You can use the **Standard product** representation for standard kinds of <u>products</u>, which typically include articles and services. Other product representations, i.e. <u>Membership</u>, <u>E-product</u> and <u>Bundle</u>, are derived from the standard product representation. This means that they share properties with the standard product representation, but have also their representation-specific properties.

Each product has properties described in **Products**.

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