About brands

Brands are an effective way to organize and manage vcards into specific groups. For example, you can create different brands for each of the following categories within a company:

Subdivisions: such as branches or geographical divisions.

Sub-brands: commercial identities or secondary brands within the company.

Departments: functional areas such as sales, marketing, human resources, etc.

? These brands allow grouping vcards that share the same style or type of relevant information, thereby facilitating the organization and quick access to specific contacts within the company's organizational structure.

However, if you are a smaller company, you can also choose to have a single brand to manage all your contacts centrally and effectively.