

amasty

See the way the [Product Labels for Magento 2](#) extension works.

Guide for Product Labels for Magento 2

Highlight your products with eye-catching labels to immediately draw customers' attention to particular items. Use predefined variables for label texts and easily upload your own label images of any shapes.

- Add colorful labels to any products
- Live Preview of the labels in the admin
- New label types allow admin to choose shapes and color
- Fresh labels pack was added
- Set time periods for labels demonstration
- WCAG compliance (for the extension with Luma and Hyvä Theme)
- REST API support
- Compatibility with Live Search for Cloud Edition

With the help of the extension, you can add bright labels (such as “On Sale” and “New”) to any store items and display them on product and category pages. Apart from that, the module automatically calculates and shows percent discounts or flat amounts based on the difference between special and regular price.

The Product Labels extension for Magento 2 is **read compatible with GraphQL**. Now you can expose the data you need via GraphQL queries.

Magento 2 Product Labels extension is compatible with [Hyvä themes](#). You can find the **amasty/module-product-labels-hyva** package for installing in composer suggest (Note: the compatibility is available as part of an active product subscription or Support Subscription).

In [Product Labels FAQ](#) you can find answers to the most popular questions about the extension functionality.

General Settings

Display Settings

To configure the extension go to **Stores → Configuration → Amasty Extensions → Product Labels**.

Display Settings

Product Page Label Container <small>[store view]</small>	<input type="text" value=".fotorama__stage, #amasty-main-container"/>
	DOM-selector for Container
Category Page Label Container <small>[store view]</small>	<input type="text" value=".product-image-container, .product-item-photo"/>
	DOM-selector for Container
Max Number of Labels on One Product <small>[store view]</small>	<input type="text" value="2"/>
Show Several Labels on the Same Place <small>[store view]</small>	<input type="text" value="Yes"/> ▼
Hide Label with Zero Value <small>[store view]</small>	<input type="text" value="No"/> ▼
	Choose «Yes» to hide labels, which contain text with variables equal to zero or not specified variables.
Labels Alignment <small>[store view]</small>	<input type="text" value="Vertical"/> ▼
	Select how the labels should line up
Margin between Labels, px <small>[store view]</small>	<input type="text" value="20"/>
	Set the margin between labels in pixel

Product Page Label Container - Specify the DOM-selector for a product page label container.

Category Page Label Container - Define any valid DOM-selector for a category page label container.

To ensure proper functionality and compatibility between Product Labels extension and Elastic Search extension, please include the container `.amsearch-product-image-container` in the Category Page Label Container setting.

Max Number of Labels on One Product - Limit the number of labels displayed over one product at once.

Show Several Labels on the Same Place - Enable the option if you want to show several labels in the same place of a product image.

If several labels are applied, they will be displayed according to their **priority**.

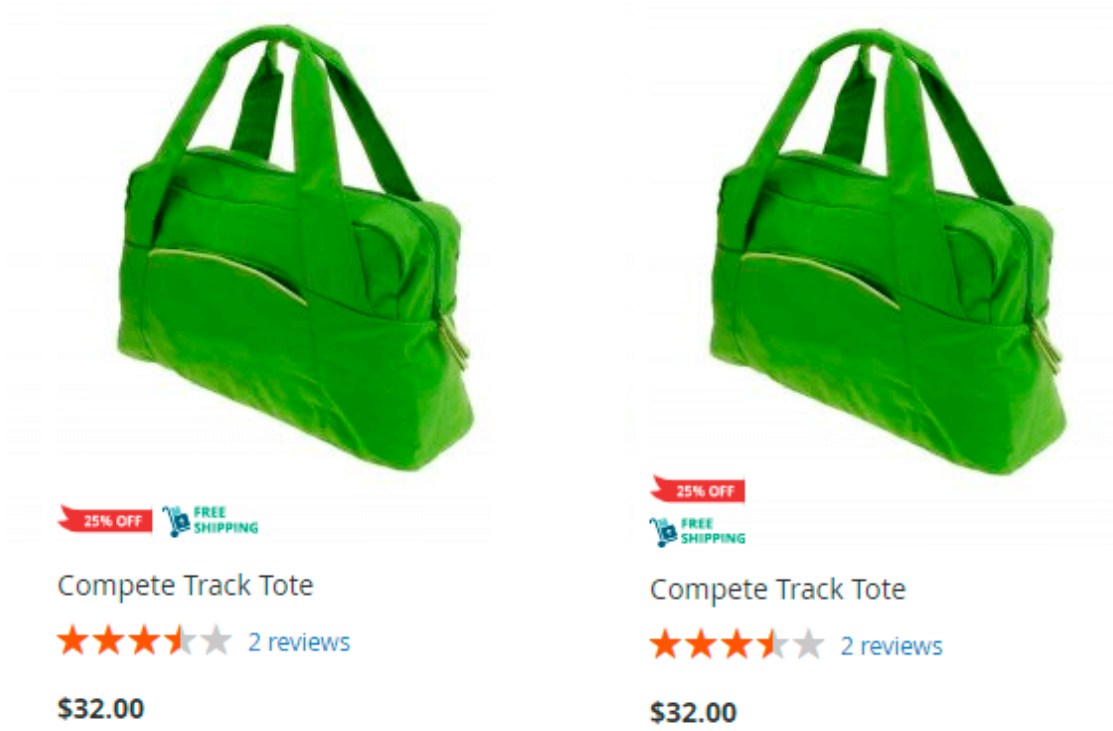
Hide Label with Zero Value - Choose 'Yes' to hide labels, which contain text with variables equal to zero or not specified variables.

When the **Show Several Labels on the Same Place** option is enabled, additional options appear:

Labels Alignment - Choose either vertical or horizontal alignment for the labels shown in the same place.

Margin between labels, px - Determine the margin between labels displaying together in pixels.

Here's the example of how vertical and horizontal alignment will be displayed on the frontend (for the same product):



We highly recommend updating the **Index Management by schedule**. Go to **Admin Panel → System → Index Management**.

Index Management

12 records found

Actions		Description	Mode	Status
<input type="checkbox"/>	Amasty Product Label	Indexed product/label association	UPDATE ON SAVE	REINDEX REQUIRED
<input type="checkbox"/>	Amasty Product Label	Indexed label/product association	UPDATE ON SAVE	REINDEX REQUIRED
<input type="checkbox"/>	Design Config Grid	Rebuild design config grid index	UPDATE ON SAVE	READY
<input type="checkbox"/>	Customer Grid	Rebuild Customer grid index	UPDATE ON SAVE	READY

'On Sale' Condition

Specify the **Minimal discount amount** for the display of labels in the **On Sale condition** section.

Notice, that this is a flat amount, not percent. ⚠

Use **Minimal discount percentage** setting to specify the minimal percent discount.

The extension offers you a **Rounding of discount percentage** option, so you can make discounts decimal. There are three algorithms at your service:

The next lowest integer value.	<i>With this algorithm 20.3 will be rounded to 20.</i>
By rules of mathematical rounding.	<i>20.4 will be rounded to 20 and 20.6 will be rounded to 21.</i>
The next highest integer value.	<i>20.3 will be rounded to 21.</i>

'On Sale' Condition



Minimal discount amount
[store view]

Minimal discount percentage
[store view]

Rounding of discount percentage
[store view]

 ▾

'Is New' Condition

Highlight labels according to their date in the **Is New condition** section:

- If you set the option **Use New From Date** to *Yes*, the extension will consider products as new between *New from Date* and *New to Date*.
- Alternatively, you can choose the products to be new a certain amount of days after the creation date. For this, set *Use Creation Date* to *yes* and appoint the number of days the product will be considered as new.

`Is New` Condition

Use `New from Date` and `New to Date` [store view]

Use `Creation Date` [store view]

It will not be used if previous setting set to `Yes` and product have `New from Date` or `New to Date` attributes.

Product is New Threshold [store view]

In days

'Stock Status' Condition

If the item is out of stock show only 'Out of Stock' label - Enable to display only *Out of Stock* label and hide all other active labels if the item is Out of Stock.

`Stock Status` Condition

If the item is Out of Stock show only 'Out of Stock' Label [store view]

Set 'Yes' to show only 'Out of Stock' label and hide all other active labels if the item is Out of Stock. Please click [here](#) to manage the 'Out of Stock' label display.

Choose Default Out of Stock Label [store view]

Please note, that for the correct operation of the module (EE and ECE Magento versions), we do not recommend using the setting **Live Search - Enable Product Listing Widgets=Yes** (Admin → Stores → Configuration → Live Search → Storefront Features)

Product Labels Grid

To create labels please go to **Admin Panel → Products → Product Labels**.

- Navigate labels efficiently and in a convenient way with the **Product Label Grid**. There are *Label ID, Name, Status, Product Page Text, Category Page Label*, and other columns, by which you can easily search all the necessary information. Use filters to find the needed label faster.
- You can add new labels, submit *Delete* and *Change Status* actions for better promo management;
- You can edit *Name, Status, Product Page Label Position* and *Category Page Label Position* of a label right on the grid. Click a line with particular label on the grid and select a necessary option in the dropdown.

Amasty Product Labels

demouser ▾

Add New Label

Filters
 Default View ▾
 Columns ▾

Actions ▾

11 records found (1 selected)

20 ▾

per page

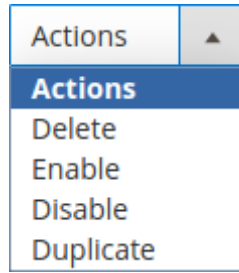
<

1

of 1
>

<input type="checkbox"/>	Label ID	Name	Status	Product Page Image	Product Page Label Position	Category Page Image	Category Page Label Position	Action
<input type="checkbox"/>	1	New Label	ACTIVE		Top Right		Top Right	Edit
<input checked="" type="checkbox"/>	2	<input type="text" value="On Sale Label"/>	Activ ▾		Top Righ ▾		Top Righ ▾	
<input type="checkbox"/>	3	Out Of Stock Label	ACTIVE	<div style="border: 1px solid #ccc; padding: 5px; display: flex; justify-content: space-around;"> Cancel Save </div>				Edit
<input type="checkbox"/>	4	Free delivery	ACTIVE		Top Left		<div style="border: 1px solid #ccc; padding: 5px;"> Top Left Top Center Top Right Middle Left Middle Center Middle Right Bottom Left Bottom Center Bottom Right </div>	Edit
<input type="checkbox"/>	6	Exclusive (vertical)	ACTIVE		Bottom Left		Bottom Left	Edit


Among the available mass actions there are *Delete, Enable, Disable, Duplicate* options. See the top left corner above the labels grid to use mass actions dropdown.



Edit Product Label

General

To edit product labels, click on the existing label in the grid or add a new one.

General 

Status Active

Show From  To 

Name *

Priority

Use 0 to show label first, and 99 to show it last

Hide if Label with Higher Priority is Already Applied Yes

Use for Parent No

Display child's label for parent (configurable and grouped products only)

Store View

All Store Views

Main Website

Main Website Store

Default Store View

Customer Group

ALL GROUPS

NOT LOGGED IN

General

Wholesale

Retailer

Status - Move the toggle to 'Active' to enable the label.

Show From/To - Set the time frames, when the label should be shown to customers.

Please note, that the labels for which the date/time ranges were set will be activated and deactivated by Cron.

Use the **Priority** field to manage the order in which the labels are applied to products. The highest priority is zero.

You can hide the label, when a label of higher priority is already applied to the products, by activating the **Hide if label with higher priority is already applied** option.

Use for Parent - Choose whether to appoint the label of the child product to its **Parent** products. If Yes, the label will be displayed on the adjacent configurable or grouped products.

Due to its specifics, the **Use for Parent** option may affect webstore performance. Please, enable this feature only in cases when it is needed.

Select the **Stores**, the labels will be displayed on.

Customer Groups - Indicate the Customer groups to which the label should be displayed.

Edit Label for Product Page

The extension offers a wide range of opportunities to shape the product labels to your marketing needs.

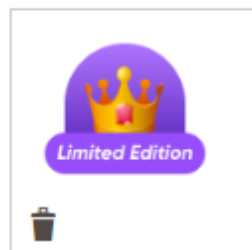
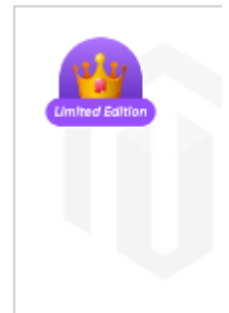
Product Page 

Label Type

Upload Image

Maximum file size: 2 MB. Allowed file types: JPG, GIF, PNG.

Click [here](#) to download the packs of label images.



new-limited_edition...
137x119

Label Position

Label Size

Percent of the product image.

Label Text	<input type="text" value="{STOCK}"/>
	Variables: {PRICE} - regular price; {BR} - new line; {SAVE_PERCENT} - save percent; {SAVE_AMOUNT} - save amount; {SPECIAL_PRICE} - special price; {ATTR:code} - attribute value, e.g. {ATTR:color}; {SPDL} - days left for special price; {SPHL} - hours left for special price; {NEW_FOR} - days ago the product was added; {SKU} - product SKU; {STOCK} - product qty (for product view page).
Text Color	<input type="color" value="#213197"/>
Text Size	<input type="text" value="12px;"/> Example: 12px;
Redirect URL	<input type="text" value="https://my-new-store.com/sale.html"/> When a customer clicks on the label he'll be redirected to this URL. Both internal and external URLs can be used
Advanced Settings/CSS	<input type="text" value="margin: 5px;"/> Customize label and text styles with CSS parameters. Ex.: text-align: center; line-height: 20px; transform: rotate(-90deg);
Alt Tag	<input type="text" value="{product_name}"/> Variables: {product_name} - product name, {label_name} - label name. If empty, extension will use product name as labels alt tag.


In the **Label Type**:

- Select **Text Only** to display labels as plain text.
- Click **Select Shape** and you will be offered a number of various label shapes to fulfill your inquiries. There is also a handy color picker to pick up the necessary color for this shape.

There are two shapes (a circle and a rectangle) that are **transparent**. In the *Label Color* field, pick a color, which is applied to a border.

Label Type

Select Shape



- Alternatively, you can choose **Upload Image** and drag your own custom images to use as labels.

You can also download the packs of [catchy label images](#) from Amasty for free.



Label Position field has a nine-position grid, where you can select the needed location for the label. There is also a real-size preview window right in the settings, so you don't have to check it on the front-end time and again.

Label Size - here, you can customize the size of your label in relation to the product image.

In the **Label Text** field, you can indicate the text that should be displayed on the label. You can utilize the following variables in the label texts:

Configure **Text Size** and **Text Color**, tooled with a color picker. In case you use auto labels adding, you need to add label width and label height percentage of the original image. This action is required for the correct label view on the Product and Category pages. Employing CSS, you can also manage **Label & Text Style** (e.g. text-align:center, width:300px;).

{ATTR:code} with this variable you can display a value of any attribute in the label text. Please replace 'code' with the code of the actual attribute. For example, {ATTR:manufacturer} would display the product manufacturer. Please note that the attribute value will be displayed on the category page labels only if the "Used in Product Listing" setting is set to "Yes" in the attribute configuration. To check this, please navigate to **Stores → Attributes → Product → choose the needed attribute → Storefront Properties tab**.

{SAVE_PERCENT} Saving percentage, it's the percentage margin between the regular price and special price. If you specify in admin panel 'Sale! {SAVE_PERCENT} OFF!', on the front end it will be 'Sale! X% OFF!', X stands for the percent number.

{SAVE_AMOUNT} Flat savings amount, represents a flat difference between the regular price and special price. So 'Save {SAVE_AMOUNT}!' results into 'Save \$X!'. X is the amount, '\$' sign will be automatically replaced with the symbol of your currency.

{PRICE} displays the regular price.

{SPECIAL_PRICE} displays a special price.

{NEW_FOR} shows how many days ago a product was added. 'NEW! Arrived just {NEW_FOR} days ago!' will be shown as 'NEW! Arrived just X days ago!', where X is a number of days.

{SKU} displays product SKU.





{BR} new line. The extension automatically breaks messages into several lines if they are too long. If you need to display some words or phrases in a separate line, please use a {BR} variable.

Redirect URL - if needed you can add a link for the label to redirect customers to a particular page. In such a case, when a customer clicks on the label he'll be redirected to this URL. Both internal and external URLs can be used.

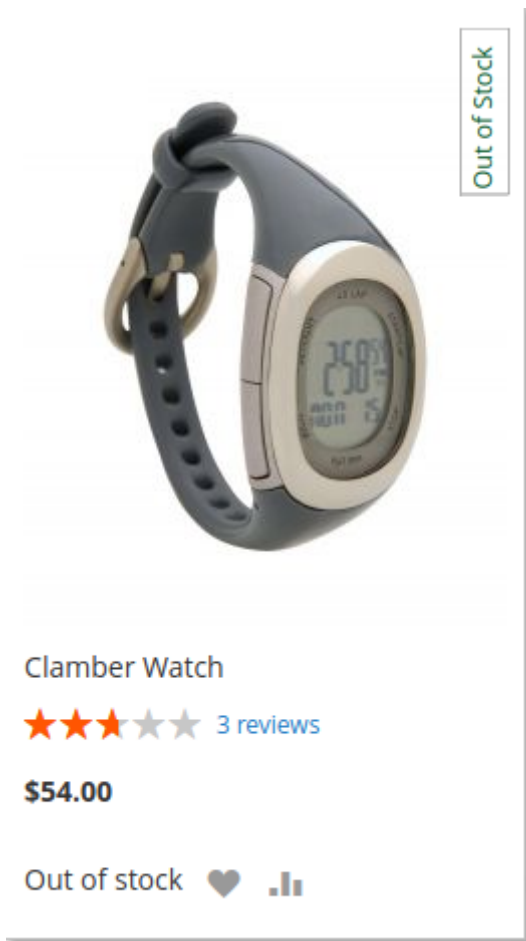
Advanced Settings / CSS

- Use **transform: rotate(-90deg)** to rotate a label a certain number of degrees (here - 90);
- Use **padding-top: XXpx (padding-bottom: XXpx)** to set padding and rotate a label vertically;
- Use **padding-left: XXpx (padding-right: XXpx)** to set padding and rotate a label horizontally;
- In case there are several labels at the same position, use **margin-bottom (margin-left, margin-right, margin-top)** to set the margin of a label.

When configuring labels using CSS, ensure proper display by setting the label's width and height according to the template: width: 265px; height: 40px. For more CSS properties, please check [this information](#).

Label example	Label type	CSS settings
	Shape	font-size: 20px; color: #ffffff; text-align: center;
	Shape	text-align: center; font-size: 30px; color: #0044ff;
	Shape	font-size: 20px; color: #ffffff; text-align: center; letter-spacing: 3px;
	Image	transform: rotate(-90deg);
<p>Out of Stock</p>	Text only	font-size: 30px; color: #ff0000; font-weight: 800;

A sample label with the following settings: **transform: rotate(-90deg); padding-top: 60px;**



Alt Tag - here, you can input Alt tags for the label to further optimize it for search engines.

Edit Label for Category Page

The settings for managing labels on the **Category page** are identical as for [Product Page](#). It is possible to choose label position both for product and for category pages. You can also use different images for category and product pages (e.g smaller image for category page and a bigger one for product page).

You can also check this [short overview video](#) to see how to easily add labels to product and category pages.

Product Conditions

In order to use a product attribute in the conditions correctly, please enable its usage for promo rule conditions:

- Go to **Stores** → **Attributes** → **Product** → Select a product attribute → **Storefront Properties**
- Enable **Use for Promo Rule Conditions**.

Use flexible conditions to specify which products the label should or shouldn't be displayed. In conditions, you can apply any of the following attributes:

Activity, Attribute Set, Category, Category Gear, Climate, Collar, Color, Eco Collection, Erin Recommends, Features, Format, Gender, Material, New, Pattern, Performance Fabric, Price, SKU, Sale, Size, Sleeve, Strap/Handle, Style Bags, Style Bottom, Style General, New, Sale, Qty, Stock Status, Bestseller Position (this attribute can be applied only with the Amasty Improved Sorting module installed).

Product Conditions

Product Conditions If ANY of these conditions are TRUE :

If ALL of these conditions are TRUE : ❌

- Is New is No ❌
- Sale is No ❌
- +
- Category is one of 4 ❌
- +

Please, be attentive while selecting condition configurations to set labels' display properly. For example, if you want to add labels for several SKU/Categories simultaneously, it's needed to select the 'is one of' condition configuration.

Product Conditions If ALL of these conditions are TRUE :

SKU is one of ▲ 24-MB01, 24-MB04, 24-MB03, 24-... ❌

- +
- is
- is not
- equals or greater than
- equals or less than
- greater than
- less than
- contains
- does not contain
- is one of**
- is not one of

Please note, that for the correct application of label conditions, you should also allow the **Catalog Price Rule** resource in the system role permissions. For this purpose, please navigate to **System → Permissions → User Roles**, then choose the needed Role and go to **Role Resources**. Then, mark the Catalog Price Rule checkbox.

- Marketing
 - Promotions
 - Catalog Price Rule
 - Cart Price Rules

If you need to **set a price ranges**, you can do it using the default price attribute via the conditions tree.

With the extension, you can also **preview the products** that the label will be applied to. Just save the label when all the needed settings for it are configured. Than return to Product Conditions section, expand it - the products will be displayed here:

Product Conditions

Product Conditions

If ANY of these conditions are TRUE :

If ALL of these conditions are TRUE : ❌

- Is New is No ❌
- Sale is No ❌
- +
- Category is one of 4 ❌
- +

1797 records found

20 per page

ID ↓	Thumbnail	Name	Type	Attribute Set	SKU	Price
1		Joust Duffle Bag	Simple Product	Bag	24-MB01	\$34.00
2		Strive Shoulder Pack	Simple Product	Bag	24-MB04	\$32.00

The display of matching items by the conditions is associated with the indexing process, which will update the list of items on a schedule or when saved.

Tooltip

Make your product labels even more informative with label tooltips.

Tooltip

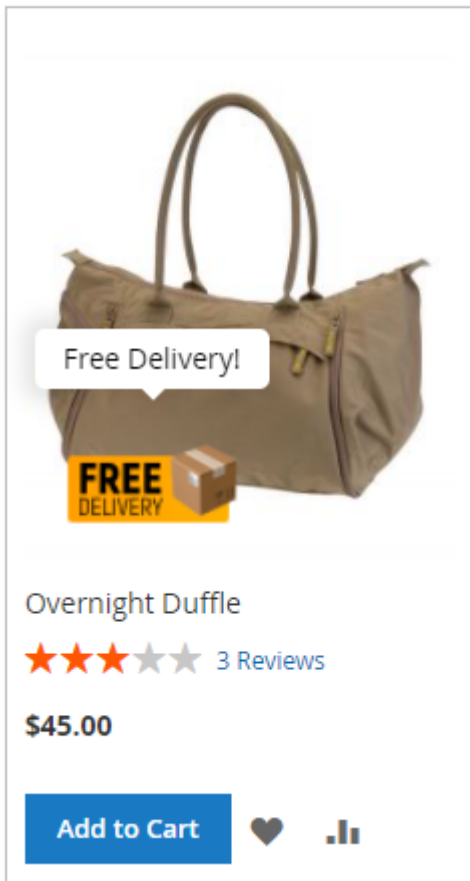
Enabled	<input type="text" value="Yes for Both Desktop and Mobile"/>
Tooltip Color	<input type="color" value="#eff2fb"/>
Tooltip Text Color	<input type="color" value="#270b85"/>
Tooltip Text	<input type="text" value="New Collection!"/>

Variables: {PRICE} - regular price; {BR} - new line; {SAVE_PERCENT} - save percent; {SAVE_AMOUNT} - save amount; {SPECIAL_PRICE} - special price; {ATTR:code} - attribute value, e.g. {ATTR:color}; {SPDL} - days left for special price; {SPHL} - hours left for special price; {NEW_FOR} - days ago the product was added; {SKU} - product SKU; {STOCK} - product qty (for product view page).

Enable - Choose whether to enable the tooltip for desktop and mobile view or only for desktop view.

Select the **Tooltip Color** and **Tooltip Text Color** with a color picker functionality.

Specify the **Tooltip Text** using variables.



Also, you can modify tooltip text with HTML tags. The list of supported tags is the following:

- - bold text
- <big> - big text
-
 - single line break
- <center> - centered text
- <i> - italic text
- <link> - a link to an external resource
- <small> - smaller text
- - important text
- <sub> - subscripted text
- <sup> - superscripted text
- - deleted (strikethrough) text
- <s> - strikethrough text
- <strike> - strikethrough text
- <u> - underlined text
- <tt> - teletype text

API support

API support within Product Labels for Magento 2 implies that you can use Magento web API functionality. You can find more information on [Magento site](#).

LabelRepositoryInterface

- **save(\Amasty\Label\Api\Data\LabelInterface \$label)** - to save a label;
- **getById(\$id)** - to retrieve a label by Id;
- **deleteById(\$id)** - to delete a label by Id;
- **getAll()** - to retrieve the list of all the available labels;

The Product Labels extension is compatible with **AWS S3 storage**.

Frontend

Apply various labels on the Product and Category pages and highlight your special offers (e.g. mark Magento products with 'free shipping' labels).



LIMITED EDITION
ECO-friendly

Deirdre Relaxed-Fit Capri
\$63.00



Sylvia Capri
\$42.00



Daria Bikram Pant
\$51.00



ORGANIC

FREE SHIPPING

Bardot Capri
\$48.00



Aeon Capri
\$48.00



ORGANIC

FREE SHIPPING

Diana Tights
★★★★☆ 3 reviews

If you have [Magento 2 Automatic Related Products](#) module installed, you can also show labels on the items in the product recommendations blocks to boost your cross-sell and upsell offers efficiency.



Aim Analog Watch
\$45.00



Endurance Watch
\$37.00 Regular Price \$49.00



Summit Watch
\$54.00



Dash Digital Watch
\$92.00



Luma Analog Watch
\$43.00



Bolo Sport Watch
\$49.00

New Arrival



25% OFF

Watch



3 Reviews

\$37.00

Regular Price

\$49.00

Qty

Add to Cart

Find out how to install the **Product Labels** extension for Magento 2 via [Composer](#).

Pre-made Labels Pack Included

You can also download the packs of **catchy label images** from Amasty for free. Labels include packs for use-cases like:

- Percent discounts;
- Sales promotions, including Black Friday;
- New arrivals;
- Free delivery;
- Best choice and bestseller products;
- Vegan and organic products;
- No-contact delivery, packed safely, etc.



Now you can also download the [free labels pack in German](#).

PWA for Product Labels (Add-On)

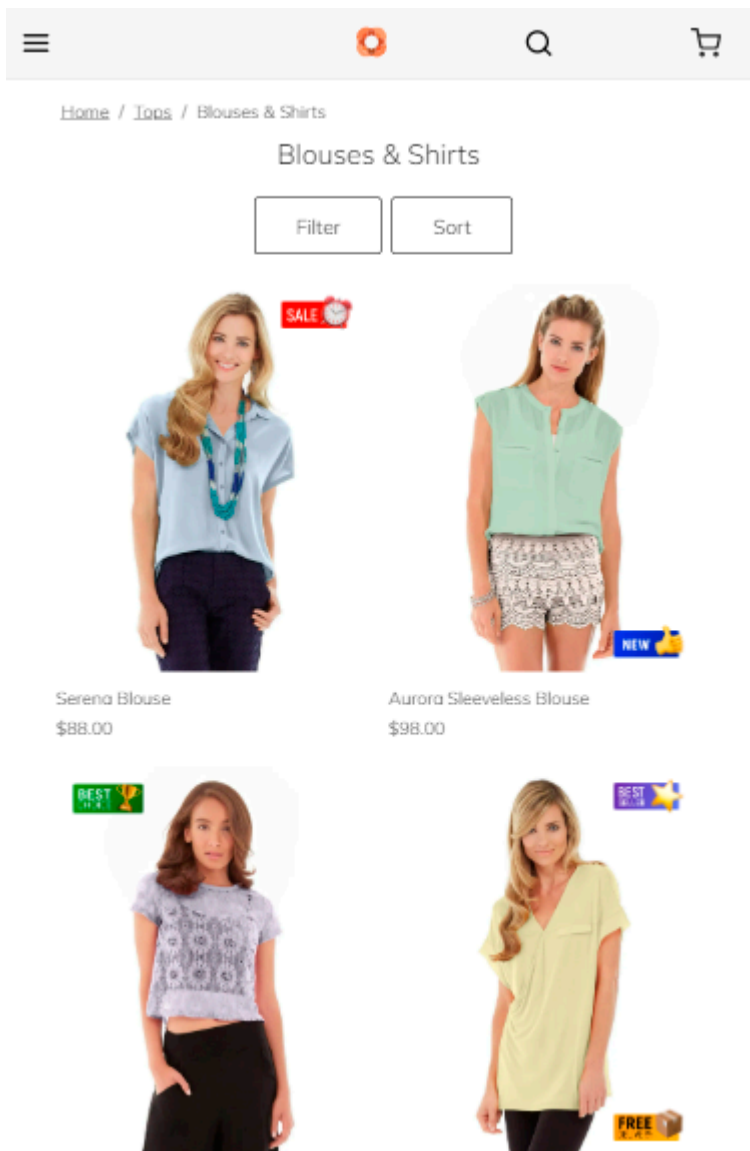
The extension also works smoothly on mobile devices due to a ready-made PWA solution, due to which store admin can significantly improve mobile shopping experience.

The feature can be enabled only after purchasing the **PWA for Product Labels Add-On**. Also, you need to [install PWA Studio](#) first.

In order to correctly install a PWA add-on, please install the **corresponding GraphQL system package** first. For the correct name of it, please check the *composer.json* file of the main module. For example, the GraphQL system package name of the PWA add-on for the Blog Pro extension would be the following: **amasty/blog-graphql**

```
{
  "name": "amasty/blog",
  "description": "Amasty Blog Pro",
  "require": {
    "php": ">=7.3.0",
    "amasty/base": ">=1.13.4",
    "amasty/email-unsubscribe": "*",
    "amasty/cron-schedule-list": "*",
    "magento/framework": ">=102.0.0",
    "magento/module-catalog": "*"
  },
  "suggest": {
    "amasty/blog-page-builder": "Install blog-page-builder module to activate PageBuilder and Blog Pro integration.",
    "amasty/blog-graphql": "Install blog-graphql module to activate GraphQL and Blog Pro integration.",
    "amasty/module-blog-mftf-3": "Install module-blog-mftf-3 module to be able to run Blog Pro MFTF tests for Magento 2.4.0+ version.",
    "amasty/module-blog-pro-to-builder": "Install Amasty_BlogProToBuilder module to activate the integration with Custom Reports Builder extensions."
  },
  "type": "magento2-module",
  "version": "2.10.4",
  "license": [
    "Commercial"
  ],
  "autoload": {
    "files": [
      "registration.php"
    ]
  }
}
```

If the add-on is installed, Venia theme will display category pages in the following way:

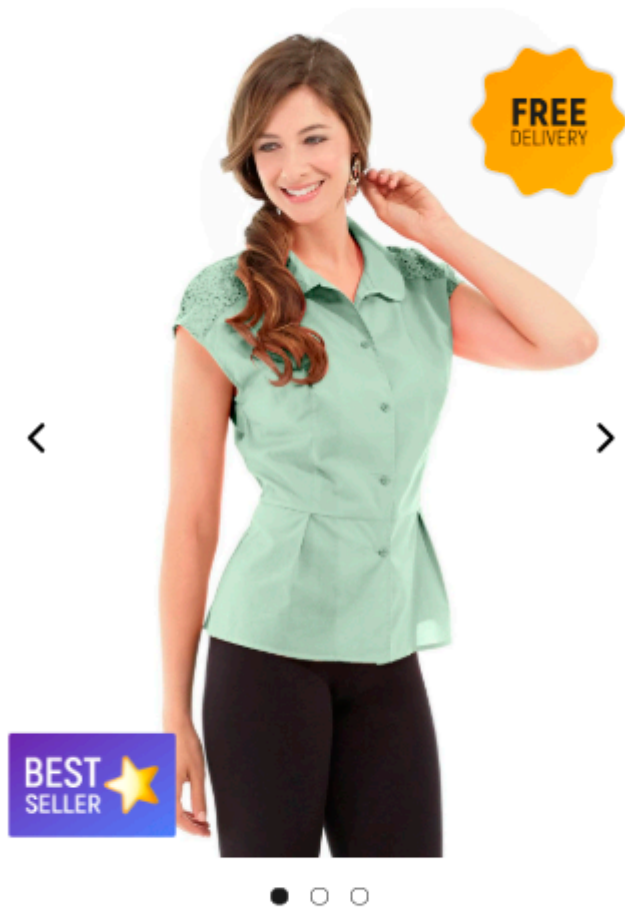


Product pages from mobile devices will be displayed as below:

[Home](#) / [Toas](#) / [Blouses & Shirts](#) / [Isabella Sleeveless Blouse](#)

Isabella Sleeveless Blouse

\$88.00



Fashion Color



Find out more about Magento PWA integration [here](#).

Additional packages (provided in composer suggestions)

To make additional functionality available, please install the suggested packages you may need.

Available with **no additional fees**:

- **amasty/product-labels-graphql** - Install this module to activate GraphQL and Product Labels integration.

Available as a part of an active product **subscription** or support subscription:

- **amasty/module-product-labels-hyva** - Install this package to activate the integration with the Hyva Theme.

FAQ

- * [Labels do not appear on the storefront. What might be the issue?](#)
 - * [How does the 'Is New' condition work?](#)
 - * [How to add attributes to label conditions?](#)
 - * [What are the available GraphQL queries for Product Labels?](#)
-

From:

<https://amasty.com/docs/> - **Amasty Extensions FAQ**

Permanent link:

https://amasty.com/docs/doku.php?id=magento_2:product_labels



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