

Brands

 Use the Brands template to create marketing pages for your brands and products. This template will allow you to link your marketing content with the product catalog data.

Examples:

- <https://www.solvay.com/en/products/brands/tolcide-ps>
- <https://www.solvay.com/en/products/brands/kalix-hpp>
- <https://www.solvay.com/en/products/brands/interox#Interox-overview>

Fields available in this node

Name	Description	Mandatory
Title	Default	YES
Header image	If no image provided background will be placed	NO
Tags	Tags reference (hierarchical) - multiple	YES
Subtitle (body)	WYSIWYG	NO
Call Action Links	Default	NO
Product Catalog (previously Product)	Allows cross-linking between your marketing page (brand) and your products in the product catalog • automatic display of catalog data in a tab on your marketing page • automatic link to your marketing page when on product catalog.	YES
Related content	To be able to hide the related content	NO
Body	Main content text field	YES
Summary	Description used for metadata description + search results	YES
Tab - title	Default	YES
Paragraphs	List of paragraphs from the Simple template catalog	NO

Tips & Good practices for Brands and examples of available paragraphs

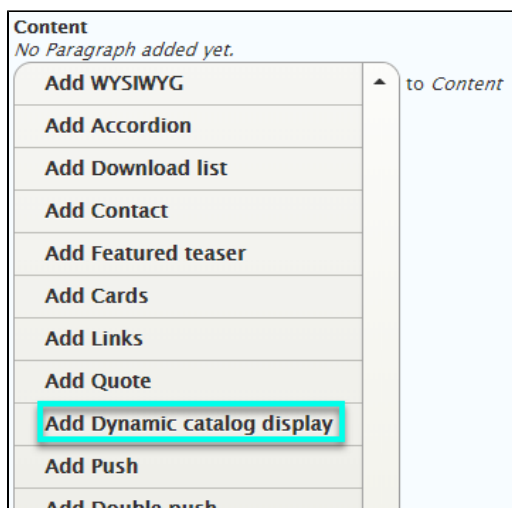
1) Do not forget to link your marketing content to the catalog data

At the bottom of the Brand page, click on Product to select the products you have in the catalog

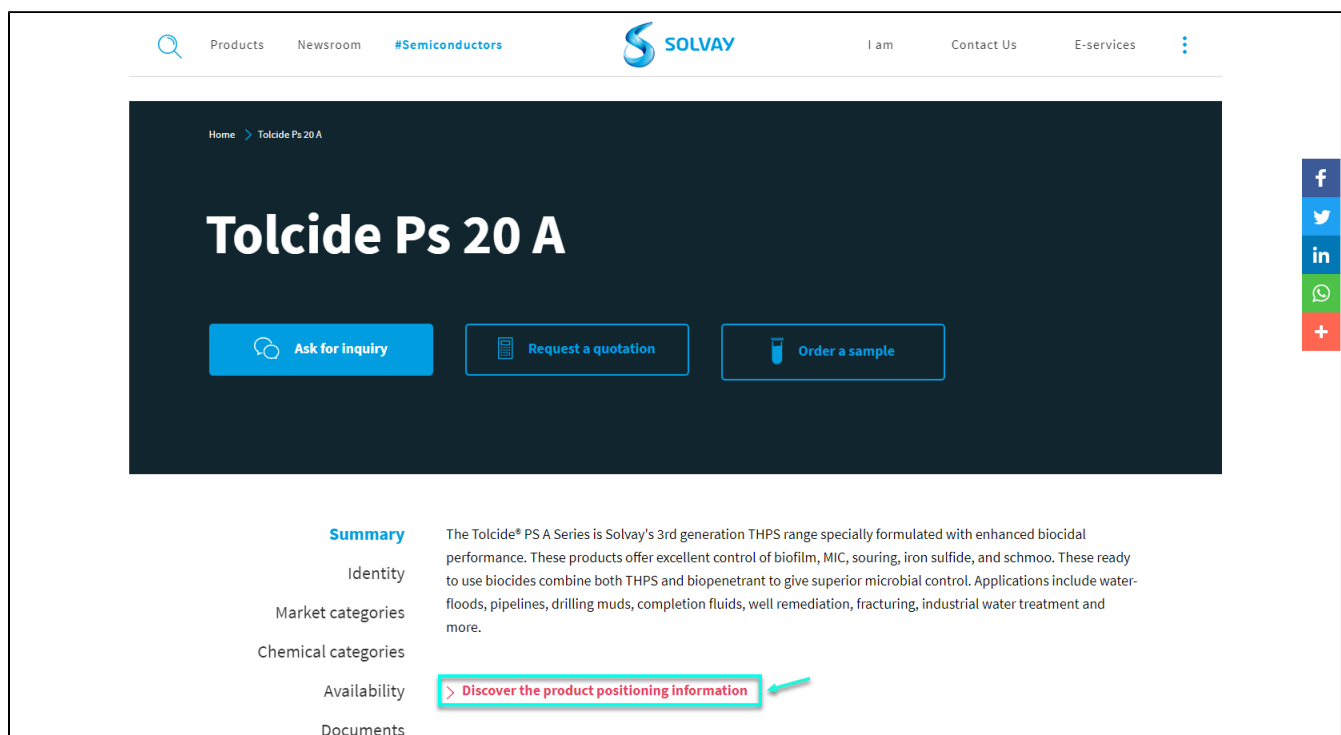
[blocked URL](#)

[blocked URL](#)

- In the Body section, add a paragraph called "Dynamic catalog display". This will allow automatic display and cross-linking between the catalog and your marketing page.



2) Link to your marketing page from the catalog:



3) Automatic display of catalog data in your marketing page:

blocked URL

4) Link your Brand page to the BRANDS menu:

- On the right, open "Menu settings" and activate the option "Provide a menu link"
- Then in the parent item drop-down menu, select "Brands"



Do not fill in any other fields in menu settings.

how row weights

Briefly describe the changes you have made.

▼ MENU SETTINGS

☒ Provide a menu link.

Menu link title

Antarox-Poloxamer

Description

Shown when hovering over the menu link.

Parent item

---- Brands ▼

Weight

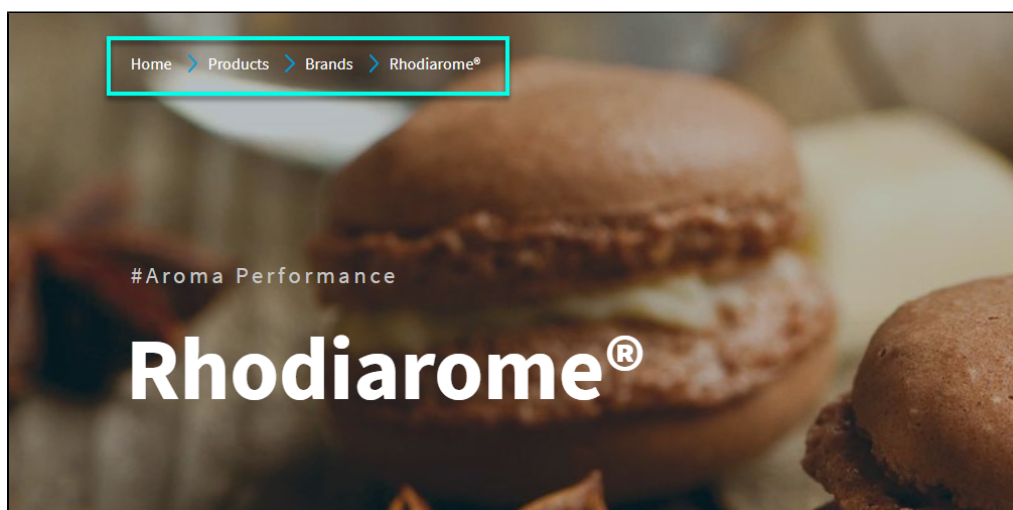
0

Menu links with lower weights are displayed before links with higher weights.

► META TAGS

Add Brand page to "Brands" menu section

Once added to the "Brands" section the page will appear in the sitemap as brands and have the right breadcrumb.



In edit mode, go to "Menu settings" (on the right options of back-office), then click on "Provide a menu link" and, in the parent item drop-down menu, select "Brands".

Briefly describe the changes you have made.

▼ MENU SETTINGS

☒ Provide a menu link

Menu link title

Rhodiarome®

Description

Shown when hovering over the menu link.

Parent item

Brands ▼

Weight

148

Menu links with lower weights are displayed before links with higher weights.

► META TAGS