

In the Kentico E-commerce Solution, **product types** are fully customizable page types used to create [products](#) of multiple [representations](#). Specifically, they define the structure of pages that are associated with [SKU](#) (product) objects. Product types allow you to present products and services to your on-line store [customers](#) on the live site. Same as any other page type, each product type can have its own:

- Fields (data structure)
- Editing form layout
- Transformations (design)
- Queries

And other properties.

Apart from product page types, there are also [product section types](#). They work the same way as [the Page \(menu item\) section type](#) when creating a new page. With product section types (or page menu items), you can easily define [the structure of your on-line store](#) (product sections tree). You can split up your on-line store into multiple parts, creating a store hierarchy.



In the [product sections tree](#) in the **Products** application, the system displays only page types designated as product page types, product section types and page menu items.

Creating product page types

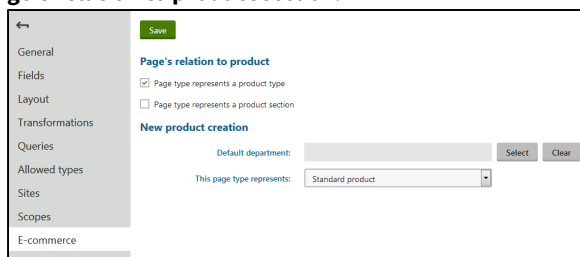
To create a new product page type:

1. Open the **Page types** application.
2. Click **New page type**.
 - This redirects you to the page type [wizard](#), which will guide you through the steps to create a new page type.



If your website is developed with the MVC framework (ask your developers), you need to create a [content only page type](#).

3. Switch to the **E-commerce** tab of the new page type and select the **Page type represents a product type** field in the **Page's relation to product** section.



4. (Optional) In the **Default department** field of the **New product creation** section, you can select a department which is preselected when creating a new product of this type (however, the value can be changed).



You can use this setting, for example, when you want to [assign taxes to products automatically](#). The system preselects the department automatically and you do not need to select it by yourself.

5. (Optional) In **This page type represents**, you can select which type of products the product page type [represents](#). The value is then preselected when creating a new product of this type (however, the value can be changed).
6. Click **Save**.

The system creates a new product page type. When you create a new product, you can choose the created page type to represent the product.

✓ Product page types are in other cases the same as the page types. See [Page types](#) for further details.

Limiting the pages users can create

You can set page types that can be used for child pages of a page of a specific page type.

✓ You can also set page types that can be used for child pages based on the product tree structure of your online store. See more information in the next configuration step, [Configuring product structure](#).

To limit child pages according to the used page type:

1. Open the **Page type** application.
2. **Edit** (✎) a product page type.
3. Switch to the **Allowed types** tab.
4. Click **Add page types**.
5. In the **Select page types** dialog, select all page types that you want to allow.
6. Click **Select**.

The system saves the selection and users will be able to use only the selected page types when creating a new page of the modified product page type.

✓ There is also an option of setting parent page types.

To see more information about both child and parent page types, see [Limiting the pages users can create](#).

Modifying and removing product page types

For modifying and removing product page types, use the same process as with [modifying or removing page types](#).

Working with product section types

The **Page (menu item)** section type is available with the system's installation, and is offered by default while defining the structure of your on-line store. You can also set up your own section types.

Product sections allow you to define [the structure of your on-line store](#) (product sections tree). You can split up your on-line store into multiple parts, creating a store hierarchy. For example, under **Products -> Computers** you can create a **Tablets** section containing only tablets.

✓ **Tip:** Product sections can be used to define the scope of [Catalog discounts](#), [Product coupons](#), and [Buy X Get Y discounts](#).

Creating section types

To add a new section type:

1. Open the **Page types** application.
2. Click **New page type**.
 - This redirects you to the page type [wizard](#), which will guide you through the steps to create a new page type.
3. Switch to the **E-commerce** tab of the new page type and select the **Page type represents a product section** field in the **Page's relation to product** section.
4. Click **Save**.

The system create a new section type which you can now use for creating hierarchy of your on-line store.

Modifying and removing section types

For modifying and removing product section types, use the same process as with [modifying or removing page types](#).