New feature - Market Class and Market Notes

This new feature from software version 38555 can be used to describe items (formulations and raw materials).

Market Class and Market Notes are related to Character Class and Character Notes – which are usually used to describe sensory properties such as odour, taste and feel.

Market Class and Market Notes are usually used in relation to market products, either to manage a market product library or to relate your product library to market products.

Examples of the characteristics include Market sector (e.g. Laundry), Brand (e.g. Persil), format and range. Often these characteristics are judgement based and relate to the commercial interests of the business.

In this example, Market Class 'Laundry Products' has been created and applied to a Raw Material, which represents a purchased market product. Several Market Notes have been created, applied and a Marketing Description entered.

The classifications are assigned to help users find products which meet specific criteria and are commonly used when there is a large library of products or market products.

Each company defines their own Market Class and Market Notes using **Add a New Market Class** / **Add a New Market Note**.

Market Class is the most defining characteristic - only one Market Class can be assigned to an item.

Market Notes allow for more detail because multiple Market Notes can be assigned to an item.

Market Class and Notes can be used independently of each other.

As well as being useful information to know about products, Market Class and / or notes are searchable attributes of products. Using Find Matching Items, it is possible to find products which have these and other attributes, and to report them using Find Matching Items.