

Product Brands

04/30/2025 3:21 pm CDT

Overview

Brands serve as distinctive labels that identify products, services, or companies, creating a recognizable and trustworthy image for consumers. They represent a consistent identity and set of values in the marketplace.

You can add brands in Sellercloud and assign them to products individually and in bulk. They are essential for channels like Amazon, where brand information is required.

Brand names are case-sensitive. The brand name in Sellercloud must exactly match that of your channel listing.

In instances where no brand is selected, Sellercloud can use the manufacturer as the brand instead. Client Setting **Stop using Brands (Use Manufacturer as Brand)** must be enabled for this workflow.

Configure Brands

In Sellercloud, you can add new brands individually or in bulk.

Individually

To add a new brand:

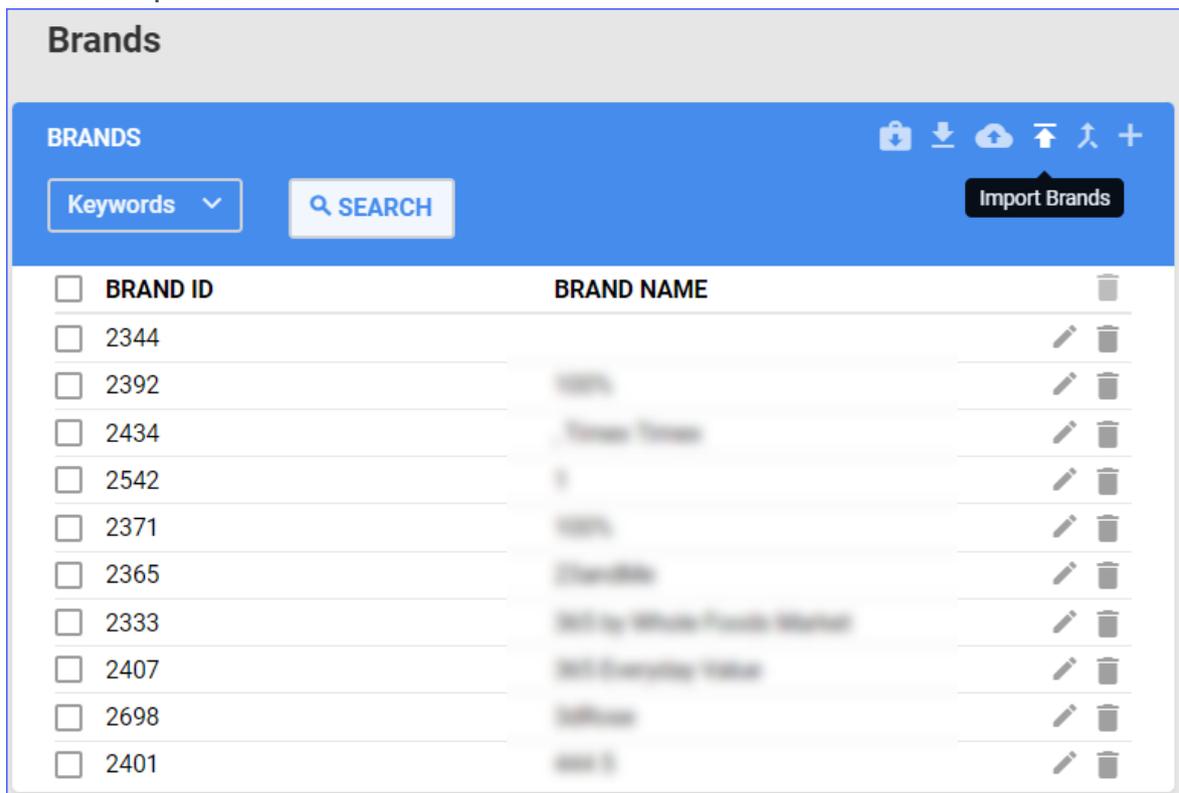
1. Navigate to **Settings > Client Settings > Brands**.
2. Click on the **Plus Button** in the grid to add a new Brand.

<input type="checkbox"/>	BRAND ID	BRAND NAME	
<input type="checkbox"/>	2344		
<input type="checkbox"/>	2392		
<input type="checkbox"/>	2434		
<input type="checkbox"/>	2542		
<input type="checkbox"/>	2371		
<input type="checkbox"/>	2365		
<input type="checkbox"/>	2333		
<input type="checkbox"/>	2407		
<input type="checkbox"/>	2698		
<input type="checkbox"/>	2401		

In Bulk

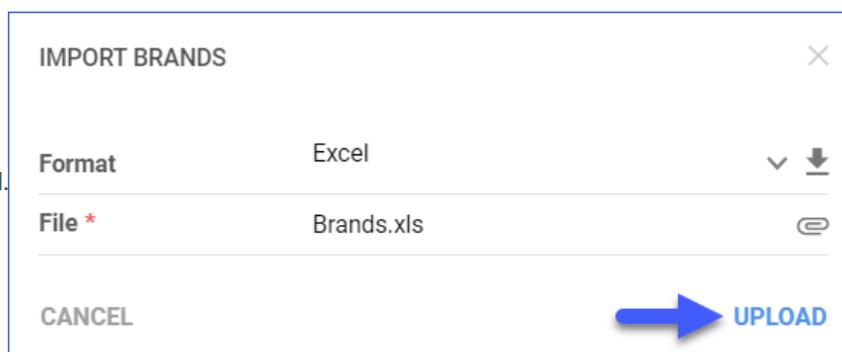
To add multiple brands:

1. Navigate to **Settings > Client Settings > Brands**.
2. Click on the **Upload Brand Icon**.



3. Download the template and populate the fields.
 - a. **BrandName**
4. Go back to Sellercloud and upload the newly created template.

5. Click **Upload**.



Manage Brands

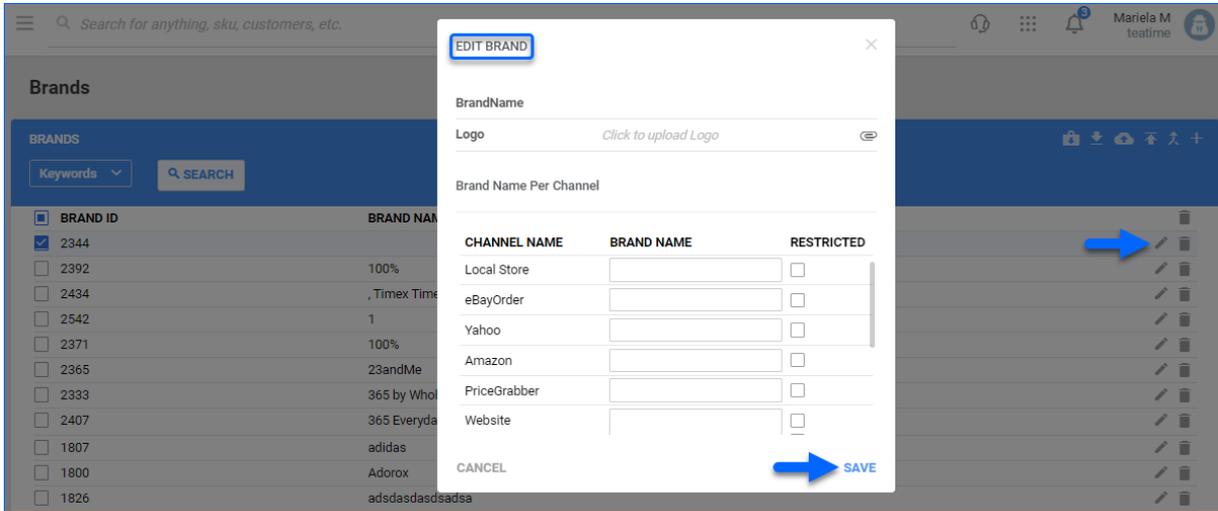
In Sellercloud, you have the capability to manage brands per channel, as well as merge, export, and edit brand information. If a particular brand becomes obsolete, you can simply delete it. This can be done either individually or in bulk.

Brand Name Per Channel

You have the flexibility to map your Sellercloud brand name to the appropriate Brand for the channel of your choice.

1. Go to **Settings > Client Settings > Brands > Select a brand.**
2. Press **Edit > Enter the desired Brand Name information for the channels of your choice > Press Save.**

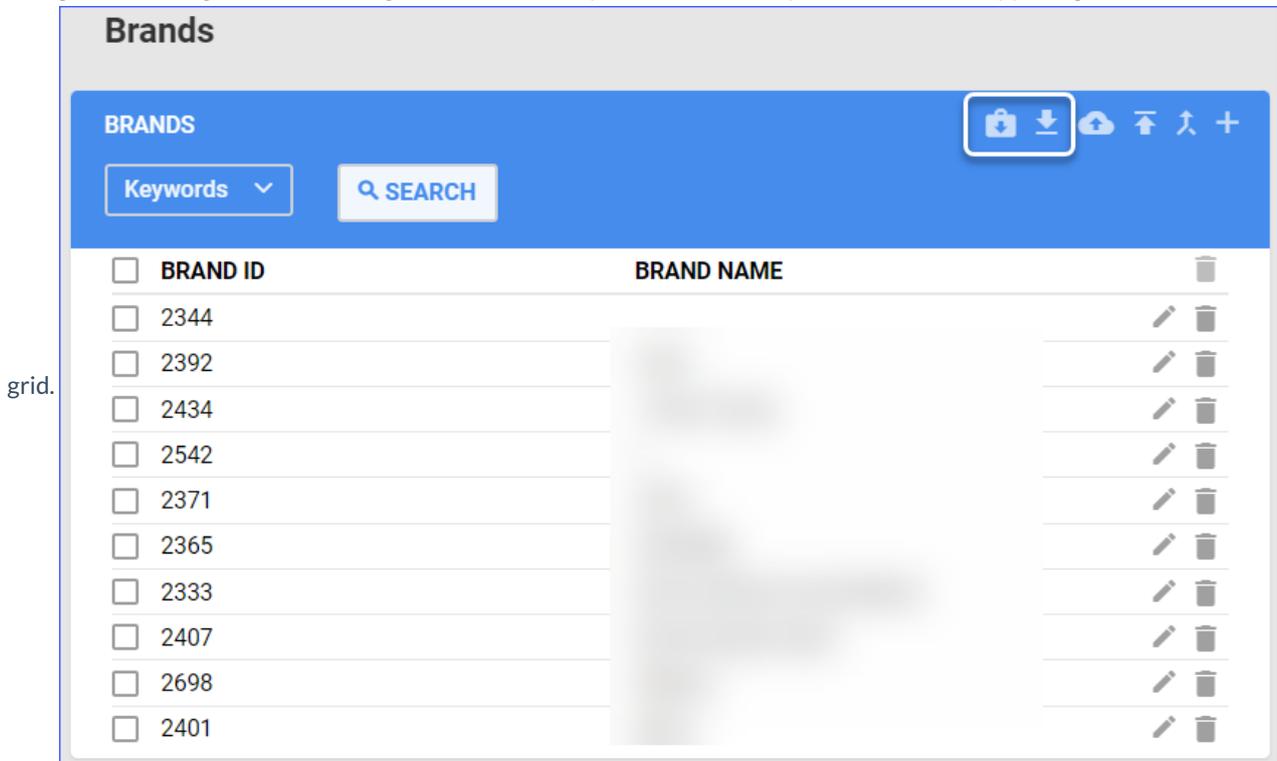
You can restrict specific channels from your brand by checking the relevant checkbox.



Export Brands

You can either export all brands at once or select specific ones and export their respective information. These actions will generate an Excel sheet with Brand ID and Brand Name.

Navigate to **Settings > Client Settings > Brands**, where you will find the Export actions in the upper-right corner of the



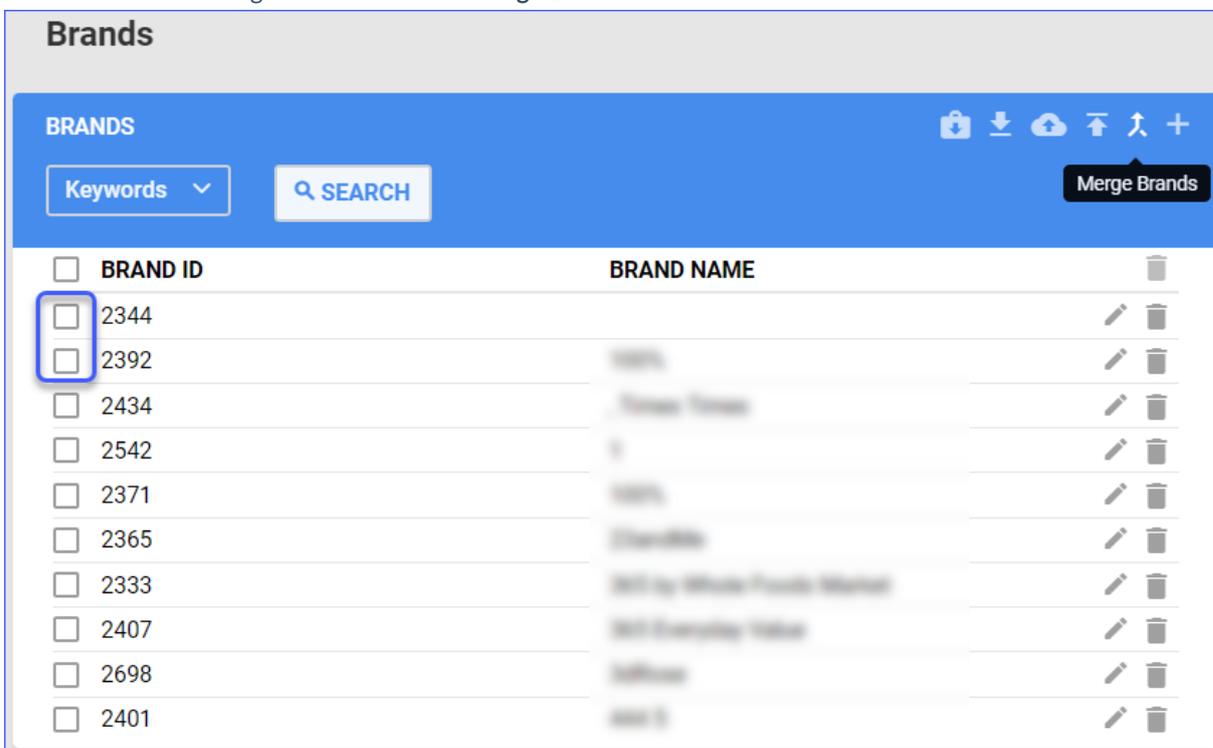
Merge Brands

Consolidate and update information by merging brands to prevent confusion and errors caused by duplicate versions of the same data.

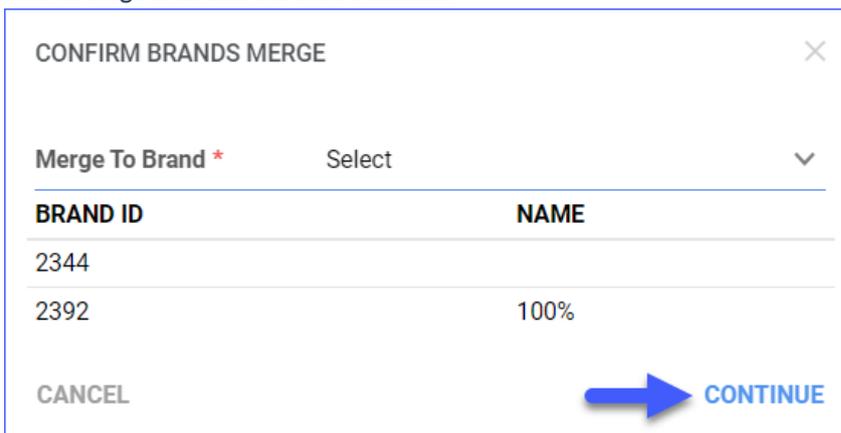
This action is irreversible. Merging these brands will permanently remove the separate brands from the system, updating all associated products with the newly merged brand. Any saved searches or scheduled tasks using these brands as filters will not be automatically updated.

To merge brands:

1. Navigate to **Settings > Client Settings > Brands**.
2. Select **brands** from the grid and execute the **Merge Brand Action**.



3. A pop-up message will appear.
4. Select **Merge to Brand** and click **Continue**.



You can also select the action **Upload Merged Brands**, where a pop-up message will appear. Download the template, populate the information, and upload it back to Sellercloud.

IMPORT MERGE BRANDS ✕

Format Excel ▼ ↓

File * *Click to upload file* 📎

CANCEL **UPLOAD**

If you no longer use certain brands, you can delete them by selecting one or multiple brands from the grid and clicking the **Trash can** icon.

Configure Brands for Products

You can associate brands with products individually or in bulk.

Individually

To add a brand for a product:

1. Go to **Catalog > Manage Catalog > Open a product**.
2. Click **Edit**, and navigate to the **Details** Panel.

🔒 DETAILS

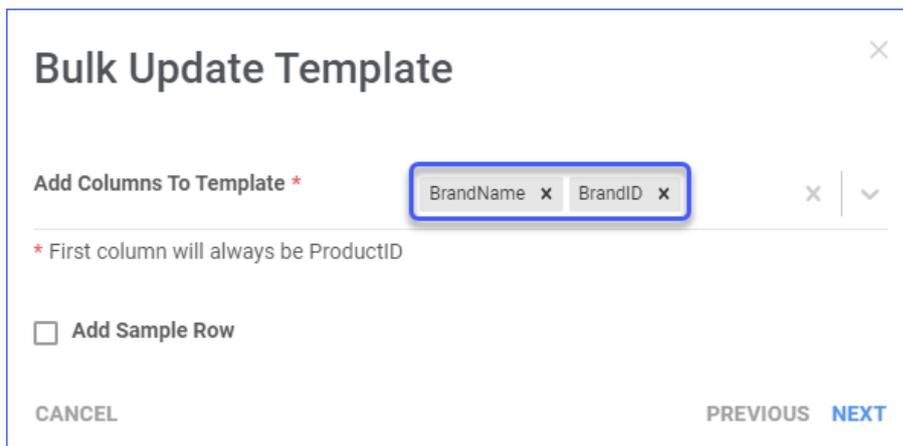
Manufacturer	Other	▼	+
Brand	A&W	▼	+
Short Description	Change		
Long Description	Change		
Priority	0	▼	
Rating	0	▼	
Country Of Origin	United Kingdom	▼	
<input type="checkbox"/> Has Proposition 65 Warning			
Proposition 65 Warning Message	Not Set		
<input type="checkbox"/> Expirable			

3. Select a **Brand** and click **Save**.

In Bulk

To set a brand for multiple products:

1. Navigate to **Catalog > Tools > Import Product Info**.
2. **Bulk Product Update > Generate Template**.
3. Select **BrandName** and **BrandID** as product columns and download the template.

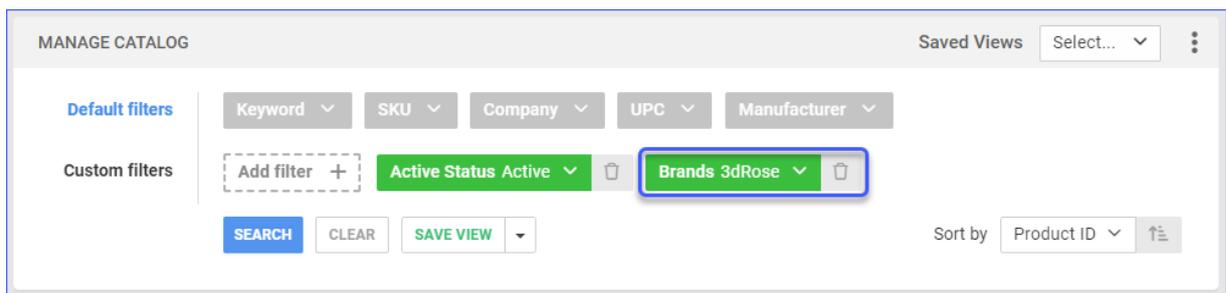


4. Populate the newly created template.
5. Go back to Sellercloud and upload it.

Filter Products by Brand

You can search for products on the Manage Catalog Page by Brands

1. Navigate to **Catalog** > Select **Brands** from the Custom Filters.
2. Click **Search**.



Relevant Client Settings

The following client settings are available:

- **Override Product Brand From Item Specifics**
 - This setting allows you to replace the product brand information with the values specified in the item specifics, overriding any existing brand data.
- **Send Brand As Vendor To Shopify**
 - Enabling this setting will send the product brand information to Shopify as the Vendor.
- **Stop Using Brands (Use Manufacturer As Brand)**
 - Turn on this setting to stop using individual brands and instead use the manufacturer as the default brand for all products.

Overview

Brands serve as distinctive labels that identify products, services, or companies, creating a recognizable and trustworthy image for consumers. They represent a consistent identity and set of values in the marketplace.

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Configure Brands

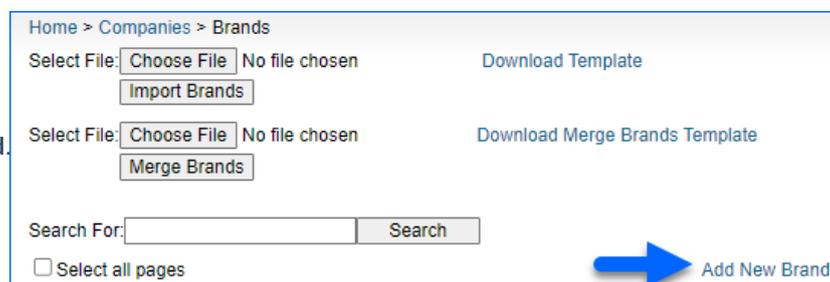
In Sellercloud, you can add new brands individually or in bulk.

Individually

To add a new brand:

1. Navigate to **Settings > Brands**.

2. Click on **Add New Brand**.

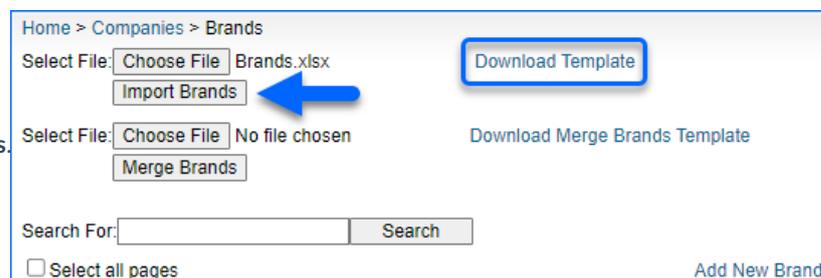


In Bulk

To add multiple brands:

1. Navigate to **Settings > Brands**.
2. Download the template next to **Import Brands** and populate the fields.
 - a. **BrandName**
3. Go back to Sellercloud and upload the newly created template.

4. Click **Import Brands**.



Manage Brands

In Sellercloud, you have the capability to manage brands per channel, as well as merge, export, and edit brand information. If a particular brand becomes obsolete, you can simply delete it. This can be done either individually or in bulk.

Brand Name Per Channel

You have the flexibility to map your Sellercloud brand name to the appropriate Brand for the channel of your choice.

1. Go to **Settings > Brands > Click Edit** next to the brand in the grid.
2. Enter the desired Brand Name information for the channels of your choice > Press **Save**.

You can restrict specific channels from your brand by checking the relevant checkbox.

Home > Companies > Brands > Brand Detail

View Log

Brand Name:

Logo File: No file chosen

Brand Name Per Channel

<input type="checkbox"/>	Brand Name	Restricted
<input type="checkbox"/>	Local Store	<input checked="" type="checkbox"/>
<input type="checkbox"/>	eBayOrder	<input type="checkbox"/>
<input type="checkbox"/>	Yahoo	<input type="checkbox"/>
<input type="checkbox"/>	Amazon	<input type="checkbox"/>
<input type="checkbox"/>	PriceGrabber	<input type="checkbox"/>
<input type="checkbox"/>	Website	<input type="checkbox"/>

Export Brands

You can either export all brands at once or select specific ones and export their respective information. These actions will generate an Excel sheet with Brand ID and Brand Name.

Navigate to **Settings > Client Settings > Brands**. Select **Brand/s**, and click on the **Action Menu > Export > Go**.

Home > Companies > Brands

Select File: No file chosen [Download Template](#)

Select File: No file chosen [Download Merge Brands Template](#)

Search For:

Select all pages [Add New Brand](#)

<input type="checkbox"/>		Brand ID	Brand Name	
<input checked="" type="checkbox"/>	Edit	2344		
<input checked="" type="checkbox"/>	Edit	2392	100%	
<input type="checkbox"/>	Edit	2434	, Timex Timex	
<input type="checkbox"/>	Edit	2542	1	
<input type="checkbox"/>	Edit	2371	100%	

- Select Action
- Delete
- Export
- Merge Brands

Merge Brands

Consolidate and update information by merging brands to prevent confusion and errors caused by duplicate versions of the same data.

This action is irreversible. Merging these brands will permanently remove the separate brands from the system, updating all associated products with the newly merged brand. Any saved searches or scheduled tasks using these brands as filters will not be automatically updated.

To merge brands:

1. Navigate to **Settings > Brands**.

2. Select **brands** from the grid > **Action Menu** > **Merge Brand** > **Go**.
3. A pop-up message will appear.

Home > Companies > Brands > Merge Brands

Confirm Merge Brands

 Merging these brands will delete the merged brands from the system and update all products with the merge-into brand. Any saved searches or scheduled tasks with these brands selected as filters will not be automatically updated. This action is not reversible.

Merge To Brand: 100% ▾

Brand Id	Name
2344	
2392	100%

Continue 

4. Select **Merge to Brand** and click **Continue**.

You can also **Upload Merged Brands**. Download the **Merge Brands Template** template, populate the information, and

upload it back to Sellercloud.

Home > Companies > Brands

Select File: No file chosen [Download Template](#)

Select File: MergeBrands.xlsx



Search For:

Select all pages [Add New Brand](#)

You can delete brands if you no longer use them. Select a brand or multiple ones from the grid > **Action Menu** > **Delete**.

Configure Brands for Products

You can associate brands with products individually or in bulk.

Individually

To add a brand for a product:

1. Go to **Inventory** > Open a **product**.
2. Navigate to the **Brand** field.

3. Select a **Brand** and click **Save product**.

Brand: A&W
Manufacturer SKU: 345
Master SKU:
UPC:
EAN:
GTIN:
Country of Origin: United Kingdom
Key Product Features:

 More
IsMelttable Save Product

In Bulk

To set a brand for multiple products:

1. Navigate to **Inventory > Bulk Update Product > Get Template File**.
2. Select **BrandName** and **BrandID** as product columns and download the template.

Bulk Update Template
Below you can download a template file which you can fill in and re-upload to bulk update products.
Select Template: Delete
 First Column is UPC First Column is Product ID
Format:
Select fields you want to update
Available Fields
Action
ACCESSORIES
ACEHARDWARE_SKU
ActiveWeightUnit
ADDPRODUCTTEST
AEROPOST_SKU
AGE_RANGE_DESCRIPTION
 Add sample row
Save as Template: Save as Template
Download template Close Page

Selected Fields
BrandName
BrandID

3. Populate the newly created template.
4. Go back to Sellercloud and upload it.

Filter Products by Brand

You can search for products on the Manage Catalog Page by Brands

1. Navigate to **Inventory > Advanced Search**.
2. Select **Brands** from the respective field.
3. Click **Search**.

Relevant Client Settings

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