

# B-Op polymorphic product model

Our [ZUGSEIL Shop](#) is about standardizing the shopping experience to all your users - no matter what products are offered!

For all of these products we have managed to provide one standardized shopping experience, which adapts to the product categories offered.

## Product categories

The base for this standardization is our polymorphic product model, which supports a manyfold of products types and categories

- **regular products** - products of the rack, without variants (sizes/colors/...)
- **products with variants** - products, which by default exist in one or multi-dimensional variants.
- **adjustable products** - products, which can be modified by the customer, e.g. attach a logo, change sleeve length
- [made-to-measure products](#) - products, which are taken off the rack and adjusted to fit the demand of the customer, e.g. to fit certain production or body measures
- [bespoke tailoring products](#) - products, which are fully tailored to the body of a customer (suits, protective equipment like glasses or ear-protectors)
- **configurable products** - products, which are designed by the customer in the shop and are then produced individually to the so designed product, e.g. like a customer specific car configuration
- **service products** - products, which are services and require a specific approach to fulfillment, like Digital Rights Management
- **product bundles** - products, which consist of other products
- [Subscriptions management](#) - products, which are repeated every month until cancelled

## Related articles

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