



DEMYSTIFYING THE PRODUCT INFORMATION EXCHANGE STANDARD

Volume 3: Using the Market Copy Segment



FOREWORD

Demystifying the Product Information Exchange Standard (PIES)

The Auto Care Association Product Information Exchange Standard (PIES) is a robust and thorough standard for the exchange of a broad range of Product Information pertaining to the Automotive Aftermarket industry.

The Standard was adopted in its first form in 2004, and several enhancements and additions to the standard have been adopted in the intervening years.

The PIES Standard is a very powerful standard, covering over 180 different data elements that can be transmitted. However, it has never been necessary to use PIES to convey a complete set of data as per the standard. The PIES Standard can be used to convey a number of different types of information, either in a complete file format, or in 'segments', depending upon capabilities of the manufacturer, and the needs of the recipient. In simple terms, PIES can be sent in small 'bites', depending on the needs of the recipient.

While it is a best practice within a manufacturing environment to consolidate source data in a Master Data Management strategy, it is not uncommon for different departments within a data recipient's organization to require its own specialized data, and not a complete Master Datafile. There has been strong adoption within the recipient community to adopt the PIES standard and maintain synchronized data between logistics systems, there are a number of unique 'data recipient points' which all require product information.

For example, the Buyer's department may need a Price File, or an Item Setup File. The Marketing Department may need special market copy, promotional pricing, and additional images or brand logos to set up promotions publishing, and so on. Typically, all these departments require their own distinct data sets. Why not use PIES to send it to them?

The purpose of this series of Whitepapers is to help develop a common understanding that the PIES Standard can be used for special single purpose uses, as opposed to a Master Data File, thus accommodating the needs of the various recipient's constituents.

In this way, companies can use the PIES standard for much smaller-scale initiatives, without heading down the path of a major, Master Data Management initiative.

Demystifying the Product Information Exchange Standard – Volume 3

The following describes, in non-technical jargon, just how the PIES Standard can be used, what information it can carry, as well as providing some examples of how to use parts of the PIES Standard as 'single purpose' files, meeting the needs of different users.

This is the first in a series of Whitepapers which will provide practical examples of how to use parts of the PIES standard.

Volume 1: Using PIES for Pricing

Volume 2: Using PIES for Product Attributes

Volume 3: Using PIES for Rich Content, and other Market Copy

Volume 4: Using PIES for Images and Digital Content

Volume 5: Using PIES for Kit and Set information

Volume 6: The Description Segment – Definitions and Uses of the Description Codes

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Introduction

The Segments of PIES and What They Are Used for

Price Sheet Segment

The Price Sheet Segment is used only when Prices are being sent to a recipient.

The Price Sheet Segment identifies, for the recipient, the Price Sheet Name and Number, its Effective and Expiry Date, the Currency in which Pricing is being sent, and to what Zone or Region the Price Sheet applies. If you are sending multiple price sheets for different regions or zones, then you simply create a PIES Price File for each region or Zone. See the section entitled, PIES for Pricing, later in this document.

Market Copy Segment

The Market Copy Segment is a new segment of the PIES Standard, and is used to send rich, descriptive content, images, and other digital assets, which relate to the sending Company, its Brand, or a Sub-Brand or Product Category.

The Market Copy Segment is a companion to a PIES File, and its content is generally used by Recipient's Marketing Departments or Webmasters, to gather publishable descriptive copy and images or other digital media, for general contents for websites and other marketing and advertising needs. Company Logos, Warranty Information, Brand Features and Benefits, Instructional Videos, and other such information are typically conveyed in the Market Copy Segment.

Item Segment

The Item Segment is the 'meat' of a PIES file, and covers many different areas of part information which are crucial to various parts of the recipient's business. The Item Segment contains a number of sub-segments, each able to provide specific additional information about a part. They include:

Description Sub-Segment

The Description Segment contains 15 different ways to describe a part. These descriptions are used in many different ways by recipients.

Pricing Sub-Segment

The Pricing Segment is used specifically to send specific pricing information about the product. The difference between the Pricing Segment and the Price Sheet Segment is that the Pricing Segment is intended to send information specific to the part number, as opposed to more 'global'

information, thus giving it flexibility on a part by part basis. Things such as Price Levels, Price Break Quantities, specific effective and expiration dates, publishable and net pricing can be conveyed in the Pricing Segment. See the section entitled, PIES for Pricing, later in this document.

Extended Product Information (EXPI) Sub-Segment

The Extended Product Information Segment, or EXPI Segment, has become an increasingly important and versatile segment of the PIES Standard, handling 7 different extended areas of information requirements for a business.

Package Segment – a means to convey packaging dimensions and information at all package levels, from unit package, through cases and pallets, to containers.

Hazardous Material Sub-Segment – a means to build and convey an electronic HAZMAT manifest for the product, including all regulatory codes required to ship hazardous material.

Kit Sub-Segment – the means by which to send a list of materials contained in a product that is a Kit.

Part Interchange Sub-Segment – the means by which to send interchange information specific to a product, including comparative grade levels and comments referable to an interchanged part.

Digital Assets Sub-Segment – the means by which to send a wide variety of different types of electronic media, from images to technical drawings, installation instructions, planogram information, or even line art for a product. The technical information that accompanies a ‘digital asset’ would be used to confirm quality and consistency by the recipient, according to industry best practices, and would be used extensively by a recipient’s Webmaster, or Publishing department. The Auto Care Association’s Technology Solutions Committee has published a comprehensive document outlining best practices in the conveyance of electronic media, entitled “*Automotive Aftermarket Imaging Best Practices Guideline*”.

The 3 Things Every PIES File Must Have

When creating a PIES File, there are three key elements any type of file must have:

1. **Header Segment** – this Segment identifies, at a minimum, what Version of PIES file is being sent.
2. **Item Segment** – this Segment identifies, at a minimum, a Part Number and its Brand, and what the recipient is to do with this information (i.e. Are you sending a record that is being Added, a

record that should be Changed, a record that should be Deleted, or whether this is just a confirmation file and No Change is required.

3. **Trailer Segment** – this Segment identifies how many Part Numbers are being sent in the file, and the date the file was generated.

Every other Segment of a PIES File is optional, depending upon the material you are sending to accompany the Part Record.

Overview of Market Copy Segment

The Market Copy segment is the newest segment in PIES and was added to allow trading partners to exchange rich marketing content about Companies (Brand Owner), Brands (Product Lines), Part Types, and Brand-specific information for a Part Type.

Examples of information that can be conveyed through the Market Copy segment are described below.

Market Copy for Company Information

The Market Copy segment allows for information to be supplied that is applicable to a company. An example of information to provide about a company is what you see in the “About” area found on most company Web Sites.

Example:

ACME Corporation



Acme Corporation has been fulfilling customer’s automotive requirements since 1965. Since our inception we have developed a reputation in the industry for offering a wide range of high quality products, used by do-it-yourselfers, in repair shops, and in paint and body shops worldwide.

Market Copy for Brand/Product Line

When a company provide products that have different quality levels, it often brands each quality level separately. In the aftermarket, the branding is often done through use of Product Lines. Although Product Lines aren’t explicitly included in the PIES standard, they are communicated between trading partners by

means of a Brand and Sub-Brand. Each Product Brand has specific information associated with it that is used to describe and identify the brand. A brand typical covers a variety of product types that together is considered a complete product offering.

Example:

ACME Premium Ultra Plus



Our Premium Ultra Plus line of quality products offers a vast array of options, ensuring that you'll find what you're looking for. Our products include:

A complete line of tire gauges including pocket style, pro-line, heavy-duty, dial, and airline. We also have straight, lock-on, ball foot, and extension chucks. An extensive line of compressor accessories including polyurethane straight and coiled hose, rubber hose, thermoplastic hose, fittings, quick disconnects, blow guns, FRLs, manifolds, and much more.

A broad selection of wheel hardware including different types of valves and valve repair tools.

Market Copy for a Part Terminology

Although, it is possible to provide Market Copy for a Part Terminology, there is nothing Market specific about them. A Spark Plug is a Spark Plug. In this case, the Market Copy segment is used to provide generic information for a Part Terminology such as a description of what the part terminology is and how it functions.

Example:

Spark Plug



The primary function of the spark plug is to ignite the air/fuel mixture within the combustion chamber under any operating condition.

Spark plugs must provide a path and a location for electrical energy from the ignition coil to create a spark used to ignite the air-fuel mixture. A sufficient amount of voltage must be supplied by the ignition system to spark across the spark plug gap. This is called “Electrical Performance.”

The spark plug firing end temperature must be kept low enough to prevent pre-ignition, but high enough to prevent fouling. This is called “Thermal Performance”, and is determined by the heat range selected.

Market Copy for a Brand/Part Terminology

Rather than creating sub brands for each part terminology within a Brand to describe brand specific information, the brand segment allows for providing Brand specific marketing content for a Part Terminology.

Example:

ACME Premium Ultra Plus Iridium Spark Plugs



Step up to the latest spark plug technology with ACME Premium Ultra Plus Iridium Spark Plugs. Designed to last over 100,000 miles* in most applications ACME Premium Ultra Plus Iridium Spark Plugs are the ideal replacement for today's top-performing vehicles.

Features:

- Iridium is one of the hardest metals used in spark plugs today, which allows for smaller, more efficient electrode designs for improved cold starting and quicker acceleration
- Latest evolution in high-performance plug electrode material
- Improved cold-starting and acceleration characteristics
- Reduced ignition system voltage demands saves wear and tear
- New-vehicle applications using iridium plugs continues to increase

Using PIES to Send Rich Content and Other Market Copy

The PIES Standard can be used in its entirety, or in parts, to convey critical information to Trading Partners. One of the pieces of information included in the PIES standard is the Market Copy Segment. The PIES standard can be used as a standalone tool to convey Rich Content relating to a Company, its Brands, and its Product Lines, in addition to Item information.

There are only a few fields, or elements, required from the PIES standard to actually send Rich Content. They are drawn from the following Segments:

Header Segment

Market Copy Segment

Item Segment

Trailer Segment

The following pages will describe the PIES fields that are necessary to create a PIES file with Marketing Copy Content.

PIES HEADER SEGMENT

A01	Header Segment	KM		<Header>	Example
A02	PIES Version Number	M	ID3/5	<PIESVersion>	6.5
A03	Submission Type	M	ID4/6	<SubmissionType>	FULL
A05	Blanket Effective Date	O	D	<BlanketEffectiveDate>	2009-01-03
A06	Changes Since Date	C	D	<ChangesSinceDate>	2008-12-01

A10	Parent DUNS or DUNS+4	O	ID9/13	<ParentDUNSNumber>	8888888844441
A11	Parent GLN	O	ID13	<ParentGLN>	7777777555551
A12	Parent VMRS ID	O	ID5	<ParentVMRSID>	GIANT
A13	Parent AAIAID	O	ID4	<ParentAAIAID>	BBCD
A20	BrandOwner DUNS or DUNS+4	E	ID9/13	<BrandOwnerDUNS>	88888888844441
A21	BrandOwner GLN	E	ID13	<BrandOwnerGLN>	777777771234
A22	BrandOwner VMRS ID	O	ID5	<BrandOwnerVMRSID>	WONDR
A23	BrandOwner AAIAID	O	ID4	<BrandOwnerAAIAID>	BRST
A30	Buyer DUNS or DUNS+4	O	ID9/13	<BuyerDuns>	88888888844441
A35	Currency Code	O	ID3	<CurrencyCode>	USD
A37	Language Code	O	ID2	<LanguageCode>	EN
A40	Technical Contact Name	O	AN1/60	<TechnicalContact>	John Smith
A41	Contact Email	O	AN1/254	<ContactEmail>	john@smith.com

A01 – **Header Segment**, as previously mentioned, is a Mandatory Segment of any PIES file. The only mandatory items in the Header Segment is the PIES Version Number and the Submission Type, but there is other important information about the Sender of the file, which should be considered good practice to include. Use the following basic fields:

- A02 – PIES Version Number
- A03- Submission Type
- A05 – Blanket Effective Date OR A06 – Changes Since Date
- A13 – Parent AAIAID
- A20 OR A21 – BrandOwner DUNS or Brandowner GLN
- A23 – BrandOwner AAIAID
- A40 – Technical Contact Name
- A41 –Contact Email

PIES MARKET COPY SEGMENT

#	Field Name	Req	Format	XML Elements and Attributes	Example
A80	Market Copy Segment	O		<MarketCopy>	
A81	Maintenance Type	M	ID1	<i>MaintenanceType</i>	A
A82	Market Copy Code	KM	ID3	<i>MarketCopyCode</i>	BRD
A83	Market Copy Code Reference	KM	AN1/240	<i>MarketCopyReference</i>	ZZZN
A84	Market Copy SubCode	KO	ID3	<i>MarketCopySubCode</i>	PTI
A85	Market Copy SubCode Reference	KO	AN1/240	<i>MarketCopySubCodeReference</i>	12345
A86	Market Copy Type	M	ID3	<i>MarketCopyType</i>	ZZZ
A87	Market Copy Content	M	AN1/2000	<MarketCopyContent>	
A88	Record Sequence	KO	N1/3	<i>RecordSequence</i>	2
A89	Language Code	KO	ID2	<i>LanguageCode</i>	EN

A80 – The **Market Copy Segment** gives you the means to specify marketing content for different types of entities

1. A81 – Maintenance Type, indicates whether it is an Add, or Delete, or a Change to a previously communicated Market Copy.
2. A82 – Market Copy Code, indicates what market content is for. The following values are valid:

BRD – AAIA Brand

BOW – AAIA Brand Owner

BPR – AAIA Brand Parent

SBR – AAIA SubBrand

PTI – AAIA Part Terminology

PGC – Product Group

PSG – Product SubGroup

PCC – AAIA Product Category Code

3. A83 – Market Copy Code Reference, indicates the actual value for the code that is specified in the Market Copy Code (A82). This is best explained with an example. If BRD (AAIA Brand) is specified as the Market Copy Code then the value of the Market Copy Code Reference field must be a valid AAIA Brand ID.
4. A84 – Market Copy SubCode, to indicate the market copy for a specific part terminology within a Brand or SubBrand, it is necessary to specify both the brand code and the part terminology code. Market Copy SubCode in this instance should be set to PTI in addition to the Market Copy Code being set to BRD or SBR.

Although less commonly used, in addition to the example of Part Terminology, a valid sub-code could include a Product Group Code (PGC), a Product Sub Group Code (PSG), or even an Auto Care Association Product Category Code (PCC).

5. A85 – Market Copy SubCode Reference, indicates the actual value for the code that is specified in the Market Copy SubCode Reference (A84). This is best explained with an example. If PTI (Part Terminology) is specified as the Market Copy Code Reference then the value of the Market Copy Code Reference field must be a valid Auto Care Association Part Terminology ID.
6. A86 – Market Copy Type, indicates the type of market copy that is being provided. The different types are

FAB Features and Benefits: Only 1 Record in Market Copy Content - do not use delimiters - send multiple elements

GCC General Copy: Use to send general information in large paragraphs. Send only 1 paragraph per element.

7. A87 Market Copy Content – The actual market copy content.
8. A88 Record Sequence – optional field indicating the sequence of information when multiple records are supplied. If this is omitted, the sequence of the elements in the file is assumed.
9. A89 Language Code – optional field indicating the language of the market copy content. If this is omitted, US English is assumed.

MARKET DIGITAL ASSETS SEGMENT

The digital asset information inside the Market Copy segment is identical to the digital asset segment in the Item segment. It allows for sending market copy-specific assets such as company logos, brand logos,

and any other digital asset that is relevant for market copy. Please refer to the Whitepaper entitled, **“Using PIES for Images and Digital Content”**, for further information regarding sending digital assets.

PIES ITEM SEGMENT

B01	Item Segment	KM		<Items>	Example
B02	Maintenance Type	M	ID1	<i>MaintenanceType</i>	A
B03	Hazardous Material Code (Y/N)	R	ID1	<HazardousMaterialCode>	Y
B05	Base Item Number	O	AN1/48	<BaseItemID>	HOS100
B10	Item-Level GTIN	O	N12/13	<ItemLevelGTIN>	123456789012
B11	Item-Level GTIN Qualifier	C	ID2	<i>GTINQualifier</i>	UP
B15	Part Number	KM	AN1/48	<PartNumber>	HOS101
B20	Brand AAIAID	M	ID4	<BrandAAIAID>	BBBB
B25	Brand Label	O	AN1/60	<BrandLabel>	Wonderhose
B27	SubBrand AAIAID	O	ID4	<SubBrandAAIAID>	DCBA
B28	SubBrand Label	O	AN1/60	<SubBrandLabel>	
B30	ACES Applications	O	ID1	<ACESApplications>	Y
B32	Item Quantity Size	O	R1/8	<ItemQuantitySize>	16.0
B33	Item Quantity Size UOM	O	ID2	<i>UOM</i>	OZ
B34	Container Type	O	ID2	<ContainerType>	BO (Bottle)
B35	Quantity per Application Qualifier	O	ID3	<i>Qualifier</i>	NOR
B40	Quantity per Application	O	N1/8	<QuantityPerApplication>	12
B41	Quantity per Application UOM	C	ID2	<i>UOM</i>	EA
B45	Item-Level Effective Date	O	D	<ItemEffectiveDate>	2009-01-03
B50	Available Date	O	D	<AvailableDate>	2009-01-03
B55	Minimum Order Quantity	O	N1/8	<MinimumOrderQuantity>	10
B56	Minimum Order Quantity UOM	C	ID2	<i>UOM</i>	EA
B60	Product Group Code	O	AN1/10	<Group>	W12
B61	Product Sub-Group Code	O	AN1/10	<SubGroup>	W123
B62	Product Category Code	O	ID6	<AAIAProductCategoryCode>	330102
B63	UNSPSC Code	O	ID8/10	<UNSPSC>	11223344
B64	Part Terminology ID	O	ID4/5	<PartTerminologyID>	55555

B65	VMRS Code (Heavy Duty)	O	ID9	<VMRSCode>	010456789
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B01- The **PIES ITEM Segment** gives you the means to identify the Part Number for which you are conveying the Price, along with other additional information that may be pertinent for your trading partner to actually use your Price file. There are three Mandatory elements:

- B02 - Maintenance Type, indicates whether it is an Add, or Delete, or a Change to the item itself.
- B15 – Part Number, is the Primary Key for this segment, and must be included.
- B20 – Brand AAIAID, indicates the AAIA Brand.
- B64 – Part Terminology ID, indicates the AAIA Product Classification Data Base (PCdb) Classification Code to which the product belongs. While this field is Optional, it is considered a 'Best Practice' to include the Part Terminology ID, for ease in classification of the Item and its associated data.

PIES TRAILER Segment

Z01- The **PIES TRAILER Segment**, is a mandatory segment for every PIES file, and simply provides a) a total count of the ITEM records being sent, and b) the date of the file. Only the Z15 element, Transaction Date, is mandatory.

Z01	Trailer Segment	KM		<Trailer>	Example
Z10	Item Count	O	N1/6	<ItemCount>	352
Z15	Transaction Date	KM	D	<TransactionDate>	2009-01-03

To close out the Market Copy File, although Z10, Item Count, is optional, we recommend including this in the file to make it easier for your trading partner and you to actually validate the number of records sent.

In summary, use the following basic fields:

- Z10 – Item Count
- Z15 – Transaction Date

Putting it All Together – The PIES Market Copy File

Of the over 300 PIES Attributes available, there are 22 which are recommended to be used to send Market Copy with Items. Here is the list:

#	Field Name	Req	Format	XML Elements and Attributes	Example
A01	Header Segment	KM		<Header>	
A02	PIES Version Number	M	ID3/5	<PIESVersion>	6.5
A03	Submission Type	M	ID4/6	<SubmissionType>	FULL
A06	Changes Since Date	C	D	<ChangesSinceDate>	2008-12-01
A13	Parent AAIAID	O	ID4	<ParentAAIAID>	BBCD
A20	BrandOwner DUNS or DUNS+4	E	ID9/13	<BrandOwnerDUNS>	8888888844441
A40	Technical Contact Name	O	AN1/60	<TechnicalContact>	John Smith
A41	Contact Email	O	AN1/254	<ContactEmail>	john@smith.com
A80	Market Copy Segment	O		<MarketCopy>	
A81	Maintenance Type	M	ID1	MaintenanceType	A
A82	Market Copy Code	KM	ID3	MarketCopyCode	BRD
A83	Market Copy Code Reference	KM	AN1/240	MarketCopyReference	ZZZN
A84	Market Copy SubCode	KO	ID3	MarketCopySubCode	PTI
A85	Market Copy SubCode Reference	KO	AN1/240	MarketCopySubCodeReference	12345
A86	Market Copy Type	M	ID3	MarketCopyType	ZZZ
A87	Market Copy Content	M	AN1/2000	<MarketCopyContent>	
A88	Record Sequence	KO	N1/3	RecordSequence	2
A89	Language Code	KO	ID2	LanguageCode	EN
B01	Item Segment	KM		<Items>	
B02	Maintenance Type	M	ID1	MaintenanceType	A
B15	Part Number	KM	AN1/48	<PartNumber>	HOS101
B20	Brand AAIAID	M	ID4	<BrandAAIAID>	BBBB

B64	Part Terminology ID	O	ID4/5	<PartTerminologyID>	55555
Z01	Trailer Segment	KM		<Trailer>	
Z10	Item Count	O	N1/6	<ItemCount>	352
Z15	Transaction Date	KM	D	<TransactionDate>	2009-01-03

Use Case Example

The following examples represents how to create the XML to send Market Copy information in PIES for the Market Copy samples that are described in each of the described sample content.

Use Case: Market Copy information for Brand Owner

The purpose of this use case is to provide an example of how to convey market copy information for a Brand Owner (company). The content that is used is below.

ACME Corporation



Acme Corporation has been fulfilling customer's automotive requirements since 1965. Since our inception we have developed a reputation in the industry for offering a wide range of high quality products, used by do-it-yourselfers, in repair shops, and in paint and body shops worldwide.

ACME Corporation



Acme Corporation has been fulfilling customer's automotive requirements since 1965. Since our inception we have developed a reputation in the industry for offering a wide range of high quality products, used by do-it-yourselfers, in repair shops, and in paint and body shops worldwide.

And here is what it looks like in PIES XML

```
<!--Market Copy for Brand Owner, who said XML wasn't sexy? -->
```

```

<MarketCopyContent MaintenanceType="A" MarketCopyCode="BOW"
MarketCopyReference="BDDX" MarketCopyType="GCC">
    ACME Corporation
</MarketCopyContent>
<DigitalAssets>
    <DigitalFileInformation MaintenanceType="A">
        <FileName>acmecorp.jpg</FileName>
        <AssetType>LGO</AssetType>
    </DigitalFileInformation>
</DigitalAssets>
</MarketCopy>
<MarketCopy>
    <MarketCopyContent MaintenanceType="A" MarketCopyCode="BOW"
    MarketCopyReference="BDDX" MarketCopyType="GCC">
        Acme Corporation has been fulfilling customer's automotive
        requirements since 1965. Since our inception we have developed a
        reputation in the industry for offering a wide range of quality products,
        used by do-it-yourselfers, in repair shops, and in paint and body shops
        worldwide.
    </MarketCopyContent>
</MarketCopy>
<MarketCopy>
    <MarketCopyContent MaintenanceType="A" MarketCopyCode="BRD"
    MarketCopyReference="BDDX" MarketCopyType="GCC">
        ACME Premium Ultra Plus
    </MarketCopyContent>
    <DigitalAssets>
        <DigitalFileInformation MaintenanceType="A">
            <FileName>acmepremiumplus.jpg</FileName>
            <AssetType>LGO</AssetType>
        </DigitalFileInformation>
    </DigitalAssets>
</MarketCopy>
  
```

Use Case: Market Copy information for Brand/Product Line

The purpose of this use case is to provide an example of how to convey market copy information for a Brand (product line). The content that is used is below.

ACME Premium Ultra Plus



Our Premium Ultra Plus line of quality products offers a vast array of options, ensuring that you'll find what you're looking for. Our products include:

A complete line of tire gauges including pocket style, pro-line, heavy-duty, dial, and air line. We also have straight, lock-on, ball foot, and extension chucks.

An extensive line of compressor accessories including polyurethane straight and coiled hose, rubber hose, thermoplastic hose, fittings, quick disconnects, blow guns, FRLs, manifolds, and much more.

A broad selection of wheel hardware including different types of valves and valve repair tools.

ACME Premium Ultra Plus



Our Premium Ultra Plus line of quality products offers a vast array of options, ensuring that you'll find what you're looking for. Our products include:

A complete line of tire gauges including pocket style, pro-line, heavy-duty, dial, and air line. We also have straight, lockon, ball foot, and extension chucks.

An extensive line of compressor accessories including polyurethane straight and coiled hose, rubber hose, thermoplastic hose, fittings, quick disconnects, blow guns, FRLs, manifolds, and much more.

A broad selection of wheel hardware including different types of valves and valve repair tools.

And here is what it looks like in PIES XML

```
<MarketCopy>
```

```
  <MarketCopyContent MaintenanceType="A" MarketCopyCode="BRD"  
  MarketCopyReference="BDDX" MarketCopyType="GCC">
```

ACME Premium Ultra Plus

</MarketCopyContent>

<DigitalAssets>

<DigitalFileInformation MaintenanceType="A">

<FileName>acmepremiumplus.jpg</FileName>

<AssetType>LGO</AssetType>

</DigitalFileInformation>

</DigitalAssets>

</MarketCopy>

<MarketCopy>

<MarketCopyContent MaintenanceType="A" MarketCopyCode="BOW" MarketCopyReference="BDDX" MarketCopyType="GCC">

Our Premium Ultra Plus line of quality products offers a vast array of options, ensuring that you'll find what you're looking for. Our products include:

A complete line of tire gauges including pocket style, pro-line, heavy-duty, dial, and air line. We also have straight, lock-on, ball foot, and extension chucks.

An extensive line of compressor accessories including polyurethane straight and coiled hose, rubber hose, thermoplastic hose, fittings, quick disconnects, blow guns, FRLs, manifolds, and much more.

A broad selection of wheel hardware including different types of valves and valve repair tools.

</MarketCopyContent>

</MarketCopy>

Use Case: Market Copy information for Part Type

The purpose of this use case is to provide an example of how to convey market copy information for a Part Type (part terminology). The content that is used is below.

Spark Plug



The primary function of the spark plug is to ignite the air/fuel mixture within the combustion chamber under any operating condition.

Spark plugs must provide a path and a location for electrical energy from the ignition coil to create a spark used to ignite the air-fuel mixture. A sufficient amount of voltage must be supplied by the ignition system to spark across the spark plug gap. This is called “Electrical Performance.”

The spark plug firing end temperature must be kept low enough to prevent pre-ignition, but high enough to prevent fouling. This is called “Thermal Performance” and is determined by the heat range selected.

Spark Plug



The primary function of the spark plug is to ignite the air/fuel mixture within the combustion chamber under any operating condition.

Spark plugs must provide a path and a location for electrical energy from the ignition coil to create a spark used to ignite the air-fuel mixture. A sufficient amount of voltage must be supplied by the ignition system to spark across the spark plug gap. This is called “Electrical Performance.”

The spark plug firing end temperature must be kept low enough to prevent pre-ignition, but high enough to prevent fouling. This is called “Thermal Performance” and is determined by the heat range selected.

And here is what it looks like in PIES XML

```
<MarketCopy>
```

```
  <MarketCopyContent MaintenanceType="A" MarketCopyCode="PTI"  
    MarketCopyReference="7212" MarketCopyType="GCC">
```

```
    Spark Plug
```

```
  </MarketCopyContent>
```

```

    <DigitalAssets>
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        <AssetType>P04</AssetType>
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    </DigitalAssets>
  </MarketCopy>
  <MarketCopy>
    <MarketCopyContent MaintenanceType="A" MarketCopyCode="PTI"
    MarketCopyReference="7212" MarketCopyType="GCC">
      The primary function of the spark plug is to ignite the air/fuel mixture
      within the combustion chamber under any operating condition.

      Spark plugs must provide a path and a location for electrical energy from
      the ignition coil to create a spark used to ignite the air-fuel mixture. A
      sufficient amount of voltage must be supplied by the ignition system to
      spark across the spark plug gap. This is called "Electrical Performance."

      The spark plug firing end temperature must be kept low enough to
      prevent pre-ignition, but high enough to prevent fouling. This is called
      "Thermal Performance", and is determined by the heat range selected.
    </MarketCopyContent>
  </MarketCopy>
  
```

Use Case: Market Copy information for Brand and Part Type combination

The purpose of this use case is to provide an example of how to convey market copy information for a Brand and Part Type combination. The content that is used is below.

ACME Premium Ultra Plus Iridium Spark Plugs



Step up to the latest spark plug technology with ACME Premium Ultra Plus Iridium Spark Plugs. Designed to last over 100,000 miles* in most applications ACME Premium Ultra Plus Iridium Spark Plugs are the ideal replacement for today's top-performing vehicles.

Features

- Iridium is one of the hardest metals used in spark plugs today, which allows for smaller, more efficient electrode designs for improved cold starting and quicker acceleration
- Latest evolution in high-performance plug electrode material
- Improved cold-starting and acceleration characteristics
- Reduced ignition system voltage demands saves wear and tear

New-vehicle applications using iridium plugs continues to increase

And here is what it looks like in PIES XML

SPECIAL NOTE: Notice that each of the bullet points is included in its own *MarketCopyContent* element. The bullet tag is omitted as it is considered formatting that the receiving end will apply in their representation of the features and benefits.

```
<!--Market Copy for Brand and Part Type Combination-->
<MarketCopy>
  <MarketCopyContent MaintenanceType="A" MarketCopyCode="BRD"
    MarketCopyReference="BDDX" MarketCopySubCode="PTI"
    MarketCopySubCodeReference="7212" MarketCopyType="GCC">
    ACME Premium Ultra Plus Iridium Spark Plugs
  </MarketCopyContent>
  <DigitalAssets>
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      <FileName>acmepremiumplussparkplug.jpg</FileName>
      <AssetType>LGO</AssetType>
    </DigitalFileInformation>
  </DigitalAssets>
</MarketCopy>
<MarketCopy>
```

```
<MarketCopyContent MaintenanceType="A" MarketCopyCode="BOW"  
MarketCopyReference="BDDX" MarketCopySubCode="PTI"  
MarketCopySubCodeReference="7212" MarketCopyType="GCC">
```

Step up to the latest spark plug technology with ACME Premium Ultra Plus Iridium Spark Plugs. Designed to last over 100,000 miles in most applications, ACME Premium Ultra Plus Iridium Spark Plugs are the ideal replacement for today's top-performing vehicles.

```
</MarketCopyContent>
```

```
</MarketCopy>
```

```
<MarketCopy>
```

```
<MarketCopyContent MaintenanceType="A" MarketCopyCode="BOW"  
MarketCopyReference="BDDX" MarketCopySubCode="PTI"  
MarketCopySubCodeReference="7212" MarketCopyType="FAB">
```

Iridium is one of the hardest metals used in spark plugs today, which allows for smaller, more efficient electrode designs for improved cold starting and quicker acceleration

```
</MarketCopyContent>
```

```
</MarketCopy>
```

```
<MarketCopy>
```

```
<MarketCopyContent MaintenanceType="A" MarketCopyCode="BOW"  
MarketCopyReference="BDDX" MarketCopySubCode="PTI"  
MarketCopySubCodeReference="7212" MarketCopyType="FAB">
```

Latest evolution in high-performance plug electrode material

```
</MarketCopyContent>
```

```
</MarketCopy>
```

```
<MarketCopy>
```

```
<MarketCopyContent MaintenanceType="A" MarketCopyCode="BOW"  
MarketCopyReference="BDDX" MarketCopySubCode="PTI"  
MarketCopySubCodeReference="7212" MarketCopyType="FAB">
```

Improved cold-starting and acceleration characteristics

```
</MarketCopyContent>
```

```
</MarketCopy>
```

```
<MarketCopy>
```

```
<MarketCopyContent MaintenanceType="A" MarketCopyCode="BOW"  
MarketCopyReference="BDDX" MarketCopySubCode="PTI"  
MarketCopySubCodeReference="7212" MarketCopyType="FAB">
```

Reduced ignition system voltage demands saves wear and tear

```

    </MarketCopyContent>
  </MarketCopy>
  <MarketCopy>
    <MarketCopyContent MaintenanceType="A" MarketCopyCode="BOW"
    MarketCopyReference="BDDX" MarketCopySubCode="PTI"
    MarketCopySubCodeReference="7212" MarketCopyType="FAB">
      New-vehicle applications using iridium plugs continues to increase
    </MarketCopyContent>
  </MarketCopy>

```

Example XML

Based on all the information collected, here is what his PIES XML file will look like in its entirety (fully validated):

```

<?xml version="1.0" encoding="UTF-8"?>
<PIES xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xmlns="http://www.aftermarket.org">
  <Header>
    <PIESVersion>6.5</PIESVersion>
    <SubmissionType>FULL</SubmissionType>
    <BlanketEffectiveDate>2013-08-31</BlanketEffectiveDate>
    <ParentAAIAID>BDDX</ParentAAIAID>
    <BrandOwnerAAIAID>BDDX</BrandOwnerAAIAID>
    <TechnicalContact>John Smith, ACME CORPORATION, 555 555 1234</TechnicalContact>
    <ContactEmail>jsmith@acme.com</ContactEmail>
  </Header>
  <MarketingCopy>
    <!--Market Copy for Brand Owner -->
    <MarketCopy>
      <MarketCopyContent MaintenanceType="A" MarketCopyCode="BOW"
      MarketCopyReference="BDDX" MarketCopyType="GCC">
        ACME Corporation
      </MarketCopyContent>
    </MarketCopy>
  </MarketingCopy>

```

```

    <DigitalAssets>
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        <AssetType>LGO</AssetType>
      </DigitalFileInformation>
    </DigitalAssets>
  </MarketCopy>
  <MarketCopy>
    <MarketCopyContent MaintenanceType="A" MarketCopyCode="BOW"
    MarketCopyReference="BDDX" MarketCopyType="GCC">
      Acme Corporation has been fulfilling customer's automotive
      requirements since 1965. Since our inception we have developed a
      reputation in the industry for offering a wide range of quality products,
      used by do-it-yourselfers, in repair shops, and in paint and body shops
      worldwide.
    </MarketCopyContent>
  </MarketCopy>
  <!--Market Copy for Brand -->
  <MarketCopy>
    <MarketCopyContent MaintenanceType="A" MarketCopyCode="BRD"
    MarketCopyReference="BDDX" MarketCopyType="GCC">
      ACME Premium Ultra Plus
    </MarketCopyContent>
    <DigitalAssets>
      <DigitalFileInformation MaintenanceType="A">
        <FileName>acmepremiumplus.jpg</FileName>
        <AssetType>LGO</AssetType>
      </DigitalFileInformation>
    </DigitalAssets>
  </MarketCopy>
  <MarketCopy>
    <MarketCopyContent MaintenanceType="A" MarketCopyCode="BRD"
    MarketCopyReference="BDDX" MarketCopyType="GCC">

```

Our Premium Ultra Plus line of quality products offers a vast array of options, ensuring that you'll find what you're looking for. Our products include:

A complete line of tire gauges including pocket style, pro-line, heavy-duty, dial, and air line. We also have straight, lock-on, ball foot, and extension chucks.

An extensive line of compressor accessories including polyurethane straight and coiled hose, rubber hose, thermoplastic hose, fittings, quick disconnects, blow guns, FRLs, manifolds, and much more.

A broad selection of wheel hardware including different types of valves and valve repair tools.

```

</MarketCopyContent>
</MarketCopy>
<!--Market Copy for Part Type -->
<MarketCopy>
  <MarketCopyContent MaintenanceType="A" MarketCopyCode="PTI"
  MarketCopyReference="7212" MarketCopyType="GCC">
    Spark Plug
  </MarketCopyContent>
  <DigitalAssets>
    <DigitalFileInformation MaintenanceType="A">
      <FileName>sparkplug.jpg</FileName>
      <AssetType>P04</AssetType>
    </DigitalFileInformation>
  </DigitalAssets>
</MarketCopy>
<MarketCopy>
  <MarketCopyContent MaintenanceType="A" MarketCopyCode="PTI"
  MarketCopyReference="7212" MarketCopyType="GCC">

```

The primary function of the spark plug is to ignite the air/fuel mixture within the combustion chamber under any operating condition.

Spark plugs must provide a path and a location for electrical energy from the ignition coil to create a spark used to ignite the air-fuel mixture. A

sufficient amount of voltage must be supplied by the ignition system to spark across the spark plug gap. This is called "Electrical Performance."

The spark plug firing end temperature must be kept low enough to prevent pre-ignition, but high enough to prevent fouling. This is called "Thermal Performance" and is determined by the heat range selected.

```

    </MarketCopyContent>
  </MarketCopy>
<!--Market Copy for Brand and Part Type combination-->
  <MarketCopy>
    <MarketCopyContent MaintenanceType="A" MarketCopyCode="BRD"
      MarketCopyReference="BDDX" MarketCopySubCode="PTI"
      MarketCopySubCodeReference="7212" MarketCopyType="GCC">
      ACME Premium Ultra Plus Iridium Spark Plugs
    </MarketCopyContent>
    <DigitalAssets>
      <DigitalFileInformation MaintenanceType="A">
        <FileName>acmepremiumplussparkplug.jpg</FileName>
        <AssetType>LGO</AssetType>
      </DigitalFileInformation>
    </DigitalAssets>
  </MarketCopy>
  <MarketCopy>
    <MarketCopyContent MaintenanceType="A" MarketCopyCode="BOW"
      MarketCopyReference="BDDX" MarketCopySubCode="PTI"
      MarketCopySubCodeReference="7212" MarketCopyType="GCC">
      Step up to the latest spark plug technology with ACME Premium Ultra
      Plus Iridium Spark Plugs. Designed to last over 100,000 miles in most
      applications, ACME Premium Ultra Plus Iridium Spark Plugs are the ideal
      replacement for today's top-performing vehicles.
    </MarketCopyContent>
  </MarketCopy>
  <MarketCopy>
    <MarketCopyContent MaintenanceType="A" MarketCopyCode="BOW"
      MarketCopyReference="BDDX" MarketCopySubCode="PTI"
      MarketCopySubCodeReference="7212" MarketCopyType="FAB">

```

* Iridium is one of the hardest metals used in spark plugs today, which allows for smaller, more efficient electrode designs for improved cold starting and quicker acceleration

</MarketCopyContent>

</MarketCopy>

<MarketCopy>

<MarketCopyContent MaintenanceType="A" MarketCopyCode="BOW"
MarketCopyReference="BDDX" MarketCopySubCode="PTI"
MarketCopySubCodeReference="7212" MarketCopyType="FAB">

* Latest evolution in highperformance plug electrode material

</MarketCopyContent>

</MarketCopy>

<MarketCopy>

<MarketCopyContent MaintenanceType="A" MarketCopyCode="BOW"
MarketCopyReference="BDDX" MarketCopySubCode="PTI"
MarketCopySubCodeReference="7212" MarketCopyType="FAB">

* Improved cold-starting and acceleration characteristics

</MarketCopyContent>

</MarketCopy>

<MarketCopy>

<MarketCopyContent MaintenanceType="A" MarketCopyCode="BOW"
MarketCopyReference="BDDX" MarketCopySubCode="PTI"
MarketCopySubCodeReference="7212" MarketCopyType="FAB">

* Reduced ignition system voltage demands saves wear and tear

</MarketCopyContent>

</MarketCopy>

<MarketCopy>

<MarketCopyContent MaintenanceType="A" MarketCopyCode="BOW"
MarketCopyReference="BDDX" MarketCopySubCode="PTI"
MarketCopySubCodeReference="7212" MarketCopyType="FAB">

* New-vehicle applications using iridium plugs continues to increase

</MarketCopyContent>

</MarketCopy>

</MarketingCopy>

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</Items>
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</Trailer>
</PIES>
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COMPANION DOCUMENTS

There are a number of additional documents on the topic of Rich Content related to Market Copy which will help you create your PIES files. Visit www.aftermarket.org/Technology for more information.

Automotive Aftermarket Imaging Best Practices Guideline

Using PIES for Images and Digital Content

If you have questions about any aspect of PIES, you are always welcome to post them to **connect.aftermarket.org**.