

Product Alias

04/30/2025 3:21 pm CDT

Overview

Aliases are alternative identifiers assigned to products in Sellercloud. You can enter any desired value as an alias and then use that instead of the SKU when looking for a product.

Note the following details about product aliases:

- One product can have multiple **Aliases**.
- Multiple products cannot have the same alias.
- You cannot add aliases to **Shadow Products**, but you can add them to their parent products.

The **SKU/UPC/Alias Reconciliation** report compares and matches the SKUs, UPCs, and Aliases associated with each product within Sellercloud to help you find and resolve any discrepancies or inconsistencies. The same report is also available in the [Skustack Admin Portal](#).

Use Cases

Product aliases can be used as alternate identifiers when searching for products in [Skustack](#), [Shipbridge](#), and [Receivebridge](#). One way to use the product alias feature is to store outdated identifiers – for example, if the product's **SKU** or an identifier, such as the **UPC**, changes, you can add the old one as an alias. In Sellercloud, you can also print [Product Labels](#) from aliases instead of using one of the default identifiers.

Skustack and Shipbridge support scanning aliases during picking and shipping. For example, you can scan products using aliases in [Scan and Ship](#).

To use aliases in Shipbridge, go to **Menu > Options > Scan and Ship** and enable **Use new SKU/UPC search method** and **Force Alias Checker**.

In Shipbridge, go to **Menu > Options > Scan and Ship** and enable **Allow saving unrecognized UPC/Alias to CWA** to save unrecognized identifiers as product aliases. After scanning an unknown SKU or UPC, right-click a product and select **Set SKU_LAST as UPC or Alias** to add the identifier to the product's **UPC** field. If the product already has a UPC, the last scanned identifier will be added as an alias. This option is also available in Receivebridge.

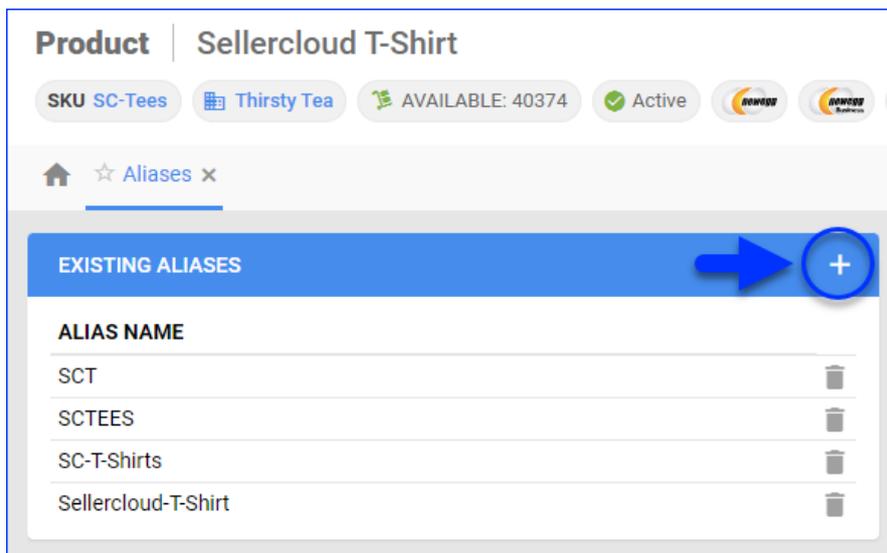
Add Aliases

You can add product aliases individually or in bulk.

Individually

To add an alias to a single product:

1. Go to the [Product Details Page](#).
2. Click **Toolbox** and select **Aliases**.
3. Click the **Plus** icon.



4. Type the **Alias**.

5. Click **Add**.

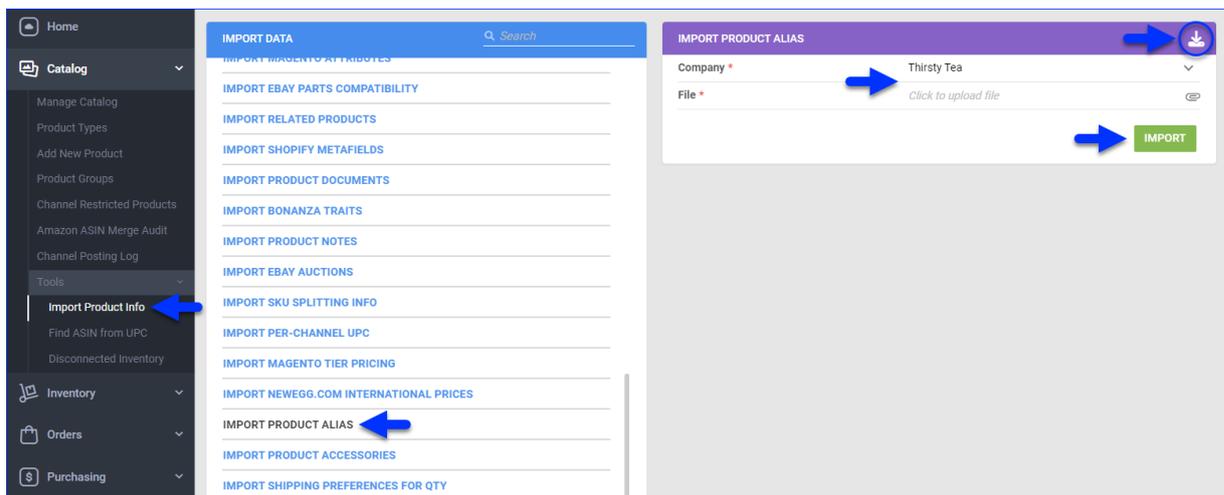


Learn how to [Add Aliases with Skustack](#).

In Bulk

To add aliases in bulk:

1. Go to **Catalog > Tools > Import Product Info** and select **Import Product Alias**.
2. Download the **Template** in Excel format.
3. Fill in all **Product Aliases** you want to add.
4. Save the template.
5. Upload the template into Sellercloud.
6. Click **Import**.



Automatically

To import aliases automatically:

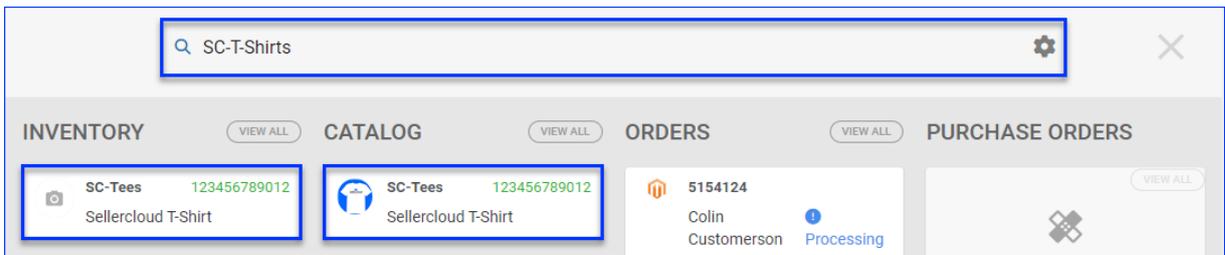
1. Go to **Settings**.
2. Select **Scheduled Tasks > Manage Scheduled Tasks**.
3. Click the + icon at the bottom to add a new task.
4. Set the **Task Type** to **Import General**.
5. Set the **Job Subtype** to **Product Alias**.

6. Set up the rest of the [Scheduled Task](#).

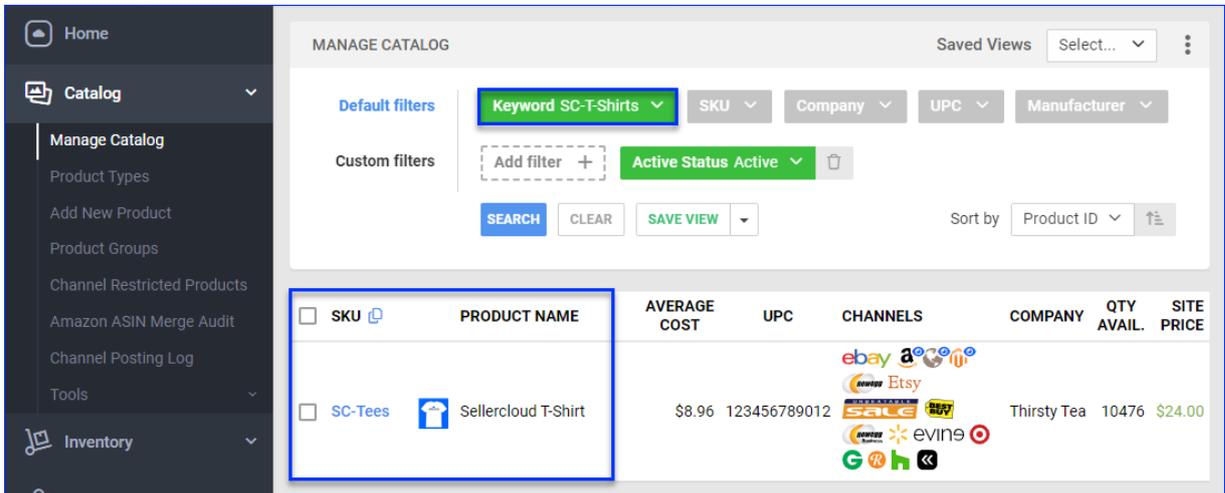
Search by Alias

To search for products by alias in Sellercloud:

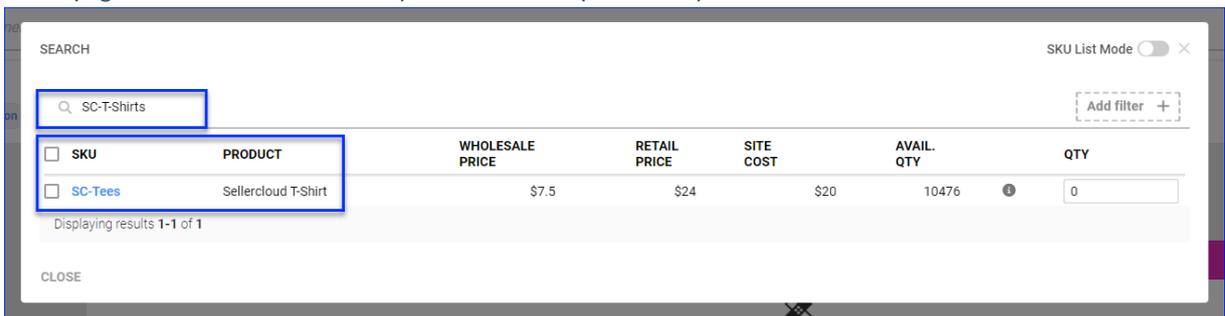
1. Use the [Global Search](#) bar at the top of any page, or;



2. Go to **Catalog > Manage Catalog** and enter the alias into the **Keyword** filter.



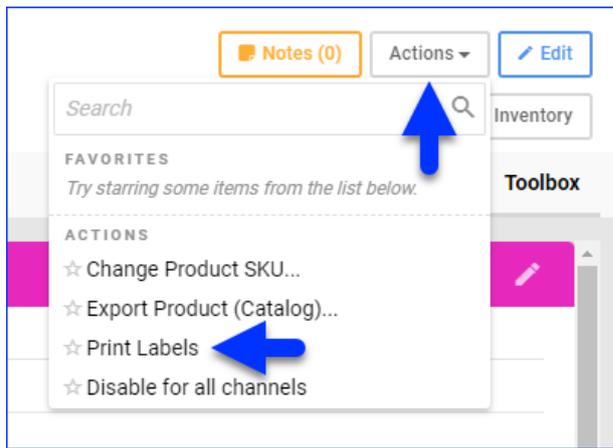
3. Other pages in Sellercloud also allow you to search for products by alias.



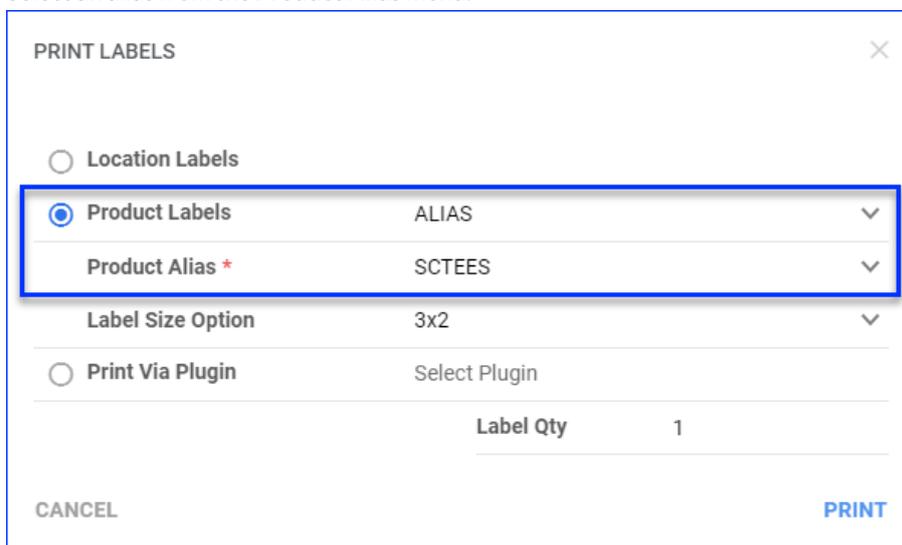
Print Product Labels

To print product labels from an alias:

1. Go to the [Product Details Page](#).
2. Click **Actions** and select **Print Labels**.



3. Select **Product Labels** and then choose **Alias**.
4. Select an alias from the **Product Alias** menu.



5. Click **Print**.

Export Aliases

You can export product aliases manually on the [Manage Catalog](#) page or automatically with [Scheduled Tasks](#).

Manually

To export aliases manually:

1. Go to **Catalog > Manage Catalog**.
2. Find and select products.
3. Click **Actions** at the bottom right and select **Export Products (Catalog)**.

SKU	PRODUCT NAME	AVERAGE COST	CHANNELS	QTY AVAIL.	SITE PRICE
<input checked="" type="checkbox"/> SC-Hat	Sellercloud Hat	\$5.00		18606	\$15.00
<input checked="" type="checkbox"/> SC-Socks	Sellercloud Socks	\$3.00		18446	\$10.00
<input checked="" type="checkbox"/> SC-T-Shirt	Sellercloud T-Shirt	\$10.00		8951	\$25.00

3 selected

4. Select **Standard**, and from the drop-down menu, select **Aliases**.

EXPORT PRODUCT CATALOG INFORMATION ×

Standard Aliases ▼

Custom

Plugin Select

Mapping Profile Select

CANCEL
EXPORT

5. Click **Export**, and a text file will be downloaded to your device.

Automatically

To export aliases automatically:

1. Go to **Settings**.
2. Select **Scheduled Tasks > Manage Scheduled Tasks**.
3. Click the **+** icon at the bottom to add a new task.
4. Set the **Task Type** to **Export General**.
5. Set the **Job Subtype** to **Product Alias**.

CREATE NEW SCHEDULED TASK

Task Type *	Export General	▼
Task Name *	Alias Export	
Job Subtype *	Product Alias	▼
Company *	Thirsty Tea	▼
Start Time *	03/11/2024 12:00 AM	📅 🕒

CANCEL CREATE

6. Set up the rest of the [Scheduled Task](#).

Overview

Aliases are alternative identifiers assigned to products in Sellercloud. You can enter any desired value as an alias and then use that instead of the SKU when looking for a product.

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Add Aliases

You can add product aliases individually or in bulk.

Individually

Once you choose a product, you can easily add as many **Aliases** as you want by following the steps below:

1. Go to **Inventory > Manage Inventory > search for and open a Product > Toolbox > Alias.**
2. Type in the **Alias.**

3. Click on **Add Files.**



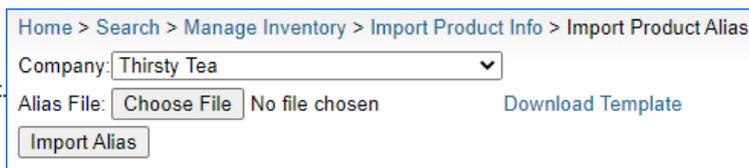
The screenshot shows a web interface for managing aliases. At the top, the breadcrumb navigation is 'Home > Search > Manage Inventory > shishi > Aliases'. Below this, the 'Product Name' is 'shonka'. There is a 'New Alias:' input field with an 'Add Alias' button to its right. A vertical 'Toolbox' menu is on the left, with a blue arrow pointing to the 'Add Files' option. Below the 'Add Alias' section is the 'Existing Aliases' section, which contains a table with one header row 'Alias Name' and one body row 'No records to display.'

In Bulk

Add **Aliases** in bulk to multiple products by following these steps:

1. **Home > Search > Manage Inventory > Import Product Info > Import Product Alias.**
2. Download the **Template** in Excel format.
3. Fill in all **Product Aliases** you want to add.
4. Save the template.
5. Upload the template into Sellercloud.

6. Click **Import.**



The screenshot shows the 'Import Product Alias' interface. The breadcrumb navigation is 'Home > Search > Manage Inventory > Import Product Info > Import Product Alias'. There is a 'Company:' dropdown menu with 'Thirsty Tea' selected. Below this is the 'Alias File:' section with a 'Choose File' button, the text 'No file chosen', and a 'Download Template' link. At the bottom, there is an 'Import Alias' button.