



Catalogs and assignments

Custom Catalog Documentation

Guide for Magento administrators, technical project owners, and implementation teams.

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EXTENSION
Magento 2 Extension Custom Catalog

Catalogs and assignments

Open **Catalog > Custom Catalog** to create a named catalog. Give it a clear business name and keep it active only while its assortment should be available.

Add products

Edit the catalog and assign the products that belong to the assortment. Product membership belongs to the catalog itself and is shared by every audience assigned to that catalog.

This is only a demo store. You can browse and place orders, but nothing will be processed.

Custom Catalog Demo expiry: 2026-08-19 11:33 UTC (4d 23h left)

← Back Delete Save

General

Active ☒ Yes

Name * Northbridge Dealer Essentials

Products

Assign Products

Filters Columns

Actions 4 records found 20 per page 1 of 1

ID	Name	Type	SKU	Price
1	Joust Duffie Bag	Simple Product	24-MB01	€34.00
2	Strive Shoulder Pack	Simple Product	24-MB04	€32.00
3	Crown Summit Backpack	Simple Product	24-MB03	€38.00
4	Wayfarer Messenger Bag	Simple Product	24-MB05	€45.00

Customers

Assign an audience

A catalog can be assigned to:

- individual customers;
- Magento customer groups.

Assignments work in both directions. You can pick the audience inside the catalog editor, or open the customer or customer group and pick the catalogs there:

- **Customers > All Customers**, open a customer — the **Custom Catalog** section lists the assigned catalogs and offers an **Assign Custom Catalogs** dialog.
- **Customers > Customer Groups**, open a group — the **Custom Catalog** section does the same for that group.

Note the different save behaviour: in the catalog editor, assignment changes are only staged until you save the catalog. In the customer and group editors, the assign/unassign action is applied immediately.

Store view scope

The store switcher offers **All Store Views** in addition to individual store views. An assignment in All Store Views applies globally as a fallback; an assignment in a specific store view overrides it for that store. Assign a catalog globally first, and only add a store-view assignment where the audience should differ — you do not need to repeat the same assignment in every store view.

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General

Active ☒ Yes

Name + Northbridge Dealer Essentials

Products

Customers

Store View Default Store View

Assign Customers

Actions 1 records found

ID	First Name	Last Name	Email
2	Elena	Fischer	elena.fischer@northbridge-outdoor.example

Customer Groups

Direct product grants

Direct grants connect one customer to one product at a store view. They are useful for small exceptions that do not justify another named catalog.

Manage them on the customer: **Customers > All Customers**, open a customer — the **Custom Product** section lists the directly granted products and offers assign and unassign actions. "Custom Product" is the Admin label for a direct product grant.

In strict mode, the customer's allowed products are the union of active assigned catalog products and direct grants. Deactivating a catalog removes its contribution without deleting the catalog or its product membership.

Copy a catalog

The catalog grid and editor offer **Copy** (single row) and a mass action for selected rows. Copying a catalog duplicates it including its product and audience assignments, which is the fastest way to create a variant for a new customer segment.