

DISCOUNT CODES



- **What are discount codes?**

These are industry-specific codes that suppliers use to identify list price versus net cost discounts on their products.

- **Where can I find discount codes?**

Generally, codes can be found directly following a retail price, in or around the pricing grid, or within the F.O.B. (Freight On Board) section of the catalog page.

You may receive catalogs from ASI-listed suppliers. These catalogs often include retail pricing and will be coded. If you receive an uncoded catalog, the pricing listed may be net pricing. Contact the supplier before showing it to a customer.

- **What do the numbers before the discount code letters mean?**

These numbers indicate how many price break quantities are set for that discount. For example, if you see (6R), there are six price break quantities and all are set for a discount of R.

If you see a combination of letters and numbers – for example: 2P2Q – the first two columns are on a P discount and the next two are on a Q, for a total of four columns. For 2P2QR, there are five columns of pricing: The first two columns of pricing are on a “P;” the next two are on a “Q,” and the last column is on an “R.”

- **Why are there two systems?**

Given the age of the ABC system, it’s likely that end-buyers (your customers) are more familiar with that coding. As a result, all ASI® publications and research tools use PQR coding. Supplier advertisements in magazine publications like Counselor® may still include ABC codes.

Below is a list of all discount codes with percentages:

The ABC System

Discount Code	A	B	C	D	E	F	G	H	I	J	X
% Off Retail	50	45	40	35	30	25	20	15	10	5	0

The PQR System

Discount Code	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
% Off Retail	70	65	60	55	50	45	40	35	30	25	20	15	10	5	0

- **What does QUR mean?**

Quote Upon Request.

- **How do I know what discount I am getting from products in the ASI end-buyer catalogs?**

Reference the discount code sheet provided by your catalog sales rep or by looking the product up in ESP®.