There are two ways to add new fields:

1. Repurpose an existing field
2. Create a User Defined Field

Repurposing an existing field is easy.  Simply hold Ctrl and double-click any field title.  A window will pop up which allows you to edit the existing field name as well as bold or italicize the text.

Pro Tip: change the most commonly used/required fields to **bold** to make it obvious to the user the importance of filling in that field.  For example, bold the Item Number, Description, Item Group, Pack Type, Brand etc fields so that when new items are created the user remembers to fill out each field.

To create a User Defined Field, see
https://support.orchestrated.com/hc/en-us/articles/207139807-Create-User-Defined-Fields