


The Kentico E-commerce Solution allows you to specify a brand and manufacturer for each [product](#).

You can use this information to organize products internally, define the scope of certain types of [discounts](#), or display the values on your website. For example, you can display a link to a manufacturer's website on [product detail pages](#) to allow [customers](#) to find detailed information about your products.

Defining brands and manufacturers

To create or edit brands and manufacturers:

1. Open the **Brands** or **Manufacturers** application.
2. Click **New brand/manufacturer** or **Edit** () an existing object.
3. Set the [available properties](#).
4. Click **Save**.

The brands and manufacturers can now be assigned to products.



You can also create new manufacturers when [assigning a manufacturer](#) to a product in the **Products** application. However, you cannot set all available manufacturer properties from there.

This option is not available for brands.



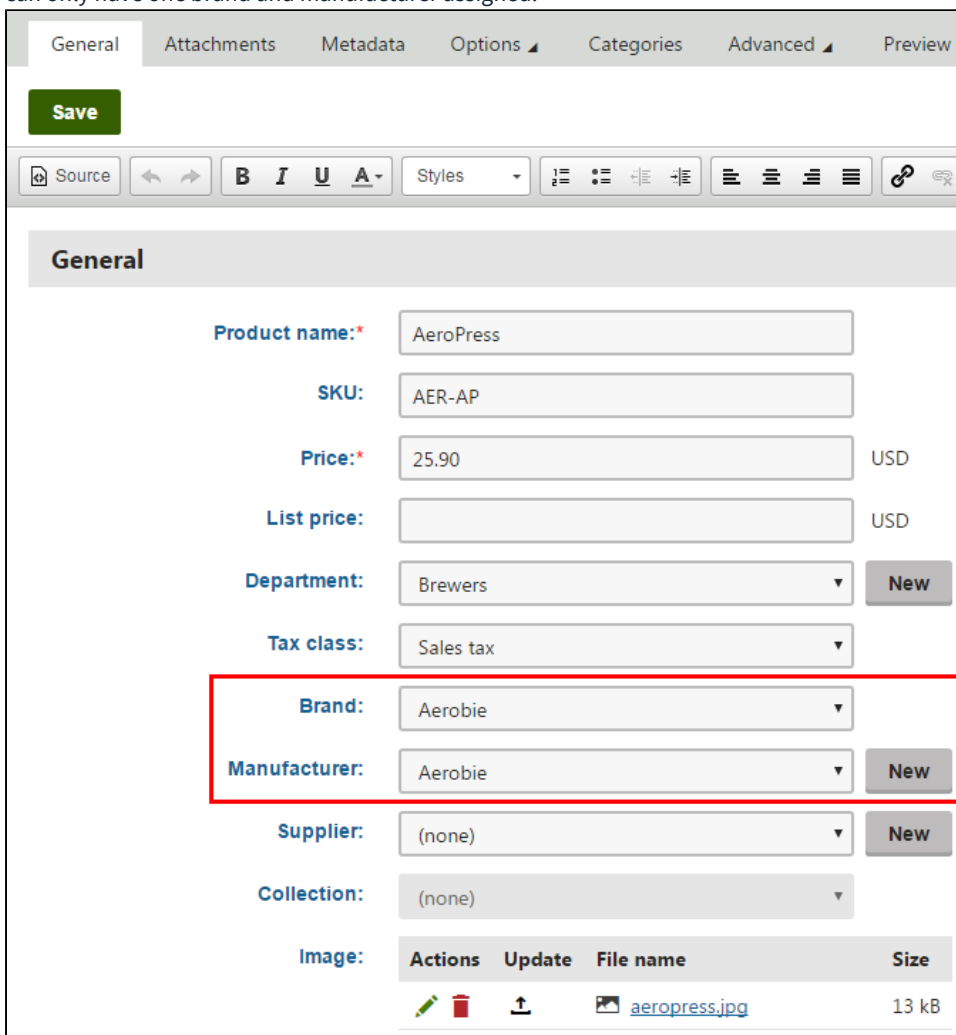
Note: Manufacturers can be created as [global objects](#), but brands are always related to a specific site. If you wish to use a single brand across multiple sites, you need to create the same brand object separately for each site.

Assigning a brand and manufacturer to products

To assign a brand and/or manufacturer to a product:

1. Open the **Products** application.
2. [Add a new product](#) or select an existing one.

3. Select one of the available options in the **Brand** and **Manufacturer** fields on the product's **General** tab. Each product can only have one brand and manufacturer assigned.



The screenshot shows the 'General' tab of a product management interface. The 'Brand' and 'Manufacturer' dropdown menus are highlighted with a red rectangle. Both are currently set to 'Aerobie'. Other fields include 'Product name' (AeroPress), 'SKU' (AER-AP), 'Price' (25.90 USD), 'List price' (empty), 'Department' (Brewers), 'Tax class' (Sales tax), 'Supplier' (none), and 'Collection' (none). An 'Image' section at the bottom shows a table with columns for Actions, Update, File name, and Size, containing a file named 'aeropress.jpg' (13 kB).

4. Click **Save**.

The system assigns the selected brand and manufacturer to the product.

Reference – Brand and Manufacturer properties

Property	Description
Display name	Specifies the name of the brand or manufacturer.
Code name	<p>Serves as a unique identifier of the brand or manufacturer object (for example used by developers in custom code).</p> <p>Unless there is a reason to set a particular value, you can leave the default (<i>automatic</i>) option, and the system generates an appropriate code name automatically.</p>
Description	Allows you to type a text description for the brand or manufacturer in order to provide additional information.
Website	Allows you to specify the URL of the brand or manufacturer's website.
Logo	Allows you to upload a file related to the brand or manufacturer (typically a logo image).
Enabled	Indicates whether the brand or manufacturer is active in your on-line store.

Disabled options appear grayed out in selectors within the administration interface, but can still be assigned to products.