PRODUCT MASKING
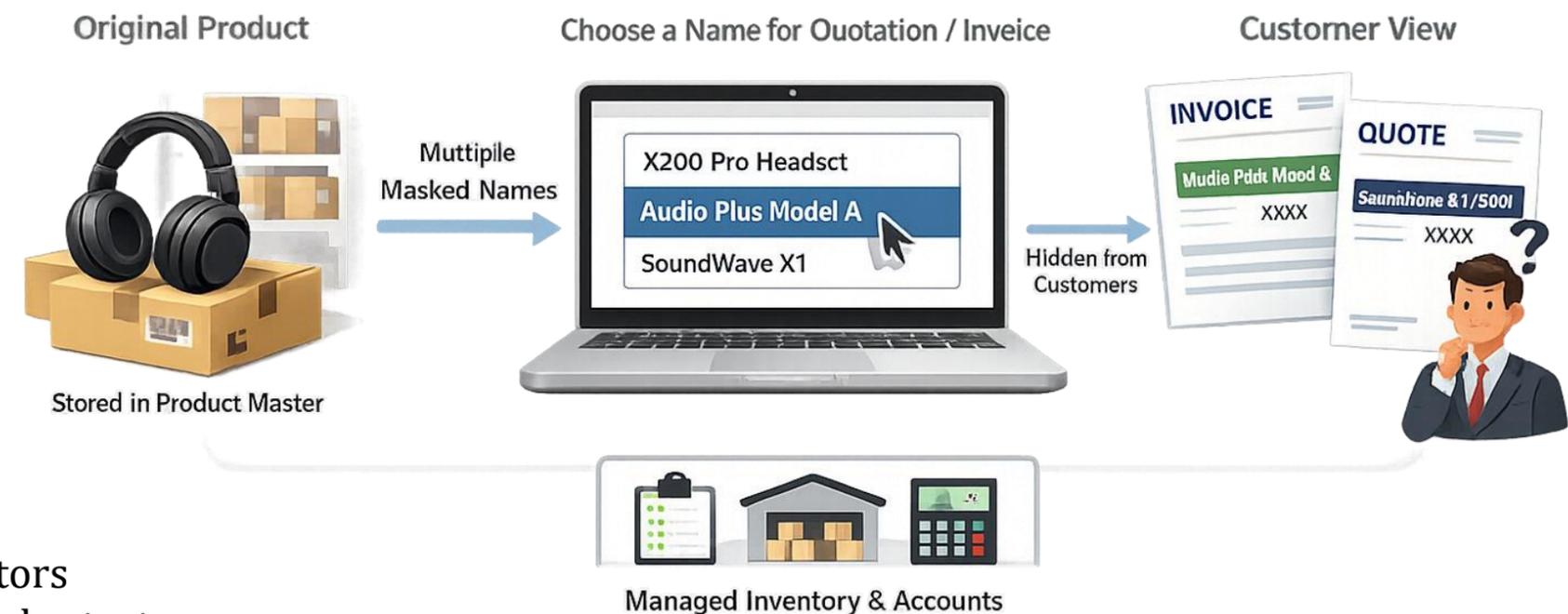
One product in system → Multiple names for customer → Single stock maintained internally

Overview

Product Masking is a plugin that allows you to use different names for the same product at the time of quotation, order, or invoicing. The actual product is stored only once in the product master, but you can assign multiple alternative names (mask names) to it. While making a quotation or invoice, the software lets you select or type a different product name, so the customer cannot see the original SKU or product identity. Even though different names are used, inventory, stock, and accounts are managed under the original product, so there is no confusion in stock management.

Original Product
Multiple Masked Names
Choose a Name for Quotation / Inveice
Customer View

X200 Pro Headsct
Audio Plus Model A
SoundWave X1

Hidden from Customers

Stored in Product Master

Managed Inventory & Accounts

Why Product Masking is Required

To hide the actual product name or SKU from customers
To prevent customers from comparing prices with competitors
To avoid rate checking on online platforms like Amazon, Flipkart, etc.
To stop customers from identifying the exact brand or model
To reduce price negotiation based on market comparison

This feature is very useful in trading, wholesale, retail, electronics, hardware, machinery, medical, and customized product businesses.

Business Benefits

✓ Prevents price comparison with competitors

✓ Protects your profit margin

✓ No need to create duplicate product masters

✓ Clean and accurate inventory management

✓ Flexible naming while billing

✓ Useful for customized / branded / imported products

✓ Helps in dealer, distributor, and project-based sales

✓ Confuses competitors, not your system

How Product Masking Works
•Create product only once in product master
•Add multiple alternative names in the same product
•At the time of quotation / invoice:
   •   Select masked name from list OR
   •   Type a new name manually
•Stock will reduce from the original product
•Reports and inventory remain accurate

Commercial

Plugin	Essential Lifetime INR	Business Lifetime INR	Ultimate Lifetime INR	Ultimate Pro Lifetime INR	Enterprise Lifetime INR	Corporate Lifetime INR
Product Masking	Not Applicable	Not Applicable	6000	6000	6000	6000

Terms & Conditions
- Prices mentioned above are exclusive of all taxes. Applicable taxes will be charged extra.
- Plugin pricing may differ based on the software variant, as higher variants consume more cloud bandwidth and user I/O resources.
- Renewal charges for plugins, wherever applicable, are subject to change in future depending on cloud infrastructure and maintenance cost.
- All disputes shall be subject to Indore jurisdiction only.
- In case the customer is using more than one software link, plugin purchase will be required separately for each link.
- Plugins will remain active for all companies created under the same software link.

Configuration & Integration

Go to Dashboard → Tools → Company Setting → Profile, and enable the Product Masking option as shown in the picture.

Go to Product Master (Dashboard → Master → Favourite → Product). Create a product as shown in the picture and enter Mask Name. You can add multiple mask names, a single name, or leave it blank.

Configuration & Integration

Now create a Sale Invoice or Quotation for the customer. When you select the product, a list will appear to choose the Mask Name, or you can type a new name as required. After saving the invoice, the Mask Name will be printed instead of the original product name.

Q & A

Q1. What is Product Masking Plugin?

Product Masking Plugin allows you to use different names for the same product in quotation, order, and invoice, while the software keeps the original product hidden and manages stock using the main product.

Q2. Why do we need Product Masking?

Product Masking is used to hide the real product name or SKU from customers so they cannot compare prices with competitors or search the same product online.

Q3. Does Product Masking affect stock or inventory?

No. Stock is always managed using the original product master, even if different names are used in billing. Inventory and reports remain accurate.

Q4. Do we need multiple product masters?

No. Only one product master is required. You can add multiple alternative names inside the same product.

Q5. Can we type a new name during billing?

Yes. You can select a saved mask name or type a new name while making quotation or invoice.

Q6. Which businesses need Product Masking?

Wholesale, electronics, hardware, medical, import traders, and project-based businesses.

Q7. What is the biggest benefit?

You can hide product identity, avoid price comparison, and keep perfect inventory control.

THANKS!

Any questions?

You can find me at:

Email: support@gridsonlab.com
Tel: 8349995484, 98983422136
Website: www.gridsonlab.com

GRIDSONLAB PRIVATE LIMITED
26 Jasmine Park, Treasure town road, Indore (M.P.) -
452012