

Physical Products

DOCUMENTATION · PRODUCTS

■ What is a physical product?

A physical product is anything you sell that gets shipped or handed to a customer — books, printed materials, workbooks, merchandise, or any tangible item. Customers add it to their cart, check out through the same payment flow as everything else on your site, and you fulfil the order manually.

■ Creating a physical product

Physical products are managed under **Offers** → **Products** in the Flowworx sidebar.

The screenshot shows the Flowworx 'Products' management page. On the left is a sidebar with 'OFFERS' and 'Products' selected. The main area is titled 'Products' and shows '4 products in Physical Products'. At the top right are buttons for 'Search products', 'Search', 'Reorder', and 'Add product'. Below this is a filter bar with tabs: 'All', 'Digital Products', 'Physical Products' (which is highlighted), 'Tickets/Events', and 'Subscriptions'. To the right of the tabs are buttons for 'None selected', 'Set status...', 'Trash', and 'Delete'. Below the filter bar is a table with columns: 'TITLE', 'CATEGORIES', 'STATUS', and 'MODIFIED'. The table contains two rows: 'Handmade Candle Set' (handmade-candle-set) in 'Category 2' with a 'PUBLISH' status, and 'Artisan Chocolate Box' (artisan-chocolate-box) in 'Category 1' with a 'PUBLISH' status. Each row has a checkbox on the left and 'Edit' and 'Trash' icons on the right.

The Products screen holds all four kinds; the filter narrows it to one.

To create a new product:

- 1 Go to **Offers** → **Products**
- 2 Click **Add product** at the top of the list
- 3 In the dialog, choose **Physical Product** as the type, give it a name, and click **Create**
- 4 Fill in the fields described below
- 5 Click **Publish** when ready, or leave it as a draft to come back to later

✦ The type cannot be changed afterwards — a product created as one kind stays that kind. Pick carefully in the dialog.

■ The product fields

Once you are inside a product, you will see a set of fields below the title and content editor. Here is what each one does:

Products / Handmade Candle Set

Handmade Candle Set

Published Classic editor Save changes

Permalink: http://plugin-dev.local/physical-product/handmade-candle-set/ Edit View

Details

Featured Images

Add a featured image for your product, visible on the card and on the post itself. You can add multiple if you wish to have slider images instead of single static image.



< X >

+ Add images 1 image

Description

The main body shown on the public page.

Add media

Visual Code

Paragraph B I [List Icons] [Quote Icon] [Link Icon] [Table Icon]

Soft light, subtle fragrance, and a quiet sense of calm — this handmade candle set is designed to slow things down.

Each candle is individually poured in small batches, giving every piece a slightly unique character. The scents are gentle rather than overpowering, filling a room without taking it over. Think warm evenings, clean spaces, and that moment when everything finally feels still.

The design stays simple on purpose, so it blends effortlessly into your home instead of demanding attention.

Price

Price *

Add a price to your product. This is the base amount the user will pay to purchase your product.

34.9

CHF/EUR

Tax Override

You can override the default vat percentage amount (defined under "Settings" for products). Leave empty if you do not wish to add custom VAT amounts.

3.4

%

Visibility

Hide From Overview

Hide this product from product overview grids, related-product sliders, prev/next navigation, and archive pages. Useful for products that should only be reachable through a specific page — for example variants, pricing tiers, or upsells of a main offering. The product stays accessible via its direct URL and via any product buttons placed in the builder.

No

The product editor. Stock, weight and shipping fields are specific to physical products.

Featured Images

The product image, shown on the card and on the product page. Add more than one and they become a slider rather than a single static image.

Price

The price customers pay, in your currency. Enter it as a number (e.g. **29** or **29.50**).

✦ If you want to run a seasonal promotion with a different price during a specific period, see the [Seasonal Pricing](#) section below.

Tax Override

An optional tax percentage for this product only, overriding the site-wide default from General Settings. Leave it empty to use the default. Useful when a product falls under a different tax category — reduced-rate goods being the common case.

Add to Cart Button Label - Override

Replaces the button text on this product's buy button — "Get the book", "Order a set".

This wins over the label configured on the builder element, which matters because a single element on a shared product template serves every physical product you sell. Without this field they would all say the same thing. Leave it empty to use the element's label.

✦ *Not to be confused with **Card Button Label - Override** further down: this changes the buy button on the product's own page, that one changes the button on grid and slider cards.*

Featured product

Tags the product as featured. Its card gets a *Featured* tag and can be styled differently from the rest on your shop pages, and it becomes eligible for the featured-products row in customer profiles. See the Adding Features to Your Pages guide.

Hide From Overview

Keeps the product out of every product grid, related-products slider, previous/next navigation, and archive page — while leaving it reachable at its own URL.

Use it for a product sold only through a specific landing page or a direct link.

Weight

The weight of the product, in grams. This is a required field on every physical product.

If your platform is configured to calculate shipping based on weight (set under General Settings — see the [Platform Settings](#) guide), the platform totals the weight of all physical items in the cart and applies the matching shipping bracket. If your platform is configured for cart-value-based shipping instead, the weight is still recorded but does not affect the shipping cost.

Stock management

If your product has a limited quantity available, you can enable stock tracking.

Enable stock tracking — turn this on if you have a finite quantity to sell.

Stock amount — how many units are currently available. Once this reaches zero, the product is marked as sold out and the purchase button is automatically disabled on your site.

Low stock alert threshold — a number that, when the remaining stock drops to or below it, triggers an automatic email to your admin address. Use this to get a heads-up before you run out entirely.

✦ *If stock tracking is off, the product can be purchased without limit.*

Custom confirmation email

By default, customers receive a standard purchase confirmation. If you want to send a specific email for this product — for example, a follow-up with instructions on how to collect or download something related — you can enable this here.

Enable custom email — turn this on to set product-specific email content.

Admin email subject / body — the email sent to you when this product is purchased.

User email subject / body — the email sent to the customer when they purchase this product.

Both emails support basic variables:

- `[USER_FIRST_NAME]` — customer's first name
- `[USER_LAST_NAME]` — customer's last name
- `[USER_EMAIL]` — customer's email address

Seasonal pricing

If you want to automatically apply a different price during a specific period (a promotion, a seasonal offer, or an early-bird window), you can configure this here.

Enable seasonal pricing — turn this on to activate.

Seasonal price — the price to apply during the active period.

Period start / end — the dates the seasonal price is active. Outside of these dates, the regular price applies automatically. No manual switching needed.

✦ A seasonal badge is shown on the product card when the seasonal price is active, so customers can see it is a limited-time offer.

■ Product card settings

These control how the product appears in a product grid or slider on your site — not on its own page. All optional.

Enable Pros/Cons Card List and **Card List Description** — a short list of features or highlights on the card, in addition to the excerpt.

Card Button Label - Override — the button text on the card, e.g. "View details".

Card Price - Override — text that replaces the price on cards, such as "On request", "From CHF 100", or "Free". The real price field is untouched and still used for the actual order — this changes only what the card displays. When set, the card's seasonal pricing block is hidden too.

Card Button Alternative Link — a URL that sends visitors somewhere of your choosing instead of through the normal purchase flow. Useful when a product is really sold elsewhere, or when you want an enquiry form rather than a cart.

Where the link takes effect is decided by the **Use alternative product links** switch on the grid or slider element:

- **Switch on** — the card button goes straight to your link, in a new tab. The product page is skipped entirely.

- **Switch off** — the card button opens the product page as normal, and the buy button on that page goes to your link instead of adding to cart, also in a new tab.

✦ *In practice the switch asks one question: do you still want visitors to see the product page? Either way they end up at your URL — the link replaces the purchase rather than sitting alongside it, so a product with an alternative link never reaches the Flowworx cart.*

✦ *A product with an alternative link set does not need a price. Since nothing is ever added to the cart, you can leave the price empty and the button still works.*

■ Categories

Physical products have their own category taxonomy, managed under **Physical Product Categories**, and categories can be nested.

Fill them in even with a small catalogue: they drive the category filter bar on product grids and can be printed on the cards. See the Adding Features to Your Pages guide.

■ Quantities

By default a customer can add several of the same physical product to their cart and adjust the quantity there. If a product should only ever be bought one at a time, turn off **Allow adding multiple quantities to cart** on its buy button element — the quantity stepper is then replaced by a fixed 1.

■ How the purchase works

From the customer's side:

- 1 They add the product to their cart (alongside anything else they are buying)
- 2 They complete checkout and pay
- 3 If they were not signed in, an account is created for them at this point — see *Customers who buy without an account* below
- 4 They receive a purchase confirmation email with a PDF receipt attached
- 5 The order appears in their customer profile under **Purchases** — they can view it and download the receipt again at any time from there

From your side:

- 1 An order is created under **Orders** in your admin
- 2 You receive a notification (if configured)
- 3 You fulfil the order manually — packing and shipping is handled by you
- 4 The order record gives you everything you need: customer name, email, billing address, and what was ordered

There is no automatic physical fulfilment — the platform handles the payment and record-keeping; you handle the rest.

■ Customers who buy without an account

Customers do not have to register before buying. Anyone can check out as a guest, and the platform sorts the account out afterwards. What happens depends on the email address they used:

A new email address — an account is created for them automatically:

- The username is built from their billing name, as *firstname.lastname*
- A secure password is generated for them
- They are **logged in immediately**, so they land on their profile already signed in and can see what they just bought
- They receive an email with their login details and that password

They can change the password whenever they like through your forgotten-password page. There is no password field on the edit-profile form — password changes go through the reset flow.

An email that already has an account — no new account is created. The order is attached to their existing account, so it joins the rest of their history where it belongs. They are **not** logged in automatically in this case, and are asked to sign in to see it.

✦ *That last point is deliberate, and worth understanding before you treat it as a fault. Logging someone in automatically because they typed a known email address would mean anyone who knows a customer's email could reach their account, their order history and their purchased content by starting a checkout. The order still lands in the right place — only the automatic sign-in is withheld.*

Already signed in — nothing is created. The order attaches to the account they are signed in with, **even if they type a different email address at checkout**. That email is used for the order's billing details and confirmation, but it does not create a second account or move the order elsewhere.

✦ *So a customer who shares a device with someone else, or who is signed in under an old address, can file an order against the wrong account by not noticing they were signed in. If a customer says a purchase is missing from their profile, check whether it landed on another account before assuming the order failed.*

✦ Customise the new-account email under **Settings** → **General Settings** → **New Profile Email**. Until you do, customers receive WordPress's plain default, which looks nothing like the rest of your site and is easily taken for spam — an unfortunate first impression at exactly the moment someone has just paid you.

■ Viewing orders for physical products

All orders are visible under **Orders** in the Flowworx sidebar. You can filter by product type to see only physical product orders. Each order shows the customer's details and a full summary of what they purchased.

Customers see their own order history from their profile — they cannot see anyone else's orders, only their own. They can download their receipt from there without needing to contact you.

See the [Managing Orders](#) guide for more detail on working with orders.

■ Editing or unpublishing a product

To update a product, go to **Offers** → **Products**, click the product name, make your changes, and click **Update**.

To temporarily remove a product from your site without deleting it, change its status from **Published** to **Draft** using the status controls on the right-hand side of the edit screen. Customers will no longer see it, but all your settings are preserved.