



// woocommerce · user guide

Flash Sales Countdown

Version 1.0.0
ecom-addons.com

Flash Sales Countdown takes a percentage off the products you choose **between two fixed moments** and shows customers, on the product page, how much time is left. The discount starts and ends by itself, and the countdown always tells the truth: it counts down to the real end and never starts again.

The screenshot shows a product page for a 'Ceramic Mug'. On the left, there's a product image with a '-25%' badge and a 'LOW STOCK' badge. A tooltip points to the image with the text: '1 Counts down to the exact end shown below. At zero it says the offer has ended; it never starts again.' On the right, the product title 'Ceramic Mug' is displayed. Below it, the price is shown as '€20.00 €15.00' with a note 'Lowest price in the 30 days before the discount: €20.00'. A red box highlights the 'Flash sale' section, which includes 'Ends in 2 d 02:04:50' and 'Offer valid until October 25, 2026 10:30 am.' Below this, it says '3 in stock' and shows a quantity selector set to '1' and an 'Add to cart' button. At the bottom, there's a link 'Notify me if the price drops' and the product details 'SKU: DEMO-CERAMIC-MUG' and 'Category: Uncategorized'.

Under the price: the flash price, the time left and the exact end of the offer.

Requirements

Component	Version
WordPress	7.0 or later
WooCommerce	11.2 or later
PHP	8.1 or later
Theme	Block themes (Twenty Twenty-Five tested) and classic themes

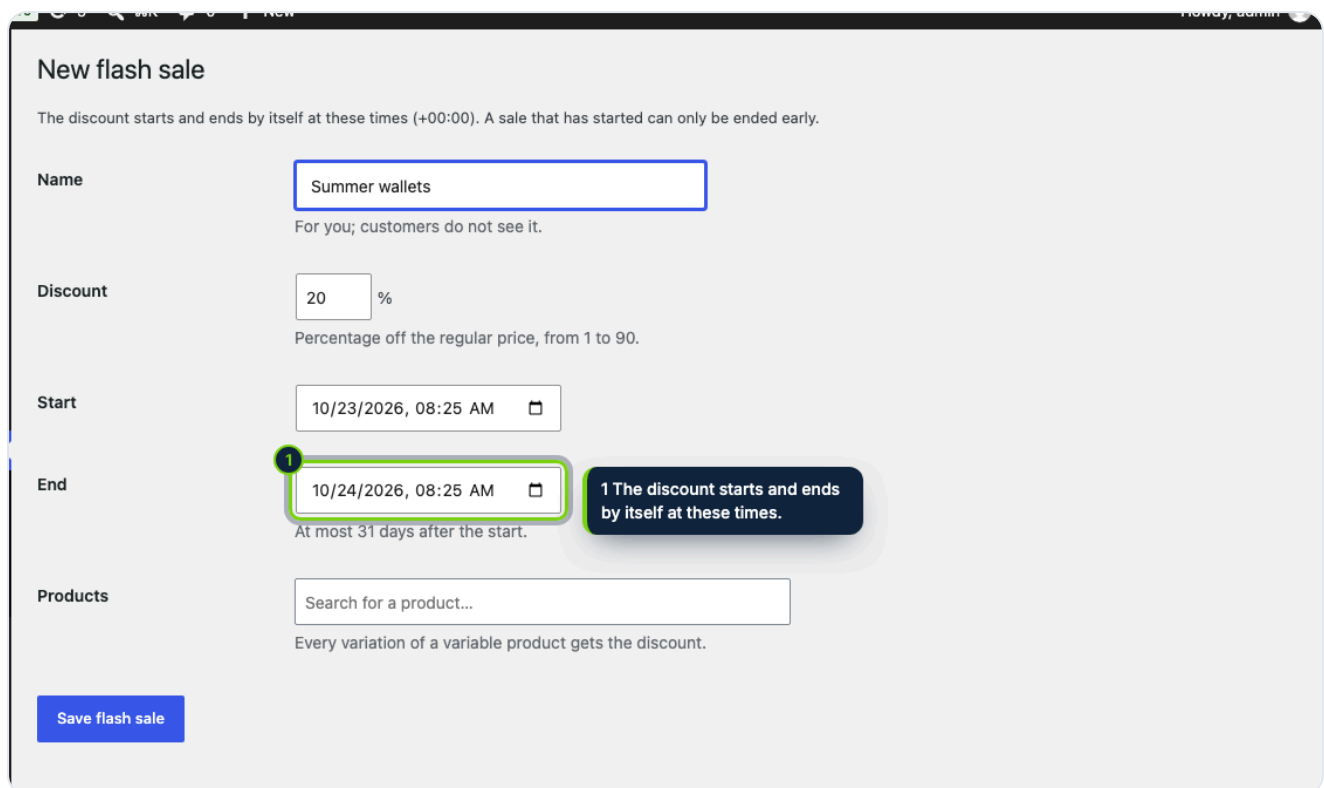
Installation

1. Download the latest version from **My account > Downloads** on ecom-addons.com.

2. In WordPress, go to **Plugins > Add New > Upload Plugin**, choose the zip file and click **Install Now**, then **Activate**.
3. Your flash sales are in **Marketing > Flash sales**.

Create a flash sale

In **Marketing > Flash sales**, click **New flash sale** and fill in a name (only you see it), the percentage off (1 to 90), the start, the end (at most 31 days later) and the products (type to search). Every variation of a variable product gets the discount. A start in the past means now.



New flash sale

The discount starts and ends by itself at these times (+00:00). A sale that has started can only be ended early.

Name
For you; customers do not see it.

Discount %
Percentage off the regular price, from 1 to 90.

Start

End **1 The discount starts and ends by itself at these times.**
At most 31 days after the start.

Products
Every variation of a variable product gets the discount.

Save flash sale

A new flash sale: a name, a percentage, a start, an end and the products.

How it works

Saving the sale gives each product a **scheduled sale price**: the sale price and its dates, as you would set them in the product's **General** tab. WooCommerce starts and ends it at those times; until its scheduled task runs, the addon makes sure the price shown and charged already follows the dates. Carts, taxes, coupons and other plugins treat it as any other sale.

Two rules keep every flash price honest:

- **Never stacked.** Products that already have a sale price of their own whose dates overlap the sale (an expired sale price does not count) keep it and are listed as skipped, with the reason. The flash price is always a reduction on the price customers were really paying.

- **One sale at a time per product.** A product cannot be in two flash sales whose dates overlap; the form tells you which products clash.

Mug weekend

Discount: 25 % · Start: October 23, 2026 8:25 am · End: October 25, 2026 10:30 am · **Running**

Products with a discount of their own in this period keep it: flash prices never stack with other discounts.

ID	Product	Flash price
27	Ceramic Mug (DEMO-CERAMIC-MUG)	Discounted · €15.00
23	Linen Shirt (DEMO-LINEN-SHIRT)	Skipped It already has its own discount in this period.

1 Never stacked: a product with its own sale price keeps it.

[All flash sales](#)

Each sale lists which products got the flash price and why the others did not.

The countdown

Under the price of each product in a running sale, a small box shows **"Flash sale"**, the time left (days, hours, minutes and seconds) and the exact end date and time. At zero it says **"This offer has ended."** and stops: reloading the page or coming back later never restarts it. The page is the same for every visitor, so page caches are safe; without JavaScript the box still shows the end date.

The box uses your theme's font. To change its colours, override the CSS variables `--ecom-flash-accent`, `--ecom-flash-bg` and `--ecom-flash-text` of `.ecom-flash` in your theme.

Managing sales

Flash sales [New flash sale](#)

Each flash sale is a percentage off some products between two fixed moments. Once it starts it can be ended early but never extended, so the countdown customers see is always true.

Name	Discount	Start	End	Status	Products
Black Friday	30 %	November 22, 2026 8:25 am	November 25, 2026 8:25 am	Scheduled	Discounted: 2 · skipped: 0 Edit Delete
Mug weekend	25 %	October 23, 2026 8:25 am	October 25, 2026 10:30 am	Running	Discounted: 1 · skipped: 1 End now

1 A running sale can be ended early, never extended.

[Countdown settings](#)

Marketing › Flash sales lists every sale with its dates and status:

Status	What you can do
Scheduled	Edit or delete it. Prices are not changed yet.
Running	End now only: prices go back to normal at once. The end cannot be moved later.
Ended	Delete it from the list. It cannot be restarted: create a new sale if you need one.

Settings

WooCommerce › Settings › Products › Flash sales has one option, **Countdown on product pages**: off hides the box, and the discount still starts and ends on time.

Why the end cannot be extended

Under EU consumer law, falsely stating that an offer is only available for a very limited time, to push customers into deciding at once, is an unfair commercial practice in all circumstances (Directive 2005/29/EC, Annex I, point 7). A countdown that is extended or restarts makes that statement false. The addon therefore lets you bring the end forward but never push it back. How the rules apply to your shop is yours to check; this guide is not legal advice.

Prior price (Omnibus)

When you announce a price reduction, EU law (article 6a of Directive 98/6/EC) asks you to show the prior price: the lowest price of at least the 30 days before the reduction. As flash prices are ordinary sale prices that never stack with other discounts, our **Lowest Price in 30 Days (Omnibus)** addon, or any other addon that reads sale prices, shows that prior price under the flash price with no extra setup.

Data and uninstall

The addon stores the sales (name, percentage, dates, products) and, per product, the result; no personal data and no external service. Deleting the plugin takes the flash prices of running and scheduled sales off your products, then removes its tables, its setting and its product data.

Languages

The addon is translated into English, Spanish and French; the countdown follows the language of the page.

Updates and support

Your licence includes every new version and 6 months of support. New versions are in **My account > Downloads**; for help, open a ticket in **My account > Support**.