What is a product marker?

As well as providing your customers with detailed product information and photographs, you can add additional useful markers to your products:

- Attributes allow you to create variant products - Manufacturers allow you to group products under a manufacturer or brand - Categories allow you to create hierarchical product groups - Tags allow you to group products together for an enhanced and simplified customer experience

Relevant manufacturers, categories, tags and attributes should be set up prior to adding a new product.

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