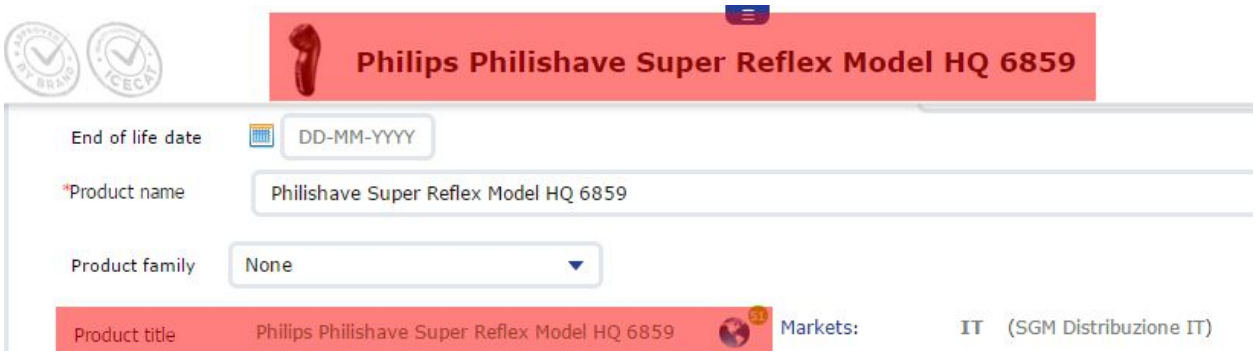
Product titles > Business Logic.

Product titles are displayed in BO by the next way



Product titles can be INT and Local.

Product titles are used for publishing in:

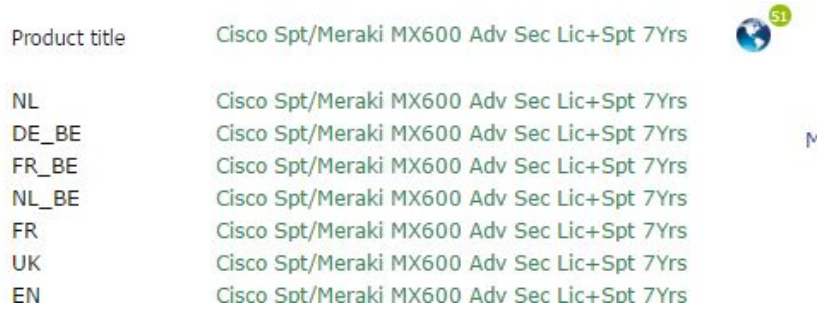
- icecat LIVE
- product csv. Column ‘ProductTitle’
- product XML

```
<!--  source: Icecat.biz 2015  -->
<ICECAT-interface xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xsi:noNamespaceSchemaLocation="http://data.icec
 <Product Code="1" HighPic="http://images.icecat.biz/img/norm/high/302301-6013.jpg" HighPicHeight="396" HighPicSize="9
  LowPic="http://images.icecat.biz/img/norm/low/302301-6013.jpg" LowPicHeight="200" LowPicSize="18022" LowPicWidth="200
  Pic500x500Height="0" Pic500x500Size="0" Pic500x500Width="0" Prod_id="HQ6859" Quality="ICECAT" ReleaseDate="2005-08-30
  ThumbPicSize="3455" Title="Philips Philishave Super Reflex Model HQ 6859">
```

- FO product page



NOTE: Product titles are displayed according to the selected language/locale. Local product titles user is able to see by click on globe icon:



Product title generating is based on the next elements:

- **Brand** - name of brand without any changes should be used
- **Family** - if product has family, family name is always included in the product title
- **Series** - series is included in title if:

> Product has family and series
> Series has setting ‘Include in title’

- **Product name** (model_name) - manually added info. Also can be added according to the language
- **Virtual category name** - virtual category name is used if **Product code/MPN/prod_id = Product name (model_name).** Singular name of virtual category should be used for including, if singular name of virtual category is absent, we need to use singular category name
- **Category name** - if category has selected setting ‘Include in title’, category name is included in title
- **Features (with parameter participate_in_title) -** Logic of features including in the product title

Deduplication logic

We are checking duplicates in the next items: brand, family, series, product name
As first step we match Family and product name. If duplicate is present, we remove it from product name. Result of the first step: Product name diff.
Second step to match series and product name diff. If duplicate is present, we remove it from product name
NOTE: Word can be removed just in case of full matching + before the space
Example
Brand **Sony** Family **ABC 113** Series **112 ABC** Product name **ABC 112**
1st step > matching of Family and Product name,
result excluding of ‘ABC’ from product name,
Product name diff: ABC 113 112
2nd step > matching of Product name diff and series,
result: excluding of ‘112’ from Product name
Product Title: Sony ABC 113 112 ABC

Technical overview