of the catalog. (see image above)

Order overview

You will also find the link **Order overview** in the footer of the catalog. Here you can see the orders you have sent. The **order overview** opens automatically when you send an order via the **shopping cart**.

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Ihre Aufträge

Auftrag Nr.	Datum	Auftrag Summe (exkl. MwSt.)	Auftrag Summe (inkl. MwSt.)	Position	Titel	Artikelnr.	Eigener Bildausschnitt	Bild	Breite x Höhe	Material	Menge	Position Summe (exkl. MwSt)	Position Summe (inkl. MwSt)
#1000	24.1.2019	14,57 €	17,34 €										
				#1	Wanna have fun	ELE-302	nein		80cm x 60cm	Premiumfotopapier	1	14,57 €	17,34 €

[Impressum](#) [Datenschutzerklärung](#) [Konfiguration](#) [Warenkorb](#) [Auftragsübersicht](#) [Logout](#) [MODUS ändern \(aktuell: "Einkauf"\)](#)

The ***order overview*** can also be called up via a **link** in the **footer** of the catalog.

3. Presentation mode

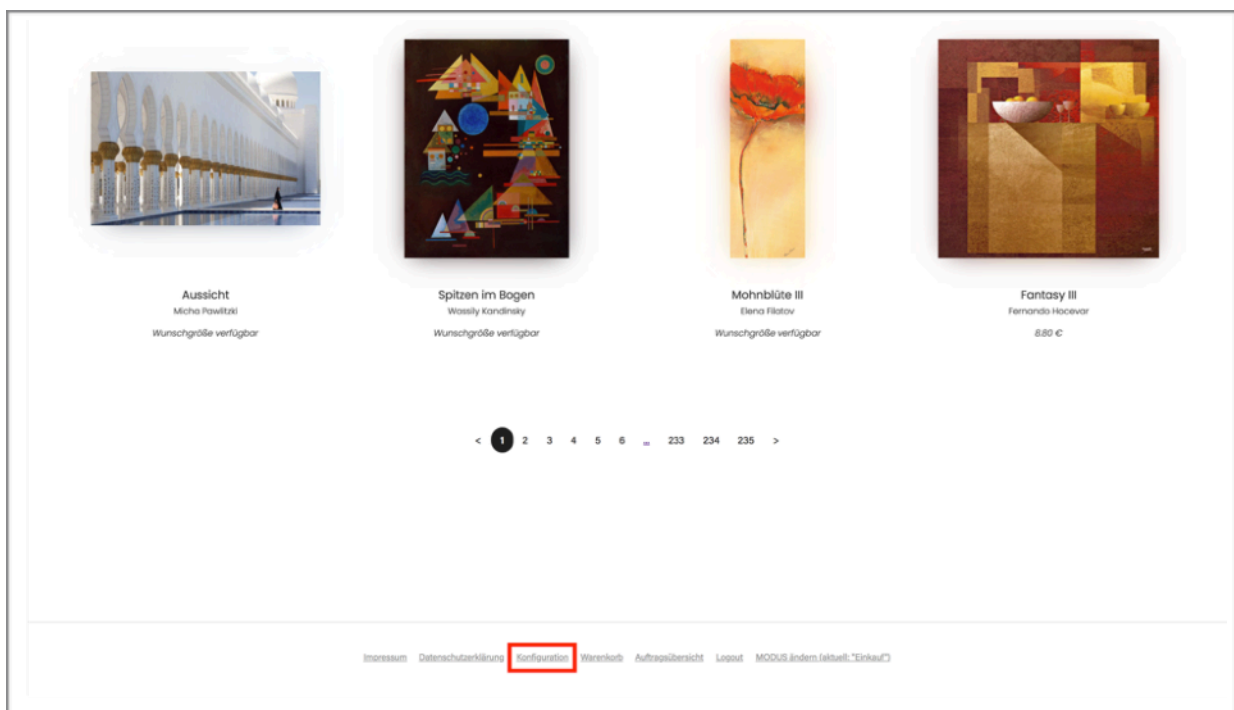
In addition to the **ordering function**, the online catalog was designed so that you can also use it for **customer presentations**. In this way, you can **browse** through PGM's selection of images together with your customers, similar to what you have done with the paper catalog up to now.

Difference between presentation mode and shopping mode:

- Your **purchase prices** are **hidden** so that your customers cannot see them.
- If you take over the **RRP** from PGM in sales, then you can **display** this for the customers.
- You can create **guest access** for your customers, with which your customers can also browse the catalog from home. (more on this under **point 3.2**)

3.1. Set up your account

Before you use the **presentation mode** or give your customers **guest access**, you should **set up your account** a little further in the online catalog. You do this in the **Settings menu**, which you can find in the footer of the catalog.



Display your logo

You can display **your own logo** in the online catalog by adding a corresponding **image link**. The logo then appears in the **header** and gives the customer the impression that the online catalog is provided by you.

Set up contact options

If you want to give your customers the opportunity to contact you via **email** or **phone** from the guest access, you can enter the relevant **phone number** and **email address** here. In addition, the e-mail address is absolutely necessary if your customer should be able to place an order with you via e-mail from home.

Display PGM RRP

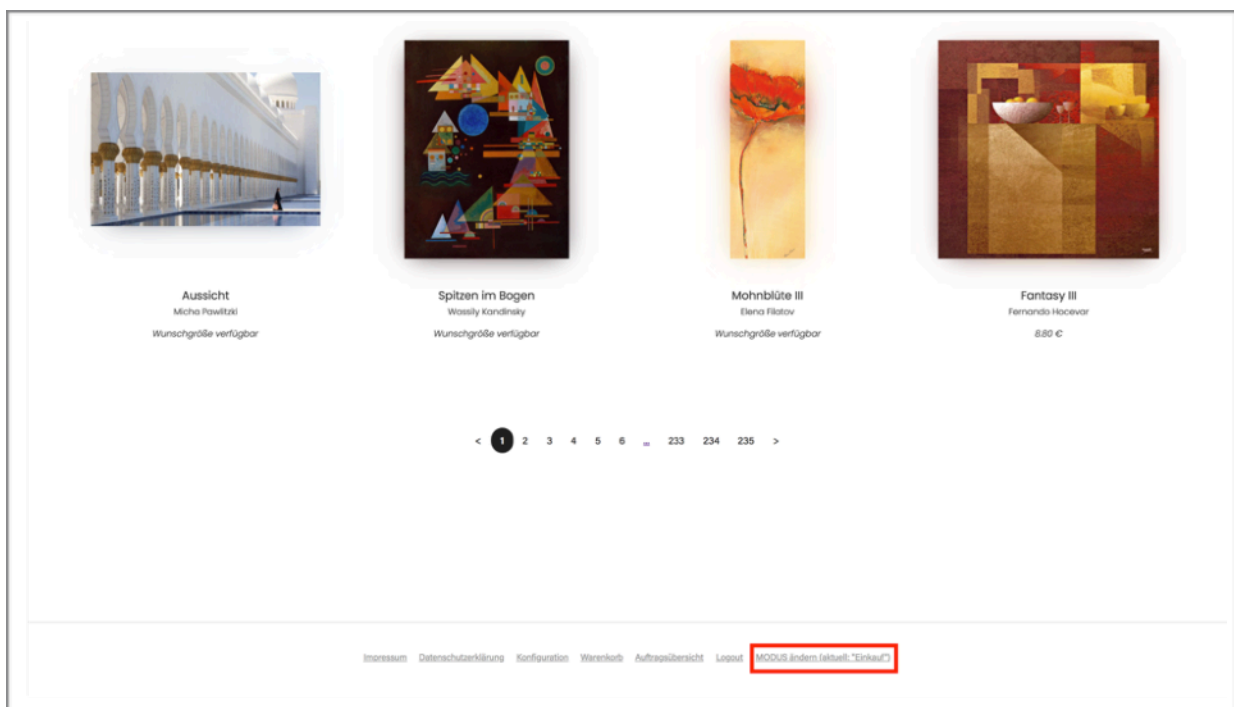
If you wish, you can display PGM's **price recommendations** including VAT directly to your customers as consumer prices in the **presentation mode** and as part of the **guest access**.

Insert legal information

If you want to provide your customers with **guest access**, you should, for legal reasons, provide an **imprint** and a **data privacy declaration** in advance. This is also possible in the **configuration menu**.

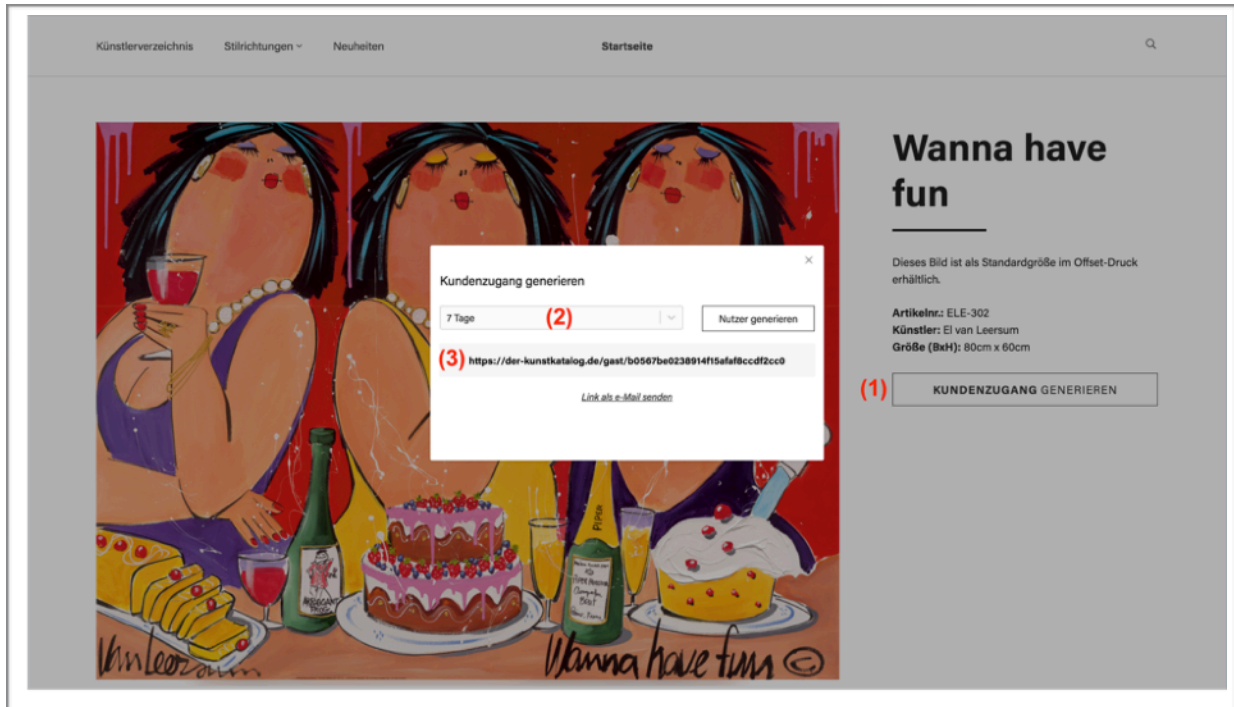
3.2. Changing into presentation mode

You can easily switch to **presentation mode** by clicking on **Change MODE** at the bottom right in the footer of the catalog. Here you can switch back to **shopping mode** and see at any time which mode you are currently in.



3.3. Guest access

The **presentation mode** also gives you the option of giving your customers time-limited **guest access**. For example, the customer can continue his image search from home and e.g. sleep another night over his decision.



To set up **guest access**, click on “**Create customer access**” in the presentation mode on any product detail page **(1)**. A window opens allowing you to decide how long the guest access will be valid **(2)**. As soon as you have selected a duration, you will get a link **(3)** with which your customer as a guest can access the online catalog in **presentation mode**.

Send this link to your customer in **any way** (e.g. via your normal e-mail program, WhatsApp, etc.). If you want, you can also send a **preselection of images** in this message by **adding the links** to the corresponding image pages in the message or by creating a **wishlist**.

3.1. Contact & support

If you have any questions that have not been answered in these instructions, please do not hesitate to contact the agency that oversees the catalog. Feedback is also gladly welcomed here. You can contact the agency at:

pgm-online-kunstkatalog@pixelsafari.net