



PIES Reference Manual

Version 6.0

Advance Auto Parts Confidential

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Table of Contents

0.0 FOREWORD	3
1.0 DOCUMENT DESCRIPTION AND USE	4
2.0 EXTERNAL DEPENDENCIES	4
3.0 SUPPORT AVAILABLE TO SUPPLIERS	4
4.0 PIES PROCESS OVERVIEW – NEW ITEM SET-UP	6
5.0 PIES PROCESS OVERVIEW – ITEM MAINTENANCE	8
6.0 DIGITAL ASSETS	10
7.0 CUSTOMER FACING PRODUCT CONTENT	17
8.0 ADVANCE AUTO PARTS PIES GENERAL REQUIREMENTS	25
9.0 ADVANCE AUTO PARTS PIES FIELDS AND USER DEFINED ATTRIBUTES	26
10.0 TROUBLESHOOTING A FAILED SUBMISSION OF A PIES FILE	40
APPENDIX A (SMARTSHEET SUBMISSION AND TROUBLESHOOTING GUIDE)	43

FOREWORD

The contents of this document are intended for suppliers selected to supply product to Advance Auto Parts. Policies regarding the set-up and maintenance of product information to support PIES (Product Information Exchange Standard) will be covered in this document. These policies and guidelines are intended to support suppliers in the development of capabilities to participate in selling to Advance Auto Parts. In some cases, suppliers may have to modify processes, make systematic modifications, or purchase equipment to meet these guidelines. The policies and related guidelines may change from time to time as improvements are made to the business model. Suppliers will be given notice prior to new policies going into effect, so that they can make the appropriate operational and/or technical system changes to meet the new guidelines.

Additional guidelines and documents have been created to further explain the business requirements for specific fulfillment mode, as well as requirements to maintain a business relationship with Advance Auto Parts. Those documents should be read and reviewed in detail prior to conducting business with Advance Auto Parts. Please contact SupplierServices@advance-auto.com for additional information.

The PIES specification defines a set of best practice data definitions for the management and exchange of a tremendous variety of product attribute information for the aftermarket. Not all suppliers to Advance Auto Parts have experience working with aftermarket retailers, thus the use of the PIES standard for SKU set-up and maintenance may at first glance be difficult to appreciate. There are many field references in PIES such as “application data, interchanges, and other motive that have no relevance to products such as air fresheners, snacks, beverages, audio visual and other product categories. And in many instances these fields can be left blank or defaulted to standard values in these categories. The vast majority of PIES field requirements are no different from conventional SKU set-up requirements.

Fields such as dimensions and weight for item, case/carton, and pallet are included in the PIES standard. Hazmat indicators, HTS code, GTIN, Description, Package Quantity, RMP, Cost, Lifecycle and other fields associated with classic item set-up in any retail vertical are also included.

The PIES definition is a product data exchange standard which defines how the data that you send is formatted. Following an industry standard is the first step towards global data synchronization with trading partners. Data synchronization yields increased sales, shorter new product introduction cycles and lower operating costs through reduced order processing, more accurate invoicing and reduced shipping errors. Please visit the Auto Care web site to gain a better understanding of this standard: <https://www.autocare.org/technology/pies/>

And finally, PIES is a standard that is supported with the XML file format, which is a machine-readable language. If that file format presents a challenge for your company, consider using a third-party data company to assist with this process. There is also an excel-based format of the PIES file, known as a ‘Smartsheet’, which can be downloaded and utilized within the PIM web portal.

1.0 DOCUMENT DESCRIPTION AND USE

The PIES Reference Manual is intended to supplement the following areas within the AAP PIM Portal, as well as the information from the Auto Care website (www.autocare.org). The following documents can be found upon sign in to the AAP PIM portal and selecting “Application Support”.

- Procedural User Guides for various PIM Portal Processes
- Smartsheet Helpful Facts Guide
- Instructional (Walk-through) Videos

Standardizing product content lowers supply chain costs and contributes to increased sales and operational efficiencies. Following the PIES standard is the first step towards true data synchronization with our channel partners which yields increased sales, shorter new product introduction cycles and lower operating costs through reduced order processing, invoicing and shipping errors.

If you require additional information on the resources above, please email SupplierServices@advance-auto.com

*As a *supplement* to Auto Care’s PIES standards, this document focuses on the specific processes and procedures Advance Auto Parts has put into place to support the PIES standard. Some sections are used to further clarify PIES standard terms as they are defined by Advance Auto Parts.

2.0 EXTERNAL DEPENDENCIES

The PIES standard requires dependence on Auto Care’s Brand Table and Product Classification Database (PCdb) for confirmation and validation of values for each of your products.

3.0 SUPPORT AVAILABLE TO SUPPLIERS

Support of the PIES standard is a requirement for suppliers to engage with Advance Auto Parts. While support is available with online training and from AAP, it is the supplier’s responsibility to ensure the appropriate resources are assigned to submit new items for SKUing, as well as maintenance on existing SKUs using the PIES standard. If internal resources to support PIES are not available, suppliers may wish to engage a third party at their own expense to support PIES.

A brief introduction to the PIES standards can be found on the Auto Care website. In addition, more in-depth training is available for Auto Care members for an additional cost. Access to the Auto Care standards incurs a price for the end user. This price varies based on various company metrics and is controlled by the Auto Care organization. Advance Auto Parts does not provide any support for the Auto Care site, nor can we share any information from their organization, as it is proprietary for their membership only.



aappimteam@advance-auto.com - This email address is monitored during normal business hours, 8:00am EST- 5:00pm EST Monday through Friday. Please contact us at this address for questions related to AAP-specific PIES/Smartsheet requirements.

This email should not be used for questions related to the PIES standard that can be found in this reference manual or the documents listed in section 1.0 above. For questions or comments about PIES or product data synchronization please write to info@autocare.org

supplierservices@advance-auto.com - This email address is monitored during normal business hours, 8:00am EST- 5:00pm EST Monday through Friday. Please contact us at this address for questions related to AAP PIM portal access and training, basic submission questions or general product data questions.

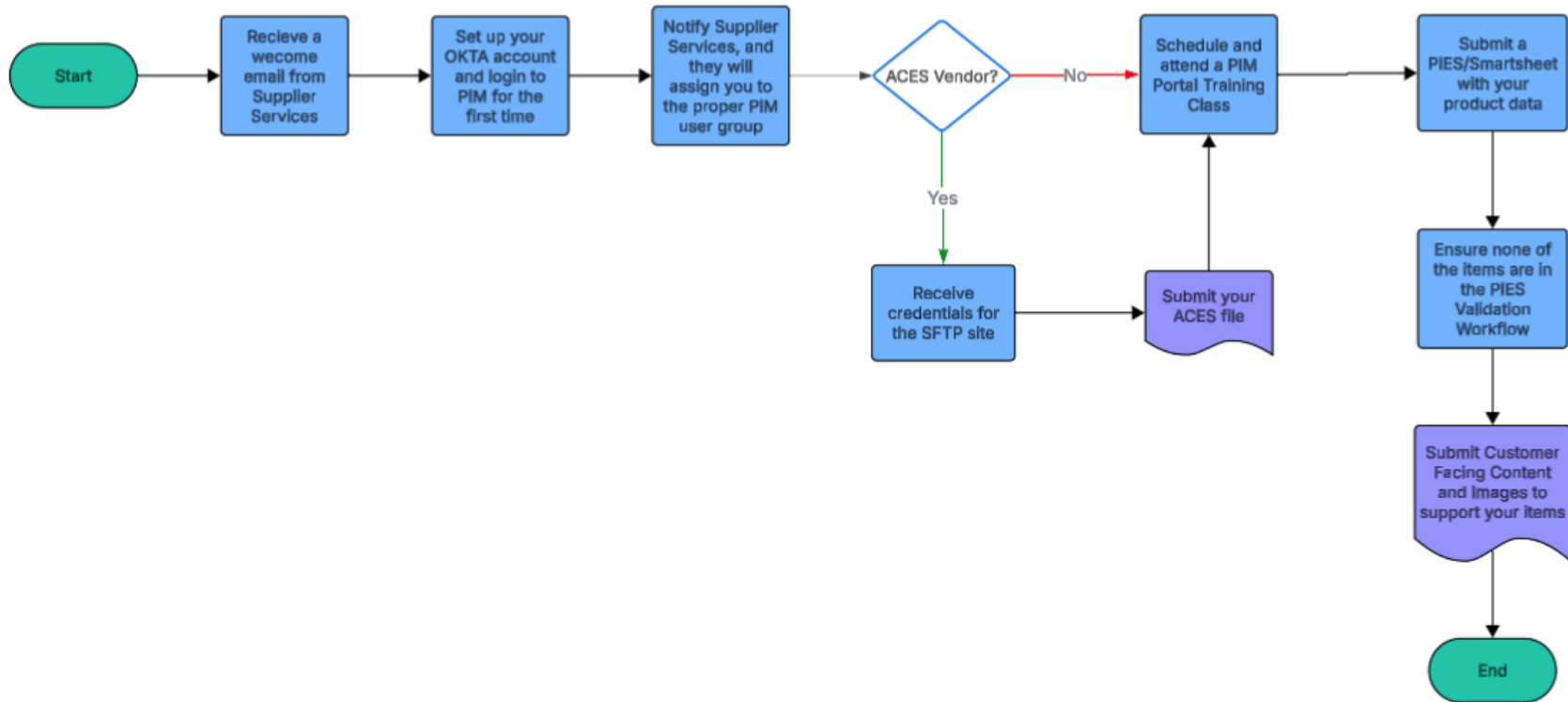
ProductContent@advance-auto.com - This email address is monitored during normal business hours, 8:00am EST- 5:00pm EST Monday through Friday. Please contact this email address for questions related to questions regarding 'Customer-Facing Product Content'. This would include areas such as: Product Titles, Marketing Copy, Descriptions, Features and Benefits. In addition, this team can offer guidance for specific attribution within the PIES format.

AAPDigitalAssests@advance-auto.com - This email address is monitored during normal business hours, 8:00am EST- 5:00pm EST Monday through Friday. Please contact this email address for any questions related to image submission, updating, lack of image visibility, or image connectivity issues.

AAPInterchange@advance-auto.com - This email address is monitored during normal business hours, 8:00am EST- 5:00pm EST Monday through Friday. Please contact this email address for questions related to the Interchange portion of your product data. This would include the following areas: interconnectivity between OE and replacement parts, proper submission of interchange files, supplemental submission methods besides PIES files.

4.0 PIES PROCESS OVERVIEW – NEW ITEM SET-UP

A high-level overview of the process and exchange between Supplier Services and the vendor community is depicted below.



TIP for Success #1 –After receiving your credentials into the PIM portal, you may proceed with supplying AAP with a PIES or Smartsheet.

Upon loading your product data, you may view errors directly in the portal. You can also review the item in maintenance and make updates within the portal.

Please contact your Category Manager so they may continue to process the item(s) through the system.

TIP for Success #2 –Adding the highest quality content to your data submissions will help all stakeholders. For assistance with this process, please contact the following teams

Customer Facing Product Content: ProductContent@advance-auto.com

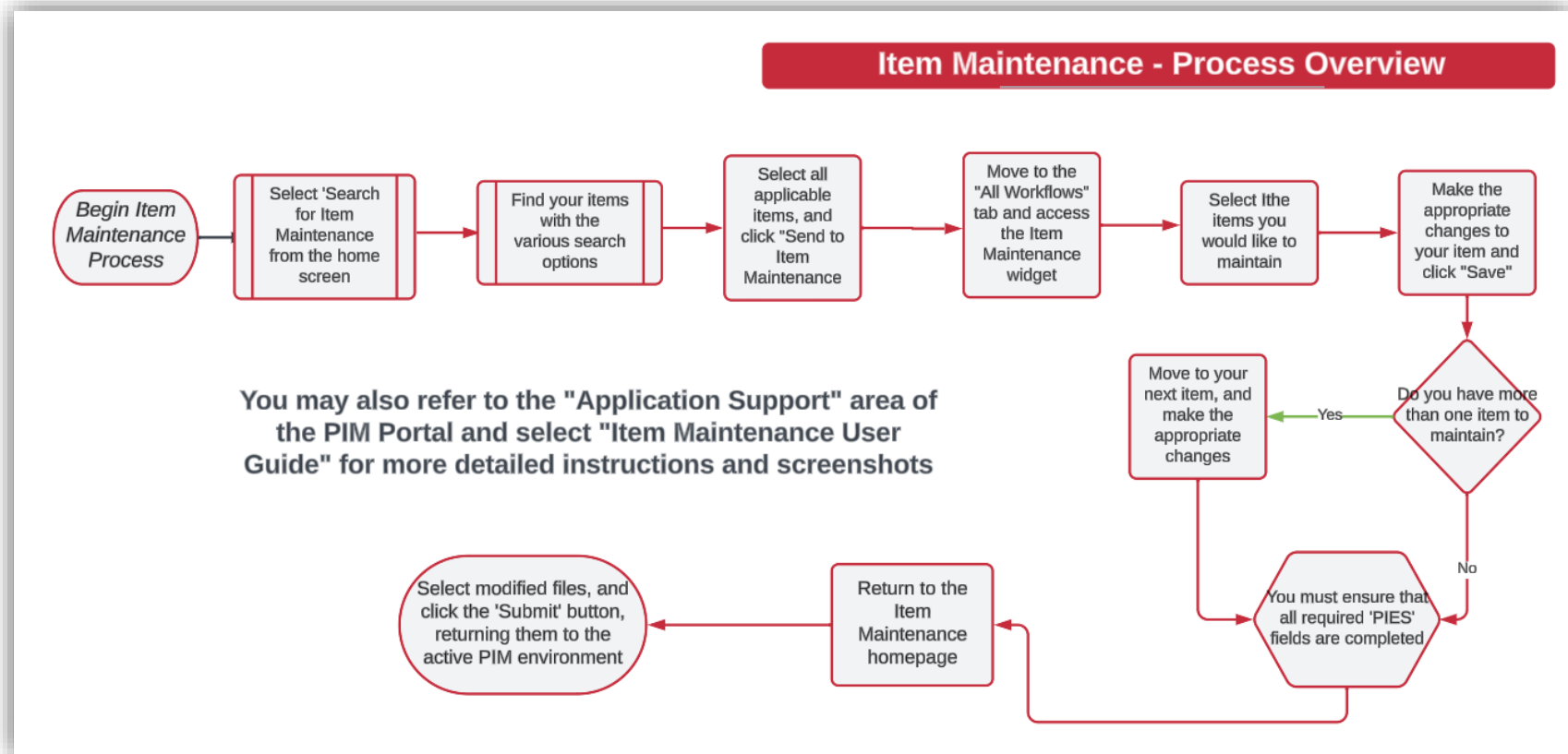
Digital Assets (Images): AAPDigitalAssets@advance-auto.com

Product Videos (only on website): AAPVideoContent@advance-auto.com

5.0 PIES PROCESS OVERVIEW – ITEM MAINTENANCE

Changes to your SKU'd products must be submitted to Advance Auto Parts via the PIM portal. This can be done in three ways: uploading a new PIES file, uploading an updated Smartsheet, or within the PIM portal itself.

You have the ability to update any attribute (including digital assets) on your PIES file **except** the Part Number or Brand AAIA ID. Changing any of the previous two attributes will create a new product record and will not update your current items. The process for maintaining SKUED product information is depicted below. *Part Terminology can only be changed via PIES file or Smartsheet upload.*



TIP for Success #1 – Be sure to communicate with your assigned Category Manager when making any changes to your product data. They will align with you for timing on the updating of any critical data elements, which might impact your item visibility in our systems.

TIP for Success #2 – If item maintenance includes digital assets that are to replace previously submitted digital assets, please be sure to use the appropriate codes detailed in the PIES standard documentation. Remember that all digital assets submitted by you are first validated against base requirements for size, resolution, background and other information you include in the digital asset segment of the PIES file. Once a digital asset passes these requirements, it is visually approved by the Digital Asset team and will flow to downstream sales channels or departments.

Contact Supplier Services or the PIM teams with questions:

AAPPIMTeam@advance-auto.com

SupplierServices@advance-auto.com

6.0 DIGITAL ASSETS and CUSTOMER FACING PRODUCT CONTENT

Digital Assets are the supporting electronic documents for a product. Digital Assets include but are not limited to: product images, Material Safety Data Sheets (MSDS), instruction sheets, installation/wiring diagrams, warranty documents, owner manuals, energy guides and sales flyers. Some product categories will typically be limited to images of the product while other product categories may have all of the above. **Although an image is not required for SKUing, products with images have a 33% higher conversion rate, and 93% of online shoppers factor in visual appearance for their purchases.**

Please note, you must provide Advance Auto Parts with both the image file and the metadata in order for your product to flow to downstream systems. If you are NOT providing PIES, you will need to download, complete, and import a Digital Assets Smartsheet.

The digital asset file name must be included in the Digital Asset Segment of the PIES file for that part number. Additionally, the size, format and other information about the digital asset must be included in the Digital Asset Segment of the PIES file. Anytime you submit any type of asset data, please contact the digital asset team (aapdigitalassets@advance-auto.com). The file name links the digital asset to the part number. Some suppliers may have a digital asset that is associated with multiple part numbers and some suppliers have items (part number) that have multiple Digital Assets. Please refer to the current definitions document of the PIES standard for clarification on relevant procedures. **Image file names can NOT exceed 80 characters.**

Packaging/planogram images do not have to be submitted initially and can be sent as an update after initial SKU set-up – if required by your Category Manager. Packaging/planogram images do not have to be submitted initially and can be sent as an update after initial SKU set-up – if required by your Category Manager. For all items where a box is used as the consumer level packaging, three packaging images are requested (front, top and side). Packaging images must be specific to the item and cannot be representative. Please check with your Category Manager if packaging/planogram images are required for your items to be SKUed.

In alignment with the Auto Care Imaging Best Practices document, if there is a visible physical difference between each item in a family of products then an actual image for each item must be submitted. However, if there is no visible physical difference, then a representative image for the item may be submitted and several items may share that representative image. There is a link to this document here, but you will need to copy/paste into your browser window: <https://digital.autocare.org/pies-whitepapers/80?backToSearch=%2F%7EsearchResults%3F%3DAsset%2Bsubmission%2Bbest%2Bpractices&highlightText=Asset+submission+best+practices>

Suppliers must also indicate which image is the “Photo Primary” image by including code “P04” in the PIES Asset Type Field (Ref Num P10) in the Digital Asset Segment. If available, additional image views

should be submitted with Metadata about those images included in the Digital Asset Segment of the PIES file. One should use best practice judgment calls when submitting product image views for each

category. For example, an alternator would benefit from multiple image views such as the different mounting ears, housing shape and electrical connections. These image views can provide additional assurance that a perfect match has been confirmed. These categories may also benefit from PDFs of owner manuals, installation guides, warranty and other product information. The bottom line is that the more information you make available to your customers, the more likely they are to choose your product.

Any questions regarding Digital Assets can be directed to the Digital Asset Team at AAPDigitalAssets@advance-auto.com

The optimal amount of images for your item would include 1 primary image, and a minimum of 3 alternate images. Below are some good examples of primary images.



Required Primary View
Good

Optional Views – Used to enhance purchase decisions
Better



Digital Asset Specifications:


Digital Asset Requirements

Hard Stops	Soft Stops
<ul style="list-style-type: none">• Colorspace: RGB, CMYK, Grayscale• File type: .jpg, .tif or .png• Images must be square• Canvas size can be anywhere in between: 1500x1500 ↔ 2500x2500• Resolution: 72, 96, 300 DPI	<ul style="list-style-type: none">• No Company Logos• No text within the image frame• No line drawings or CG images• Focused, in color, evenly lit with little to no shadow• Set against a white background• Lifestyle images must be alternate images, not primary• No Watermarks• Photography out-of-the-box is preferred• Primary Images must be listed with Asset Type Code “P04”• Only one P04 per part

Optimal coverage is 1 primary image and 3 alternate images per item, with a maximum of 8

!Recommended Naming Convention!
<VendorNumber><UNDERSCORE><PartNumber><UNDERSCORE>Orientation
Example: 12345_251101_front.jpg

*Please ensure your file extension is added after saving your file in .jpg, .tif or .png format. You likely do not have to manually add this.



- Digital asset metadata must be provided in the Digital Asset Segment of the PIES file or Digital Asset Smartsheet. **It is imperative that the image name matches the file name** populated in the metadata within the PIES file/Smartsheet. The file name is the data value used to match the metadata file to the product image file.

Linking PIES and Smartsheet to your Digital Asset Submission:

In your PIES file, the “digital asset segment” links a product to image(s) in your digital asset submission. This linkage is achieved by matching part numbers (i.e. plain text). If not PIES compliant, you will need to submit a Digital Asset Smartsheet file in order to link your product to images.

When submitting a PIES file (XML):

- Digital Asset Filename is linked to the Part Number (B15) in the Digital Asset Segment
- The associated image file must match the filename provided in the Digital Asset Segment.

When submitting a Digital Asset Smartsheet for image data:

- Login into the AAP PIM Portal
- Download Digital Asset Smartsheet from the Smartsheet widget in the portal. Ensure you enable editing.
- Complete the blue columns within the sheet.
- Validate the Smartsheet & review any errors
- To link a digital asset, the same Part Number must be referenced between the Smartsheet and image file

If you don't accurately complete your PIES/Smartsheet metadata submission, your images will not link to the item record, and will not display properly in our selling channels. Both you and AAP are losing sales until corrections are completed!

Image Naming Convention:

Advance Auto Parts will receive Asset files from many suppliers; each supplier must include their AAP Vendor Number as a prefix to their Asset file name. The formula for naming digital assets is:

<VendorNumber><UNDERSCORE><PartNumber> UNDERSCORE< >Orientation><DOT><FILE TYPE EXTENSION>

Examples include:

- 12345_251101_front.jpg
- 12345_251101_side.jpg
- 12345_251101_packagefront.tif

Please note the file type extension is populated when naming the file. You must select with .jpg, .png or .tif.

Ex. if the file is named 12345_251101_front, upon saving the file as a jpg file, you will see your complete file name of 12345_251101_front.jpg (check the "View" area of your toolbar and ensure "file name extensions" is checked)

TIP for Success #1 – The order that you perform these tasks is paramount. You want to make sure that your primary PIES file/Smartsheet has been successfully ingested. Then, if needed, you will submit your image data (metadata), followed by the images themselves.

TIP for Success #2 – Remember that AAP will be applying a two-step validation process to your submitted digital assets.

The first step is a systematic validation that reviews the **metadata** you supplied in the PIES file. If for example you list a resolution that is not in compliance with our requirements, an error will be generated. If you list a background color that is not white, an error will be generated, etc. Systematic validation of metadata prevents an image from being sent downstream for review. The second step in validation checks the actual images you provided for size and resolution. If your images do not meet listed requirements, they will fail validation and be rejected.

Only after both validations are successfully completed will a product image(s) become available for review and approval by AAP team members.

TIP for Success #3 –Digital assets are a very important part of the sales process. At Advance Auto Parts, as with other retailers, products in our online sales channels with high-quality images sell at much higher rates than those that do not. Products featuring images with multiple views sell even better.

Bottom line: an investment in high quality product photography will help you sell more product. Please consider including additional views in your digital asset submissions

7.0 Customer Facing Product Content

Sample PIES (Linking Logic Fields Required)

```

</Item>
<Item MaintenanceType="A"><HazardousMaterialCode>Y</HazardousMaterialCode>
  <ItemLevelGTIN GTINQualifier="UP">00000000000000</ItemLevelGTIN>
  <PartNumber>65-RP</PartNumber>
  <BrandAAIAID>HZXH</BrandAAIAID>
  <BrandLabel>DieHard Platinum</BrandLabel>
  <ACESApplications>Y</ACESApplications>
  <ContainerType>EA</ContainerType>
  <QuantityPerApplication Qualifier="MIN" UOM="EA">1</QuantityPerApplication>
  <ItemEffectiveDate>1999-09-09</ItemEffectiveDate>
  <AvailableDate>1999-09-09</AvailableDate>
  <MinimumOrderQuantity UOM="EA">1</MinimumOrderQuantity>
  <PartTerminologyID>2476</PartTerminologyID>

```

Descriptions

```

<Description MaintenanceType="A" DescriptionCode="SHO">Vehicle Battery</Description>
<Description MaintenanceType="A" DescriptionCode="DES">DieHard Platinum Battery</Description>

```

```

<Description MaintenanceType="A" DescriptionCode="TLE" LanguageCode="EN">Battery: 65 Group Size,
750 CCA, 935 CA, 150 Minute Reserve Capacity, For Medium Electrical Demands</Description>

```

Marketing Copy

```

<Description MaintenanceType="A" DescriptionCode="MKT">DieHard Platinum Batteries are designed for vehicles
with medium electrical demands or accessories and with a conventional, internal combustion engine and without the start-stop
fuel saving feature. DieHard Platinum batteries are engineered with increased density to offer more resistance to deterioration
with improving cycling life. The Stamped Grid technology features stronger and more durable positive and negative grid design
which bolsters durability. Don't want to bother with installing your new DieHard battery? Stop by your nearest Advance Auto
Parts store and take advantage of our FREE battery testing and installation on most vehicles and at most locations. We offer
free battery and electrical system testing and free recycling of your old automotive battery. Order your DieHard vehicle battery
replacement today. Enjoy reliable starting power with no maintenance every season.</Description>

```

Features and Benefits

```

<Description MaintenanceType="A" DescriptionCode="FAB" LanguageCode="EN" Sequence="1">UL
validated. Contributes to a Circular Economy. DieHard Platinum AGM, Platinum, Gold Batteries contain a minimum of 94% post-
consumer recycled polypropylene and lead content using a closed-cycle mass balance system.</Description>
<Description MaintenanceType="A" DescriptionCode="FAB" LanguageCode="EN" Sequence="2">Made for
conventional vehicles with medium power demands and accessories.</Description>
<Description MaintenanceType="A" DescriptionCode="FAB" LanguageCode="EN" Sequence="3">30% more
cycle life to power more accessories compared to standard flooded batteries</Description>
<Description MaintenanceType="A" DescriptionCode="FAB" LanguageCode="EN" Sequence="4">Designed
to deliver enhanced reliability and starting power.</Description>
<Description MaintenanceType="A" DescriptionCode="FAB" LanguageCode="EN" Sequence="5">Exceeds
the vehicle manufacturer's battery starting and reserve capacity power requirements.</Description>
<Description MaintenanceType="A" DescriptionCode="FAB" LanguageCode="EN"
Sequence="6">Maintenance free for maximum convenience.</Description>
<Description MaintenanceType="A" DescriptionCode="FAB" LanguageCode="EN"
Sequence="7">Constructed with stamped grid technology for 3X more corrosion resistance, increased durability and full grid
utilization for 60% more electrical flow compared to other grid designs.</Description>

```

<Description MaintenanceType="A" DescriptionCode="FAB" LanguageCode="EN" Sequence="8">Our stamped grid manufacturing process uses 20% less energy and releases 20% fewer greenhouse gas emissions than other manufacturing methods.</Description>

<Description MaintenanceType="A" DescriptionCode="FAB" LanguageCode="EN" Sequence="9">The Stamped grid technology pattern is optimized for full grid utilization, providing more than 60% superior electrical flow for better connectivity. Based on comparison to other grid designs in real world fleet testing.</Description>

<Description MaintenanceType="A" DescriptionCode="FAB" LanguageCode="EN" Sequence="10">The unique and optimized grid design features rounded negative plate corners to help prevent premature failure due to shorting which offers a more gradual performance decline.</Description>

</Descriptions>

****Product Specifications****

<ExtendedInformation>

</ExtendedInformation>

<ProductAttributes>

<ProductAttribute MaintenanceType="A" PADBAttribute="Y" RecordNumber="1" AttributeID="9691" LanguageCode="EN">Flooded</ProductAttribute>

<ProductAttribute MaintenanceType="A" PADBAttribute="Y" RecordNumber="2" AttributeID="124" LanguageCode="EN">65</ProductAttribute>

<ProductAttribute MaintenanceType="A" PADBAttribute="Y" RecordNumber="3" AttributeID="1707" LanguageCode="EN" AttributeUOM="68">750</ProductAttribute>

<ProductAttribute MaintenanceType="A" PADBAttribute="Y" RecordNumber="4" AttributeID="8602" LanguageCode="EN" AttributeUOM="68">935</ProductAttribute>

<ProductAttribute MaintenanceType="A" PADBAttribute="Y" RecordNumber="5" AttributeID="31" LanguageCode="EN" AttributeUOM="IN">7.562</ProductAttribute>

<ProductAttribute MaintenanceType="A" PADBAttribute="Y" RecordNumber="6" AttributeID="14" LanguageCode="EN" AttributeUOM="IN">12.062</ProductAttribute>

<ProductAttribute MaintenanceType="A" PADBAttribute="Y" RecordNumber="7" AttributeID="8779" LanguageCode="EN">Top Right</ProductAttribute>

<ProductAttribute MaintenanceType="A" PADBAttribute="Y" RecordNumber="8" AttributeID="1709" LanguageCode="EN">Top Left</ProductAttribute>

<ProductAttribute MaintenanceType="A" PADBAttribute="Y" RecordNumber="9" AttributeID="9688" LanguageCode="EN" AttributeUOM="MJ">150</ProductAttribute>

<ProductAttribute MaintenanceType="A" PADBAttribute="Y" RecordNumber="10" AttributeID="29" LanguageCode="EN">SAE - Type A</ProductAttribute>

<ProductAttribute MaintenanceType="A" PADBAttribute="Y" RecordNumber="11" AttributeID="26" LanguageCode="EN">Starting</ProductAttribute>

<ProductAttribute MaintenanceType="A" PADBAttribute="Y" RecordNumber="12" AttributeID="123" LanguageCode="EN" AttributeUOM="2H">12.0</ProductAttribute>

<ProductAttribute MaintenanceType="A" PADBAttribute="Y" RecordNumber="13" AttributeID="24" LanguageCode="EN" AttributeUOM="IN">7.562</ProductAttribute>

</ProductAttributes>

Fields Required to change Customer Facing Content

Description Segment

TLE for the Product Title/Title Description (80 Character Limit)

MKT for the Marketing Copy (2000 Character Limit)

FAB for the Features (Must be listed separately with Sequence Numbers) (240 Character Limit for each feature)

Attribute Segment

PADB and NonPADB Attributes (*All Non-PADB will have to be approved by the AAP Product Content team before they will show up downstream*) (255 Character Limit for each Attribute Name and Value)

SPECIAL NOTES FOR CONTENT

- Once file is submitted to the portal, email productcontent@advance-auto.com that a change was submitted to PIM. Include the BGP information in case IT is needed.
- NO Prop 65 references
- NO Warranty or Guarantee Statements
- NO Footnotes
- NO Line Breaks
- NO references to outside websites unless approved
- Refrain from using these characters. | € f „ ... † ‡ ^ %& Š < Œ Ž ‘ ’ “ ” • — ~ ™ š › œ ž Ÿ * PIM will allow them but some of our systems use certain character sets that will turn these to upside down questions marks or the data will get blocked entirely so nothing will show up in the stores.
 - For the apostrophe ’ use the prime mark ′
 - For dashes — use the minus −

Best Practices for Product Specifications:

- Use the most recent version of the PAdb to verify the proper LOV (list of values) for attributes
- DO NOT include a range of numbers for any value
- Verify if the field should be formatted as a numeric field, or alphanumeric
- Include the Unit of Measure for any applicable values
- Use the proper case for each attribute and Unit of Measure

Title Reference (TLE Description Code) (**Don't include the brand name. It will get populated automatically**)

PIES CODE

<Description MaintenanceType="A" DescriptionCode="TLE" LanguageCode="EN">Battery: 65 Group Size, 750 CCA, 935 CA, 150 Minute Reserve Capacity, For Medium Electrical Demands</Description>

SAMPLE BELOW



DieHard Platinum Battery: 65 Group Size, 750 CCA, 935 CA, 150 Minute Reserve Capacity, For Medium Electrical Demands

★★★★★ (4 reviews)

Part # 65-RP

4 Yr Replacement If Defective

\$249.99 + \$22.00 Refundable Core ⓘ

\$271.99

Excluded from discounts

ⓘ [Add A Vehicle to Check Fitment](#)

How Would You Like To Get This Item?

Store Pickup

FREE

Ready in 30 mins at
43731 Parkhurst Plz
Ashburn, VA

[Change Store](#)

Same Day Home Delivery

\$8.99

Order By 4pm
Zip Code: 20147
[Change Zip Code](#)

Home Delivery

Not Available For This Item

Marketing Copy Reference (MKT Description Code)

PIES CODE

<Description MaintenanceType="A" DescriptionCode="MKT">DieHard Platinum Batteries are designed for vehicles with medium electrical demands or accessories and with a conventional, internal combustion engine and without the start-stop fuel saving feature. DieHard Platinum batteries are engineered with increased density to offer more resistance to deterioration with improving cycling life. The Stamped Grid technology features stronger and more durable positive and negative grid design which bolsters

durability. Don't want to bother with installing your new DieHard battery? Stop by your nearest Advance Auto Parts store and take advantage of our FREE battery testing and installation on most vehicles and at most locations. We offer free battery and electrical system testing and free recycling of your old automotive battery. Order your DieHard vehicle battery replacement today. Enjoy reliable starting power with no maintenance every season.</Description>

SAMPLE

Product Details ^

Part No. 65-RP
[Warranty Details](#) (4 YR REPLACEMENT IF DEFECTIVE)

DieHard Platinum Batteries are designed for vehicles with medium electrical demands or accessories and with a conventional, internal combustion engine and without the start-stop fuel saving feature. DieHard Platinum batteries are engineered with increased density to offer more resistance to deterioration with improving cycling life. The Stamped Grid technology features stronger and more durable positive and negative grid design which bolsters durability. Don't want to bother with installing your new DieHard battery? Stop by your nearest Advance Auto Parts store and take advantage of our FREE battery testing and installation on most vehicles and at most locations. We offer free battery and electrical system testing and free recycling of your old automotive battery. Order your DieHard vehicle battery replacement today. Enjoy reliable starting power with no maintenance every season.

Product Features:

- UL validated. Contributes to a Circular Economy. DieHard Platinum AGM, Platinum, Gold Batteries contain a minimum of 94% post-consumer recycled polypropylene and lead content using a closed-cycle mass balance system.
- Made for conventional vehicles with medium power demands and accessories
- 30% more cycle life to power more accessories compared to standard flooded batteries
- Designed to deliver enhanced reliability and starting power
- Exceeds the vehicle manufacturer's battery starting and reserve capacity power requirements.
- Maintenance free for maximum convenience.
- Constructed with stamped grid technology for 3X more corrosion resistance, increased durability and full grid utilization for 60% more electrical flow compared to other grid designs.
- Our stamped grid manufacturing process uses 20% less energy and releases 20% fewer greenhouse gas emissions than other manufacturing methods.
- The Stamped grid technology pattern is optimized for full grid utilization, providing more than 60% superior electrical flow for better connectivity. Based on comparison to other grid designs in real world fleet testing.
- The unique and optimized grid design features rounded negative plate corners to help prevent premature failure due to shorting which offers a more gradual performance decline
- Our Stamped Grid manufacturing process uses 20% less energy and releases 20% fewer greenhouse gas emissions than other manufacturing methods

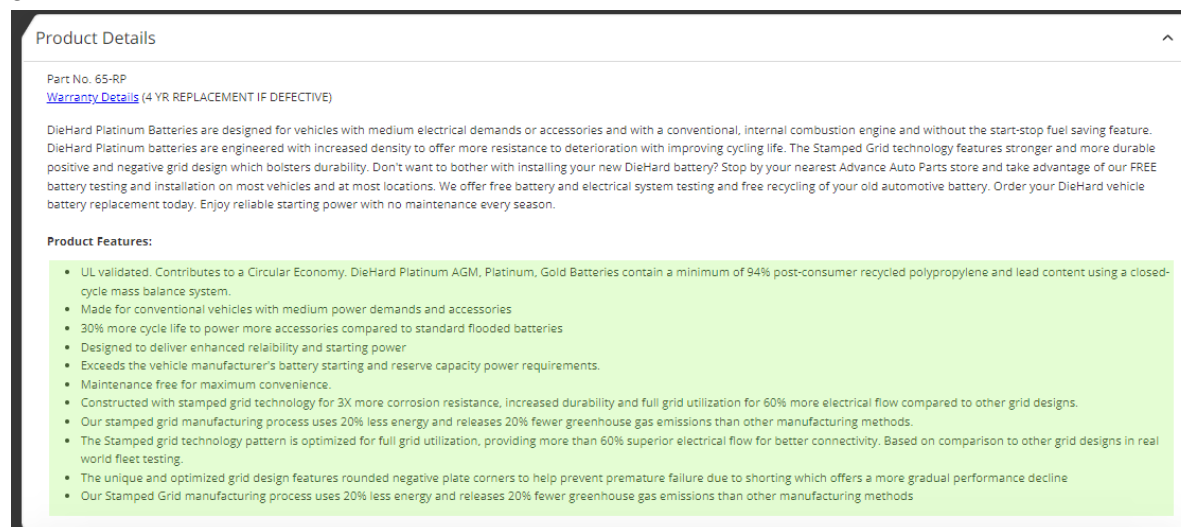
Features Reference (FAB Description Code)

PIES CODE

<Description MaintenanceType="A" DescriptionCode="FAB" LanguageCode="EN" Sequence="1">UL validated. Contributes to a Circular Economy. DieHard Platinum AGM, Platinum, Gold Batteries contain a minimum of 94% post-consumer recycled polypropylene and lead content using a closed-cycle mass balance system.</Description>
 <Description MaintenanceType="A" DescriptionCode="FAB" LanguageCode="EN" Sequence="2">Made for conventional vehicles with medium power demands and accessories.</Description>
 <Description MaintenanceType="A" DescriptionCode="FAB" LanguageCode="EN" Sequence="3">30% more cycle life to power more accessories compared to standard flooded batteries</Description>

<Description MaintenanceType="A" DescriptionCode="FAB" LanguageCode="EN" Sequence="4">Designed to deliver enhanced reliability and starting power.</Description>
 <Description MaintenanceType="A" DescriptionCode="FAB" LanguageCode="EN" Sequence="5">Exceeds the vehicle manufacturer's battery starting and reserve capacity power requirements.</Description>
 <Description MaintenanceType="A" DescriptionCode="FAB" LanguageCode="EN" Sequence="6">Maintenance free for maximum convenience.</Description>
 <Description MaintenanceType="A" DescriptionCode="FAB" LanguageCode="EN" Sequence="7">Constructed with stamped grid technology for 3X more corrosion resistance, increased durability and full grid utilization for 60% more electrical flow compared to other grid designs.</Description>
 <Description MaintenanceType="A" DescriptionCode="FAB" LanguageCode="EN" Sequence="8">Our stamped grid manufacturing process uses 20% less energy and releases 20% fewer greenhouse gas emissions than other manufacturing methods.</Description>
 <Description MaintenanceType="A" DescriptionCode="FAB" LanguageCode="EN" Sequence="9">The Stamped grid technology pattern is optimized for full grid utilization, providing more than 60% superior electrical flow for better connectivity. Based on comparison to other grid designs in real world fleet testing.</Description>
 <Description MaintenanceType="A" DescriptionCode="FAB" LanguageCode="EN" Sequence="10">The unique and optimized grid design features rounded negative plate corners to help prevent premature failure due to shorting which offers a more gradual performance decline.</Description>

SAMPLE



Attribute Reference (PADB & NonPADB)

PIES CODE (PADB)

<ProductAttributes>
 <ProductAttribute MaintenanceType="A" PADBAttribute="Y" RecordNumber="1" AttributeID="9691" LanguageCode="EN">Flooded</ProductAttribute>
 <ProductAttribute MaintenanceType="A" PADBAttribute="Y" RecordNumber="2" AttributeID="124" LanguageCode="EN">65</ProductAttribute>
 <ProductAttribute MaintenanceType="A" PADBAttribute="Y" RecordNumber="3" AttributeID="1707" LanguageCode="EN" AttributeUOM="68">750</ProductAttribute>

```

<ProductAttribute MaintenanceType="A" PADBAttribute="Y" RecordNumber="4" AttributeID="8602" LanguageCode="EN" AttributeUOM="68">935</ProductAttribute>
<ProductAttribute MaintenanceType="A" PADBAttribute="Y" RecordNumber="5" AttributeID="31" LanguageCode="EN" AttributeUOM="IN">7.562</ProductAttribute>
<ProductAttribute MaintenanceType="A" PADBAttribute="Y" RecordNumber="6" AttributeID="14" LanguageCode="EN" AttributeUOM="IN">12.062</ProductAttribute>
<ProductAttribute MaintenanceType="A" PADBAttribute="Y" RecordNumber="7" AttributeID="8779" LanguageCode="EN">Top Right</ProductAttribute>
<ProductAttribute MaintenanceType="A" PADBAttribute="Y" RecordNumber="8" AttributeID="1709" LanguageCode="EN">Top Left</ProductAttribute>
<ProductAttribute MaintenanceType="A" PADBAttribute="Y" RecordNumber="9" AttributeID="9688" LanguageCode="EN" AttributeUOM="MJ">150</ProductAttribute>
<ProductAttribute MaintenanceType="A" PADBAttribute="Y" RecordNumber="10" AttributeID="29" LanguageCode="EN">SAE - Type A</ProductAttribute>
<ProductAttribute MaintenanceType="A" PADBAttribute="Y" RecordNumber="11" AttributeID="26" LanguageCode="EN">Starting</ProductAttribute>
<ProductAttribute MaintenanceType="A" PADBAttribute="Y" RecordNumber="12" AttributeID="123" LanguageCode="EN" AttributeUOM="2H">12.0</ProductAttribute>
<ProductAttribute MaintenanceType="A" PADBAttribute="Y" RecordNumber="13" AttributeID="24" LanguageCode="EN" AttributeUOM="IN">7.562</ProductAttribute>
</ProductAttributes>
    
```

PIES CODE (Non-PADB)

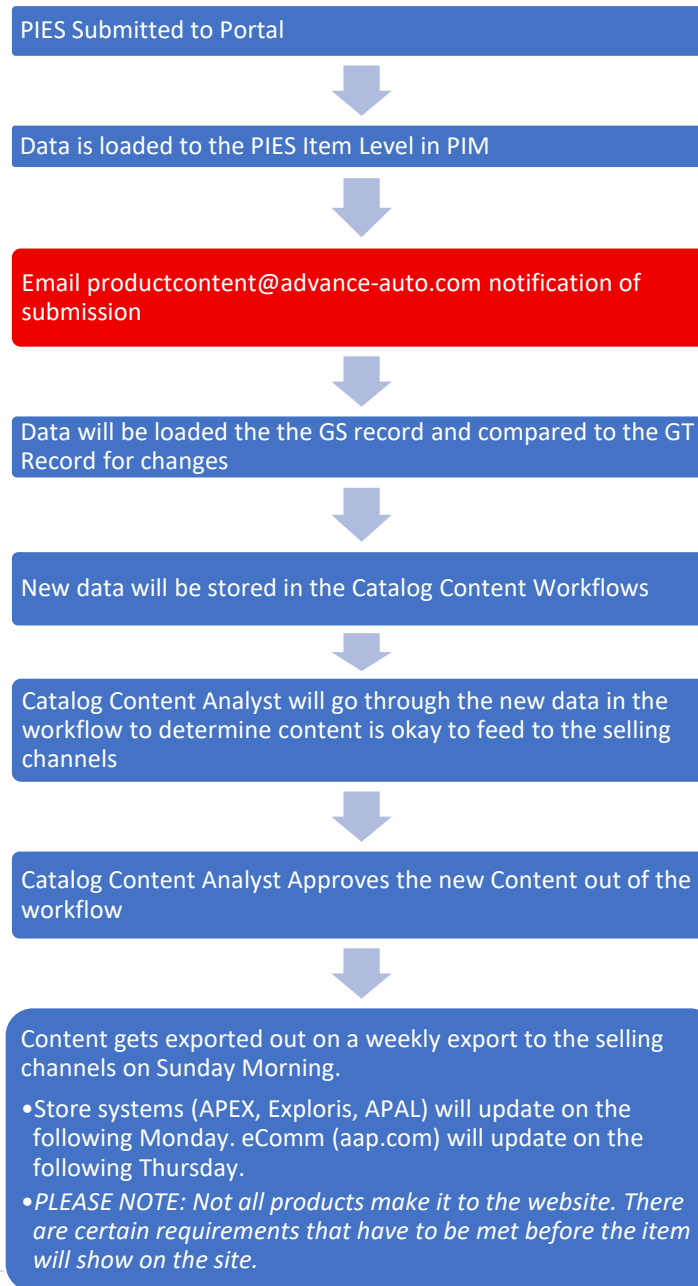
```

<ProductAttributes>
<ProductAttribute MaintenanceType="A" PADBAttribute="N" RecordNumber="1" AttributeID="Battery Type" LanguageCode="EN">Flooded</ProductAttribute>
<ProductAttribute MaintenanceType="A" PADBAttribute="N" RecordNumber="2" AttributeID="Group Size" LanguageCode="EN">65</ProductAttribute>
</ProductAttributes>
    
```

SAMPLE

Specifications	
BCI Group Size:	65
Cold Cranking Amperage:	750 A
Cranking Amperage:	935 A
Height:	7.562 in
Length:	12.062 in
Negative Terminal Location:	Top Right
Positive Terminal Location:	Top Left
Reserve Capacity:	150 min
Voltage:	12.0 VDC
Width:	7.562 in

FLOW CHART FOR CONTENT



8.0 ADVANCE AUTO PARTS PIES GENERAL REQUIREMENTS

- a) **PIES:** You must register your brand with Auto Care to effectively submit your product data into the PIM system. This is known as your Brand AAIA ID, and is required for all product data submissions. In addition, you will classify your products by using the AAIA Part Terminology, which is also housed on the Auto Care site (PCdb).
 - a. Auto Care requires a paid subscription to obtain this information which varies based on organization details.

- b) **PIES file Naming Convention:** Each component of the file naming convention is separated by an underscore (except the file extension which is preceded by a period) with **no spaces**. The naming formula is [Company Name] + [Vendor Number] +PIES + [Date and Time Stamp]+ [file extension – XML for PIES. The date and time stamp must be formatted as MMDDYYYYHHMMSS where all time must be reflected in a 24 hour format. Example – 1pm = 1300
 - a. Example of an acceptable PIES file name is
ABCManufacturingCompany_12345_PIES_06302012103005.XML.

- c) **Digital Assets:** Remember to always include digital assets with your new item PIES file and to update your product information when you have acquired new digital assets. Ensure the file name on in your PIES file is an **exact match** to the image itself.

- d) **File Compression:** Because PIES files can be very large, you have the option of submitting in either a “zipped” format (.zip) or raw “.xml” format. You may use WinZip or similar file compression software when submitting PIES files. There is no required naming convention for our PIES submissions, but we recommend the naming convention listed above.

- e) **Other archive formats, including RAR and 7Z, will not be accepted by our systems.**

9.0 ADVANCE AUTO PARTS PIES FIELDS AND USER DEFINED ATTRIBUTES

Listed below are all of the PIES fields that are required by AAP as well as the AAP unique User Defined Attributes (UDAs). To simplify things, each PIES field and AAP UDA is listed as either Mandatory (“M”) or Optional (“O”) in the column titled “AAP Req”. For each PIES field and AAP UDA that is listed as Optional, the information should be provided if it is applicable to the item. Some fields are marked as Conditional (“C”), which means they may be required for certain items, or in certain situations.

Suppliers may include other PIES fields that are not listed here if it will assist them in creating their PIES file. PIES files will not be rejected by AAP for containing too much information. They will, however, be rejected if they are missing any of the mandatory data.

As you review the AAP PIES standard you will find that there are two PIES segments that are not defined below. These are the Price Sheet Segment and the Kit Segment. These segments are not required at this time. However, if suppliers provide these segments their PIES file will not be rejected.

AAP Mandatory PIES Segments and Fields	
M = Mandatory Field, information is required.	
O = Optional Field, include if information is applicable.	
C = Conditional Field, depending on the item details	
NR = Not Required, do not include this field.	

PIES Header Segment

Ref Num	Field Name	AAP Req	Format	XML Elements and Attributes	Example	Comment
A01	Header	M		<Header>		
A02	PIES Version Number	M	ID3/5	<PIESVersion>	7.1.2	The PIES version being sent.
A05	Blanket Effective Date	M	D	<BlanketEffectiveDate>	2025-01-03	“Blanket Effective Date” acts as the global default value for a particular PIES file. “Blanket Effective Date” may be overridden at Price Sheet Header, Item or Price Segments Levels.
A13	Parent AAIAID	M	ID4	<ParentAAIAID>	BBCD	Parent Company ID found in the AAIA maintained Parent / Brand Owner / Brand Code Registry Table.
A23	BrandOwner AAIAID	M	ID4	<BrandOwnerAAIAID>	BRST	Brand Owner ID found in the AAIA maintained Parent / Brand Owner / Brand Code Registry Table.
A40	Technical Contact Name	M	AN1/60	<TechnicalContact>	John Smith	Name of contact for resolving issues with PIES file.
A41	Contact Email	M	AN1/30	<ContactEmail>	john@smith.com	Contact Email address at data Supplier / Sender company for resolving issues with PIES file or receiving file processing reports.

Pies Price Sheet Segment

PRICE SHEET SEGMENT – <PriceSheets> (segment not required)						
Ref Num	Field Name	AAP Req	Format	XML Elements and Attributes	Example	Comment
The Price Sheet Segment is not required to be sent.						

PIES Item Segment

ITEM SEGMENT – <Items> (mandatory segment)						
Ref Num	Field Name	AAP Req	Format	XML Elements and Attributes	Example	Comment
B01	Item	M		<Item>		
B02	Maintenance Type	M	ID1	<i>Maintenance Type</i>	A	(A-Add, C-Change, D-Delete, N-No Change)
B03	Hazardous Material Code (Y/N)	M	ID1	<HazardousMaterialCode>	Y	Yes or No values indicated by Y or N.
B10	Item-Level GTIN	M	N12/13	<ItemLevelGTIN>	0777777755552	Global Trade Item Number (GTIN). Caution: Programs such as Excel will drop leading zeros if the field is not formatted as text.
B11	Item-Level GTIN Qualifier	M	ID2	<i>GTINQualifier</i>	UP or EN only	Subset of ANSI X.12 Element 235 Code List.
B15	Part Number	M	AN1/48	<PartNumber>	HOS101	Normally the Part Number common to all Pack levels. The consumer sellable part number
B20	Brand AAIAID	M	ID4	<BrandAAIAID>	CNSM	Brand ID found in the AAIA maintained Parent / Supplier / Brand Code Registry Table.
B25	Brand Label	O	AN1/60	<BrandLabel>	Wonderhose	Brand Name for Brand ID in the AAIA maintained Parent / Supplier / Brand Code Registry Table.
B35	Quantity per Application Qualifier	M	ID3	<i>Qualifier</i>	NOR	Differences in application quantities - See PIES Vehicle Quantity Qualifier Code Table ¹ listed below.
B40	Quantity per Application	M	N1/8	<QuantityPerApplication>	1	Typical quantity used on a single vehicle or application.
B41	Quantity per Application UOM	M	ID2	<i>UOM</i>	EA	Attribute for "Quantity per Application". ANSI X.12 Element 355.
B50	Available Date	O	D	<AvailableDate>	2006-07-14	Date the item is available for sale. ³
B55	Minimum Order Quantity	M	N1/8	<MinimumOrderQuantity >	10	Minimum (incremental) supplier shipment quantity of the item (no decimals).
B56	Minimum Order Quantity UOM	M	ID2	<i>UOM</i>	EA	Attribute of "Minimum Order Quantity". ANSI X.12 Element 355.

B64	Part Terminology ID	M	ID4/5	<PartTerminologyID>	12393	Part Terminology Code from AAIA Parts Classification Database (PCDB). ²
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B35 – PIES VEHICLE QUANTITY QUALIFIER CODE TABLE

Code	Definition
MAX	Maximum Quantity Used in a Vehicle
MIN	Minimum Quantity Used in a Vehicle
NOR	Normal Quantity Used in a Vehicle
NOT	Not Applicable to Vehicles
REQ	As Required
VAR	Variable – See ACES Application Field V91

Item Segment Notes:

1. For items that are non-vehicle applications, such as wax, car wash, etc. the please see below: “Quantity per Application Qualifier” (B35) = “NOT” (Not Applicable to Vehicles)
 “Quantity per Application” (B40) = 1 (one)
 “Quantity per Application UOM” (B41) = “EA”
2. All suppliers are required to submit valid Part Terminology ID’s. This is an important data element within the Advance Auto Parts automated validation system. Failure to provide the ID number will result in the supplier file failing validation. Suppliers must contact Auto Care and request any missing Part Terminology be added to the PCdb and a Part Terminology Code assigned. After Auto Care adds the item to the PCdb and assigns the code, the suppliers must include that Part Terminology ID in their next file.
3. This ANSI Table contains only the most commonly used ANSI Codes. For a complete list of ANSI codes, please refer to the following website: <http://www.x12.org/x12org/index.cfm>
4. Even though PIES allows for part numbers to be up to 48 characters, AAP’s systems have a limit of 15 characters. If a supplier has part numbers that are longer than 15 characters, they need to contact the AAP PIM Team at aappimteam@advance-auto.com prior to submitting their PIES or PILS file to submit proper setup guidelines. **Items with more than 15 characters will cause file validations to fail.**

PIES Description Segment

DESCRIPTION SEGMENT – <Descriptions> (mandatory segment)						
Ref Num	Field Name	AAP Req	Format	XML Elements and Attributes	Example	Comment
C01	Description	M		<Description>		
C02	Maintenance Type	M	ID1	<i>MaintenanceType</i>	A	(A-Add, C-Change, D-Delete, N-No Change)
C05	Description Code	M	ID3	<i>DescriptionCode</i>	DES	See PIES Description Code table listed below.

C10	Description	M	per table	<i>Description text</i>	Heater Hose	See footnote 1.
C15	Language Code	M	ID2	<i>LanguageCode</i>	EN	Optional Attribute of "Description" ⁴ . ISO 639-1 Language Code.

C05 – PIES DESCRIPTION CODE TABLE			
Description Field Name	AAP	Max Length	Description Code
Product Description – Short – 20	M	20	SHO
Key Search Words – 80	O	80	KEY
Product Description – Short (French) - 20	C	20	SHO
Product Description – Long – 80	M	80	DES
Product Description – Long (French) - 80	C	80	DES
Slang Description - 80	O	80	SLA
Application Summary – 240	O	240	ASM
Marketing Description 5- 2000	O	2000	MKT

Description Segment Notes:

1. Please keep descriptions consistent as much as possible for items with the same Part Terminology.
2. Slang descriptions should be delimited using a slash "/" as the separator (i.e. Steering Flex Coupler/Rag Joint).
3. Key Search Words should be delimited using a slash "/" as the separator (i.e. Brake Pad/Disc Pad/Disc Brake Pad).
4. All descriptions are required to be in English at this time.
 - *The only exception to this would be submitting the French Short and Long Description*
5. Marketing descriptions are consumer-facing elements for your products. Avoid unsubstantiated claims of performance for functionality (e.g. "the best; the fastest, etc." or "easy to install"). Remember that a marketing description is about the product, not the series of products and must contain information that is specific to the product. Consider using feature and corresponding benefits when providing marketing descriptions. Remember to check spelling and grammar of the description prior to submission of your PIES file.

Refer to Section 7.0 for further clarity on these attributes

PIES Pricing Segment (Not to be confused with the **Price Sheet Segment** which is not required.)

PRICING SEGMENT – <Prices> (mandatory segment)						
Ref Num	Field Name	AAP Req	Format	XML Elements and Attributes	Example	Comment
D01	Pricing	M		<Pricing>		

D02	Maintenance Type	M	ID1	<i>MaintenanceType</i>	A	(A-Add, C-Change, D-Delete, N-No Change)
D05	Price Sheet Number	O	AN1/15	<PriceSheetNumber>	2005WD	Manufacturer-assigned Price Sheet Number ¹
D25	Price Effective Date	M	D	<EffectiveDate>	2025-01-13	First date item can be ordered at this price.
D35	Price Type	M	ID3	<i>PriceType</i>	WD1	See PIES Price Type Code Table ²
D40	Price	M	N2/4-3/10	<Price>	12.50	2 decimals included
D41	Price UOM	M	ID2	<i>UOM</i>	PE	All items must have a Price UOM code of "PE" (Price per Each) ³

D35 – PIES PRICE TYPE CODE TABLE							
Price Type Field	AAP Req	Price Type Code	Notes	Price Type Field	AAP Req	Price Type Code	Notes
Good Core ²	O	CRG		List	O	LST	
Non-Stock Dealer	O	DLN		Retail	M	RET	
Dealer	O	DLR		Retail MAP	O	RMP	Retail Minimum Advertised Price
Fleet	O	FLT		Distributor	O	WD1	
Master Installer	O	INM		User Defined	M	ZZ1	AAP's Cost
Conf-Jobber	O	JBC		User Defined	O	ZZ2	AAP's Core Cost ²
Jobber	O	JBR					

Pricing Segment Notes:

1. If the item has a Core (example: Battery), then both CRG and ZZ2 price fields are required.
2. If you include a 'Price Effective Date', please make it the day you submit your file.
3. Due to the complexity and potential confusion that may result from using any of the various Price UOM codes listed in the ANSI X.12 Element 639 table (Basis of Unit Price Codes), all items must be given a Price UOM of "PE" (Price per Each).

PIES Extended Product Information Segment (EXPI)

EXTENDED PRODUCT INFORMATION SEGMENT – <ExtendedInformation> (mandatory segment)						
Ref Num	Field Name	AAP Req	Format	XML Elements and Attributes	Example	Comment
E01	Extended Product Information	M		<ExtendedProductInformation>		
E02	Maintenance Type	M	ID1	<i>MaintenanceType</i>	A	(A-Add, C-Change, D-Delete, N-No Change)
E05	<u>EXPI Code</u>	M	ID3	<i>EXPICode</i>	EMS	See PIES EXPI Code Table listed below.
E10	<u>EXPI Data</u>	M	per table	<ExtendedProductInformation>	1	See PIES EXPI Code Table listed below.

E05 & E10 – PIES EXPI CODE TABLE				
EXPI Description	AAP Require	Format	EXPI Code	Comment
Core Part Number	O	AN1/48	CPN	Manufacturers Item-Specific Number for Core
Emission Code	O	ID1	EMS	Valid Codes are: "1" = CARB Eligible "2" = EPA Eligible "3" = Racing or Pre-emissions Use Only "4" = Emissions Compliance Exempt "5" = Emissions Status Pending
Original Equipment	O	AN1/35	OEM	Original Equipment Manufacturer Name
OEM's Part Number	O	AN1/48	OEP	Original Equipment Manufacturer Item ID
Part Number Superseded	O	AN1/48	PTS	Replacement Part Number
Remanufactured Part	O	ID1	REM	Y/N
Country of Origin (Primary)	M	ID2	CTO	ISO 3166 Country Codes
Harmonized Tariff Code (HTS)	M	ID10	HTS	The Harmonized Tariff Code for the item/part (no decimals or hyphens, e.g."1234120000").
Life Cycle Status Code	M	ID1	LIF	See PIES Life Cycle Status Code & Description Table listed below.
Life Cycle Status Description	M	AN1/80	LIS	See PIES Life Cycle Status Code & Description Table listed below.
National Popularity Code	O	ID1	NPC	See PIES National Popularity (Velocity) Codes Table listed below.
National Popularity Description	O	AN1/80	NPD	See PIES National Popularity (Velocity) Codes Table listed below.
Pallet Footprint Size	O	AN3/11	PFP	Length and width of pallet for this item. Ex "40 X 42"
Pallet Footprint Size UOM	O	ID2	PFU	Valid UOMs are: IN = Inches or CM = Centimeters
Maximum Cases per Pallet Layer	M	N1/3	PLC	Maximum allowable cases per pallet layer for this item
Pallet Layer Maximum	M	N1/3	PLM	Maximum allowable pallet layers for this item

Extended Product Information Segment Notes:

- If the item has a Core, then code CPN is required. CPN = vendor core part number
 - DO NOT enter a 'Core Cost' if the item does not have a returnable core, as it will incorrectly classify the item, and it will need to be manually removed from the system.
- If the item is remanufactured, then code REM is required. REM = "Y"
- If the item has been superseded, then code PTS is required. PTS = replacement part number
- If the item is shipped to AAP non-palletized, the code PFP = 001, code PFU = "EA", PLC = 1 and code PLM = 1.

PIES Life Cycle Status Code & Description Table	
Code	Description
0	Proposed (Internal Use) – Part is in the process of being released. Required fields are not completed to release it for initial orders.
1	Released (Internal Use) – New part notification is sent to inventory control and research. All required information has been completed.
2	Available to Order – Part is released to customers for ordering.
3	Electronically Announced – part has been announced to customers via electronic data files. Part is active but needs paper announcement.
4	Announced – Part has been announced to customers on a paper "New Number Announcement". Part is active.
5	Temporarily Unavailable – Part is suspended from shipment due to lack of availability or a hold on production.
6	Renumbered – Existing inventory of this part should be renumbered to the surviving part number.
7	Superseded – Part is being replaced by the surviving part number.
8	Discontinued – Part is being removed from the product line.
9	Obsolete – Obsolescence protection has expired on this part. It will no longer appear in catalogs, price lists.

PIES National Popularity (Velocity) Codes Table	
Code	Description
A	Top 60% of Product Group Sales Value (Units x \$, Hits, etc.)
B	Next 20% of Product Group Sales Value
C	Next 15% of Product Group Sales Value
D	Last 5% of Product Group Sales Value
N	New Item 3 Months, 6 Months, etc.
W	Non-Stock Item

PIES Product Attribute Segment

PRODUCT ATTRIBUTE SEGMENT – <ProductAttributes> (mandatory segment)						
Ref Num	Field Name	AAP Req	Format	XML Elements and Attributes	Example	Comment
F01	Product Attribute	M		<ProductAttribute>		
F02	Maintenance Type	M	ID1	<i>MaintenanceType</i>	A	(A-Add, C-Change, D-Delete, N-No Change)
F05	Attribute ID (Type)	M	AN1/20	<i>AttributeID</i>	TEMP	Assigned by Manufacturer. See AAP User Defined Attributes Code Table below.
F10	Attribute Data	M	AN1/80	<ProductAttribute>	High Temp	Assigned by Manufacturer. See AAP User Defined Attributes Code Table below.
F15	Record Number	O	N1/3	<i>RecordNumber</i>	2	Logical Attribute sequence
F20	Language Code	O	ID2	<i>LanguageCode</i>	EN	ISO Table 639-1 (defaults to HEAD record)

F05 & F10 - AAP USER DEFINED ATTRIBUTES CODE TABLE					
AAP UDA Name	AAP Req	Format	F05 - Attribute ID (AAP UDA Code)	F10 - Attribute Data	Comment
AAP Selling Package Quantity	M	R1/10	AAP_UDA_22	See Examples	Used in conjunction with Selling Package Quantity UOM to describe the quantity of product AAP is selling for that part number. See Examples.

AAP Selling Package Quantity UOM	M	ID2	AAP_UDA_12	See UOM List	See AAP Selling Package Quantity UOM List & Examples.
Freight Class	M	R2/4	AAP_UDA_4	Based on NMFTA Freight Class List	National Motor Freight Traffic Association (NMFTA) Freight Class (i.e. 50, 92.5, 500)

Continued

Application Specific	O	ID1	AAP_UDA_119	Y/N	Is this item application specific? (i.e. brake pads = "Y" vs. ice scraper = "N")
Car/Light Truck	O	ID1	AAP_UDA_120	Y/N	Is this item for Cars, Mini Vans, CUVs, SUVs or Light Trucks Class1-3?
Medium Duty Truck	O	ID1	AAP_UDA_121	Y/N	Is this item for MD Trucks Class 4-6?
Heavy Duty Truck	O	ID1	AAP_UDA_122	Y/N	Is this item for HD Trucks Class 7-8?
Agricultural Equipment	O	ID1	AAP_UDA_123	Y/N	Is this item for AG Equipment?

F05 & F10 - AAP USER DEFINED ATTRIBUTES CODE TABLE - continued					
AAP UDA Name	AAP Req	Format	F05 - Attribute ID (AAP UDA Code)	F10 - Attribute Data	Comment
Snowmobile	O	ID1	AAP_UDA_126	Y/N	Is this item for snowmobiles?
Personal Watercraft	O	ID1	AAP_UDA_127	Y/N	Is this item for Personal Water Craft (PWC)?
Industrial / Off-Highway Equipment	O	ID1	AAP_UDA_124	Y/N	Is this item for Industrial & Off-Highway Equipment?
Motorcycle / ATV	O	ID1	AAP_UDA_125	Y/N	Is this item for Motorcycles, ATVs or Scooters?
Marine	O	ID1	AAP_UDA_128	Y/N	Is this item for Marine applications (non PWC)?
Small Engine	O	ID1	AAP_UDA_129	Y/N	Is this item for small equipment (lawn mowers, tillers, chain saws, etc)?
High Performance	O	ID1	AAP_UDA_130	Y/N	Is this a High Performance item?
Engine Specific	O	ID1	AAP_UDA_131	Y/N	Is this item Engine Specific rather than Vehicle Specific (i.e. camshaft for a small block Chevy)
Transmission Specific	O	ID1	AAP_UDA_132	Y/N	Is this item Transmission Specific rather than Vehicle Specific (i.e. Torque Converter for a TH350 transmission)
Non-Vehicle Specific	O	ID1	AAP_UDA_133	Y/N	Is this item Non-Vehicle Specific? (i.e. car wax, Armor All, washer fluid, hand cleaner, shop rags, etc.)

AAP SELLING PACKAGE QUANTITY & UOM EXAMPLES			
Product Description	Selling Package Qty	Selling Package Qty UOM	Comment
Oil-GTX 10W40	1	QT	
Armor All Protectant	13	OZ	
Heater Hose 5/8	1	FT	Hose sold by the foot
Heater Hose 5/8-Bulk	25	FT	Hose sold in bulk (i.e. 25 FT roll)
Brake Line 3/16	60	IN	

Fuse-25A SFE	5	PH	5 pack of fuses
Latex Gloves-Boxed	100	1N	100 count box of latex gloves
Alternator-Remanufactured	1	EA	
Wiper Blade 18"	1	EA	
Tool Set	36	PC	
Work Gloves	3	PR	3 pairs of work gloves sold as a 3 pack

AAP SELLING PACKAGE QUANTITY UOM LIST					
AAP Selling Package Qty UOM	Code	AAP Selling Package Qty UOM	Code	AAP Selling Package Qty UOM	Code
Carton	CT	Inch	IN	Pair	PR
Case	CA	Liter	LT	Piece	PC
Count	1N	Meter	MR	Pint	PT
Each	EA	Milliliter	ML	Pound	LB
Foot	FT	Millimeter	MM	Quart	QT
Gallon	GA	Ounces	OZ	Yard	YD
Gram	GM	Pack	PA		

Product Attributes Segment Notes:

PIES Package Segment

PACKAGE SEGMENT – <Packages> (mandatory segment)						
Ref Num	Field Name	AAP Req	Format	XML Elements and Attributes	Example	Comment
H01	Package	M		<Package>		
H02	Maintenance Type	M	ID1	<i>MaintenanceType</i>	A	(A-Add, C-Change, D-Delete, N-No Change)
H05	Package Level GTIN	M	N14	<PackageLevelGTIN>	5055555000026	UPC/EAN-14 – Pack Level Vendor Item # Check Digit ¹
H07	Electronic Product Code	O	AN27	<ElectronicProductCode >	See Comment	4A.356E414.B351C7.AD331A465
H10	Package Bar Code Characters	M	AN1/48	<PackageBarCodeCharacters>	0555550002P10	Use if Package Bar Code Characters are different from Package Level GTIN. If there is no 14 digit Package Level Each, Inner Pack, Case or Pallet GTIN this field is mandatory.
H15	Package UOM	M	ID2	<PackageUOM>	PK	See PIES Package UOM Code Table listed below.
H20	Quantity of Eaches in Package	M	N1/8	<QuantityofEaches>	10	Package, Case, Pallet – Total SKU Quantity in Container
H25	Height	M	R1/8	<Height>	2.3333	Vertical dimension, with package oriented so label faces user and is readable
H30	Width	M	R1/8	<Width>	5.5555	Horizontal left-to-right dimension, with package oriented as above
H35	Length	M	R1/8	<Length>	19.6666	Horizontal front-to-back dimension, with package oriented as above
H40	UOM for Dimensions	M	ID2	<i>UOM</i>	IN	Unit of Measure for Dimensions. Valid UOMs are: "IN" = Inches "CM" = Centimeters
H45	Weight	M	R1/9	<Weight>	2.192	Numeric value of gross weight per pack. The HDX PCFS uses a 5.3 configuration.

H46	UOM for Weight	M	ID2	UOM	PG	Unit of Measure for Weight. Valid UOMs are: "PG" = Gross Pounds "GT" = Gross Kilograms
H47	Weight Variance (%)	O	R1/8	<WeightVariance>	4.0	Potential variance in package weight, expressed as a %
H50	Dimensional Weight	O	R1/9	<DimensionalWeight>	150.25	Cubed weight for freight rates

H15 - PIES PACKAGE UOM CODE TABLE		
Package UOM Code	Description	GTIN Pack Level Indicator (1 st digit in 14 digit Package level GTIN)
EA	Smallest Pack (Consumer Level)	0
PK	Inner Pack (shippable)	3
BX	Inner Pack (non-shippable)	1
CA	Case	5
PL	Pallet	7

Package Segment Notes:

1. The Package Segment for "Each" is mandatory. The Package Segments for "Inner" and "Case" are optional. **However, if you ship your product to Advance in a case, you must provide a case UPC.**
2. If you supply the Package Segment for "Inner Pack" you **MUST** also supply the Package Segment for "Case". If you have a 14 digit GTIN for "Inner" or "Case" you **MUST** supply the GTIN.
3. Package Level GTIN is required for the Consumer Level Package (Each). If the supplier does not have a 14 digit GTIN, then leading zeros should be used to "pad" the UPC number. Example: a 12 digit UPC = 334455123456 would be changed to 00334455123456.
4. Package Level GTIN should follow industry best practices. First digit of the 14 digit GTIN should identify package level. Each package GTIN must be unique.
 - a. 0 = Consumer Level Package (each) - Mandatory
 - b. 3= Inner Level Pack (shippable)
 - c. 1 = Inner Level Pack (non-shippable)
 - d. 5 = Case Level Package
 - e. 7 = Pallet Level Package

PIES Hazardous Material Segment

HAZARDOUS MATERIAL SEGMENT – <HazardousMaterial> (segment not <i>currently</i> required)						
Ref Num	Field Name	AAP Req	Format	XML Elements and Attributes	Example	Comment
The Hazardous Segment is not required to be sent at this time						

PIES Interchange Segment

PART INTERCHANGE SEGMENT – <PartInterchangeInfo> (optional segment)						
Ref Num	Field Name	AAP Req	Format	XML Elements and Attributes	Example	Comment
N01	Part Interchange	C		<PartInterchange>		This field is mandatory if there is an interchange part number listed in field N20.
N02	Maintenance Type	O	ID1	<i>MaintenanceType</i>	A	(A-Add, D-Delete)
N10	Brand AAIAID	M	ID4	<BrandAAIAID>	BCBB	Assigned by Auto Care in Brand Registry. This field is mandatory if there is an interchange part number listed in field N20.
N15	Brand Label	O	AN1/60	<BrandLabel>	Acme Parts	Brand name as identified by "Brand AAIAID"
N20	Interchange Part Number	M	AN1/48	<PartNumber>	B-123	Manufacturer's Part Number for interchanged item. This field is mandatory if Part Interchange Segment is included.
N25	Quality Grade Level	O	ID1	<QualityGradeLevel>	P	PIES Quality Grade Level. Premium = P OEM = O Standard = S
N30	Interchange Notes	O	AN1/240	<InterchangeNotes>	Sold as kit	Comments such differences in as quality or components which assist the Reseller
N35	Internal Notes	O	AN1/240	<InternalNotes>	Private Brand	Comments about the interchanged part which are not available to Buyers

Part Interchange Segment Notes:

1. Maintenance Type must be either "A" or "D".
2. If no additions or deletions to interchanges exist, this segment can be omitted.

Important Note Regarding Sending Part Interchanges:

While Interchange is not a required segment within PIES files, it can greatly contribute as an alternative means for looking up parts. Not all product lines will have Interchange. OE (Original Equipment) and competitor interchanges should be included in your PIES files where applicable. In the PIES file an Auto Care Brand ID is used to determine the manufacturer/brand of the competitor/OE interchange. If you have any brands that do not have an Auto Care Brand ID, you will need to obtain it from the Auto Care organization (www.autocare.org)

If you do not submit PIES files, please contact the interchange team using the email address AAPInterchange@advance-auto.com. They will be able to work with you on alternative methods to submit interchanges or help with any questions regarding interchange data.

PIES Digital Assets Segment

DIGITAL ASSETS SEGMENT – <DigitalAssets> (optional segment)						
Ref Num	Field Name	AAP Req	Format	XML Elements and Attributes	Example	Comment
P01	Digital File Information	O		<DigitalFileInformation>		
P02	Maintenance Type	O	ID1	<i>MaintenanceType</i>	A	(A-Add, C-Change, D-Delete, N-No Change)
P05	File Name	M	AN1/80	<FileName>	123.pdf	
P10	Asset Type	M	ID3	<AssetType>	INS	See PIES Asset Type Code Table listed below.
P15	File Type	M	ID2/4	<FileType>	PDF	See PIES Asset File Type Code Table listed below.
P20	Representation	M	ID1	<Representation>	A	Actual = A Representative = R
P25	File Size	O	N1/10	<FileSize>	600	Measured in Kilobytes (Kb)
P30	Resolution	M	ID2/4	<Resolution>	300	Advance requires 300 dpi.
P35	Color Mode	M	ID3	<ColorMode>	RGB	See PIES Asset Color Mode Code Table listed below.
P45	Orientation View	M	ID3	<OrientationView>	TOP	See PIES Asset Orientation View Code Table listed below.
P50	Asset Height	M	R1/6	<AssetHeight>	1500	Vertical measurement of Digital Asset file. See "Asset Dimension UOM" for unit of measure
P55	Asset Width	M	R1/6	<AssetWidth>	1500	Horizontal measurement of Digital Asset file. See "Asset Dimension UOM" for unit of measure.
P60	Asset Dimension UOM	M	ID2	<i>UOM</i>	PX	Identifies Pixels, Inches or other for various Asset Types. Inches = IN Pixels = PX Centimeters = CM For product photography use PX.
P70	Details / Description	O	AN1/80	<Details>		General description of Use for the Digital Asset. Not used by Advance at this time.
P90	File Date Modified	O	D	<FileDateModified>	2006-11-05	Last date of addition or change
P91	Effective Date	O	D	<EffectiveDate>	2005-01-01	A date the Digital Asset is Valid From
P92	Expiration Date	O	D	<ExpirationDate>	2005-12-31	A date the Digital Asset is no longer valid

Digital Assets Segment Notes:

1. If there are changes to an asset file (i.e. the item is photographed again or an instruction sheet is updated) and the Maintenance Type is “C” (Change), the supplier should send a new asset file and the file name of the new asset should be the same as the old asset.
2. If the new asset file is representative (shared by several items) and the Maintenance Type is “C” (Change), all items that share that asset need to reflect the change (i.e. should have Maintenance Type “C” for that asset filename).
3. **Suppliers must send at least one product image for each item and must indicate which image is the primary by including code “P04” (“Photo - Primary”) in the Asset Type field (Ref Num P10).** Because the Orientation View will vary depending on each item, the supplier needs to decide what Orientation View (front, top, side, back, etc.) is the primary product image. Suppliers can determine how many different views are needed to properly identify the item, however, it is always better to send multiple views to be sure proper product identification can be made by the customer.
4. Instructions Sheets and other documents (PDFs) should have an Orientation View code of “NUL” (Not Applicable) in the Orientation View field (Ref Num P45).

P10 - PIES ASSET TYPE CODE TABLE					
Code	Description	Code	Description	Code	Description
BRO	Brochure	P06	Photo – Mounted	THU	Thumbnail
BUL	Technical Bulletin	P07	Photo – Unmounted	TON	Tone Art
CER	Certificate of Origin	PAG	Link to Manufacturer Page	WAR	Warranty
DRW	Technical Drawing	PAL	Pallet Configuration Drawing		
FED	Full Engineering Drawing	PC1	Planogram Consumer Pack 1		
INS	Installation Instructions	PC2	Planogram Consumer Pack 2		
LIN	Line Art	PC3	Planogram Consumer Pack 3		
MSD	Material Safety Data Sheet	PI2	Planogram Inner Pack 2		
P01	Photo – out of package	PI3	Planogram Inner Pack 3		
P02	Photo – in package	PP1	Planogram Case Pack 1		
P04	Photo – Primary	PP2	Planogram Case Pack 2		
P05	Photo – Close Up	PP3	Planogram Case Pack 3		
		SPE	Specification Sheet Filename		

Every item, at minimum, needs to have one Primary image to get SKUed. However, multiple images are preferred.

P15 - PIES ASSET FILE TYPE CODE TABLE			
Code	Description	Code	Description
TIF	Tagged Image File	PNG	Portable Network Graphics File
JPG	JPEG Image File	PDF	Portable Document File
EPS	Encapsulated Post Script File	DOC	Word Document
GIF	Graphics Interchange File	XLS	Excel File
BMP	Bitmap File		

The only file types accepted by Advance Auto Parts

P35 - PIES ASSET COLOR MODE CODE TABLE	
Code	Description

RGB	Red, Green, Blue		
	CMYK		
	Grayscale		

P45 – PIES ASSET ORIENTATION VIEW CODE TABLE			
Code	Description		
ANG	Angle		SID
BAC	Back		TOP
BOT	Bottom		
CON	Connector		
FRO	Front		
KIT	Kit		
LEF	Left		
NUL	Not Applicable		
OTH	Other		
RIT	Right		

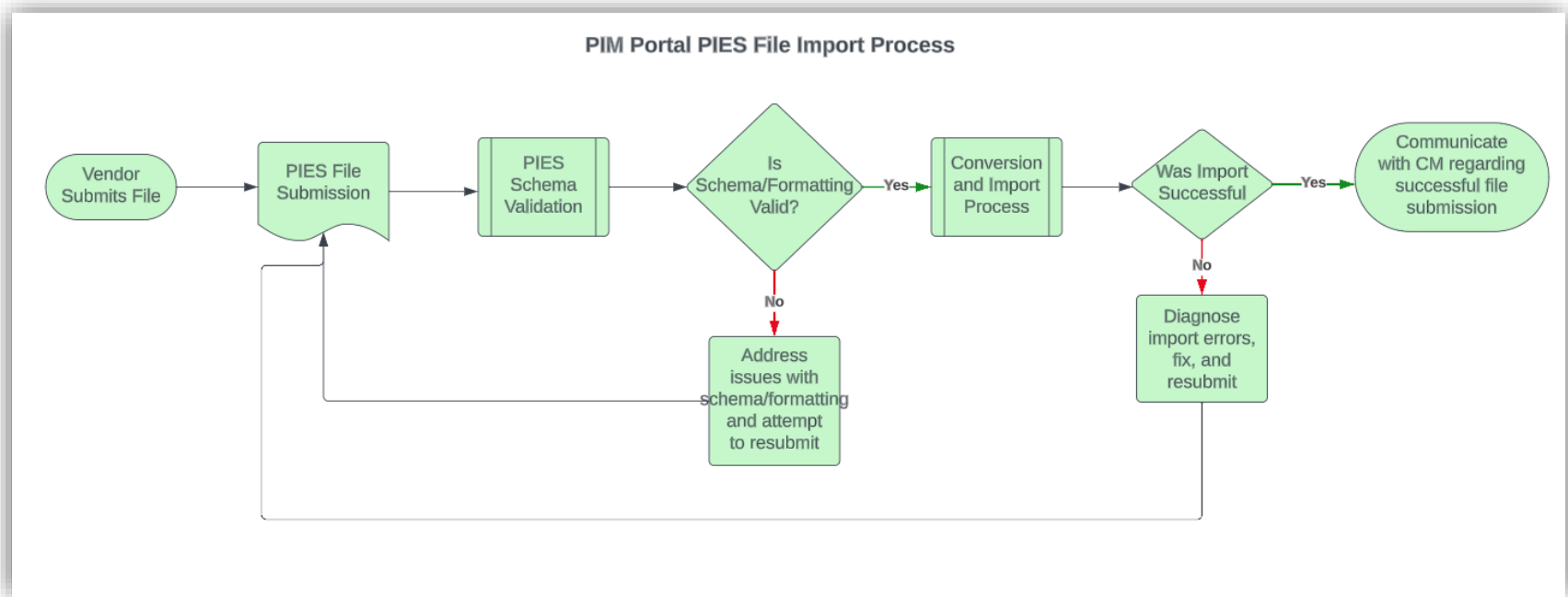
PIES Trailer Segment

TRAILER SEGMENT (mandatory segment)						
Ref Num	Field Name	AAP Req	Format	XML Elements and Attributes	Example	Comment
Z01	Trailer Segment	M		<Trailer>		Trailer Record
Z05	Record Count	O	N1/7	<RecordCount>	1824	Number of records sent in batch, including Header and Trailer Segments.
Z10	Item Count	M	N1/6	<ItemCount>	352	Number of ITEM records in batch
Z15	Transaction Date	M	D	<TransactionDate>	2007-04-25	Date PIES File submitted by Supplier to Receiver.

TROUBLESHOOTING A FAILED SUBMISSION OF A PIES FILE

9.0 Understanding the Validation and Import Processes

The below diagram shows how incoming PIES files move through the validation and import workflows.



When you submit your PIES file to Advance Auto Parts, there are several “touch points” where the file could fail. In order to successfully add or update products, associated product information such as interchange and digital assets, your PIES file must successfully pass several steps:

PIES Files:

- PIES schema validation
- Import / validation
- Conversion (ingestion)

Schema Validation

Schema validation is a process whereby your PIES file is compared to “DTD” or “XSD” files. At the risk of oversimplifying this important tool, these file types provide rules for how data is structured in an XML file, including the order of tags and attributes, as well as data types and lengths for information encoded in the XML format.

From the AAP perspective, the result of our schema validation process is always binary – the file will either pass or fail. If your file does not validate correctly, that means that our tools are unable to access the data inside it; therefore, we cannot process your file further.

Your IT department, or an accredited third-party, should be able to run a schema validation themselves, prior to submitting the file to AAP. We recommend this process to all our supplier partners as it is easy to do and significantly lessens the burden on our systems and business teams.

Data Conversion and Import

After your PIES file is successfully validated against the schema, it moves to the next step in the process – data conversion and import.

This stage is where a wide range of validations are applied not only to your data, but also against information already stored within our internal product management systems. This is an important distinction because your file may seem valid – it is in valid XML format and it validates correctly against the schema; however, your file may still fail if it contains incorrect or contradictory information, as shown below.

When a file fails at this stage, you will receive a detailed error report from our automated system. This error report will include line numbers from the associated PIES file so that you may identify where the error occurred and take corrective action.

An Important Note about Error Reports

Often, when an individual data element is incorrect in a PIES file, it triggers a “domino effect” of error messages due to data dependencies. As a result, you may see more than one error attributed to a specific line of your file. Below is an example:

PIES Error Message Example:

```
Error in this import 09_Items.xml setting completed with errors -  
Error: Classification 'AC_PIESPCdbPartTerminology_U_BBJT' not  
found
```

Smartsheet Error Message:

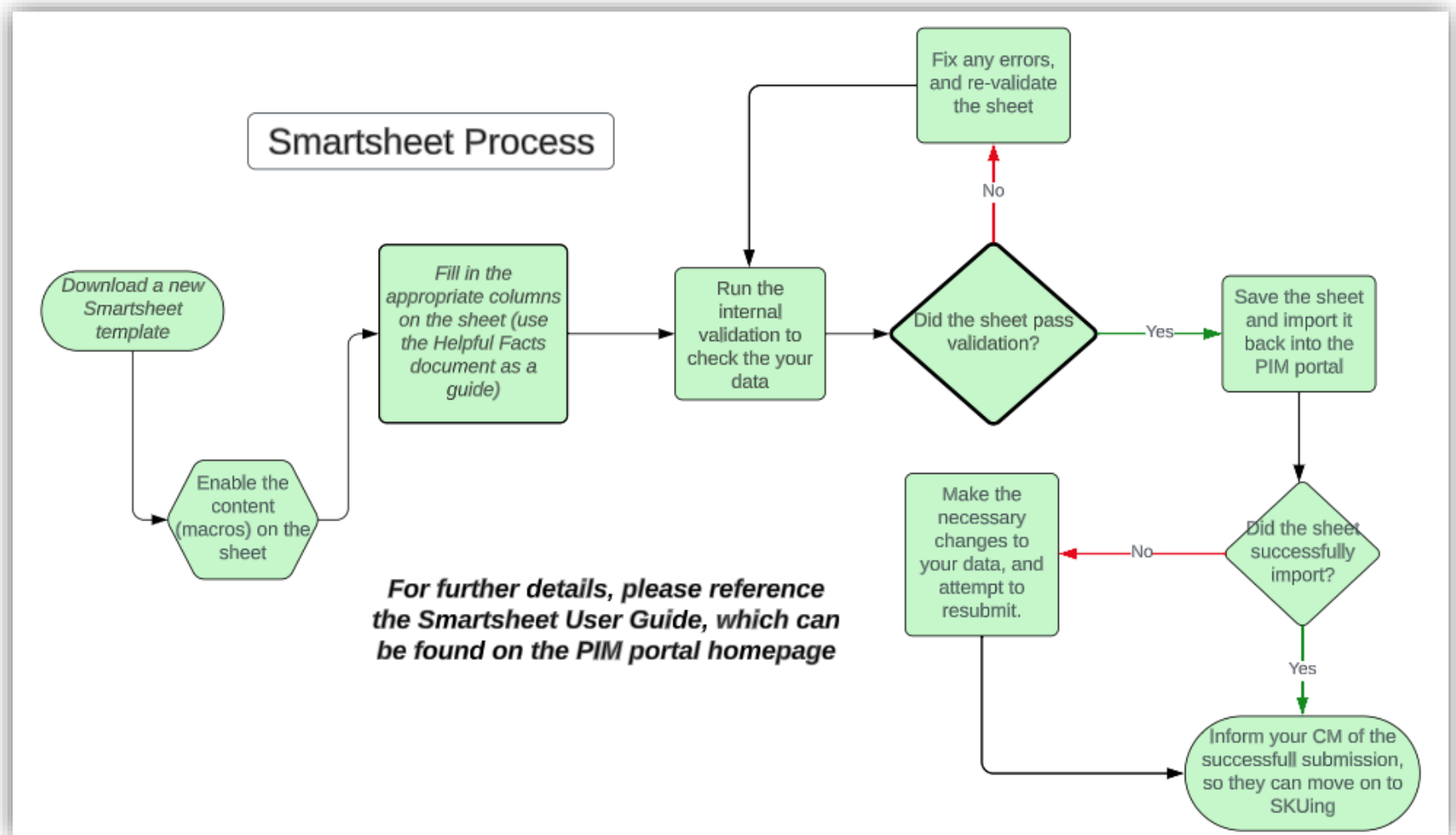
```
Sheet Temporary Smartsheets Parent, Row 57, Column B: The product  
with ID '<a  
href="step://product?id=STO_179761017">STO_179761017</a>' was  
rejected by businessrule with ID '<a
```

```
href="step://businessrule?id=AAPSmartSheetLoad">AAPSmartSheetLoad</a>': Exception occurred during execution of Business Action 'AAPSmartSheetLoad': Part Terminology with ID 69918 was not found (AAPSmartSheetLoad#29) in AAPSmartSheetLoad at line number 29 at column number 0
```

Note that in this example, both errors are due to the 'Part Terminology' attribute not being accepted. This can be remedied by referencing Auto Care's PCdb (Product Classification Database) to ensure you have the most up-to-date code to classify your product(s) with.

APPENDIX A - SMARTSHEET SUBMISSION AND TROUBLESHOOTING GUIDE

Process flow for Smartsheet submissions



Downloading and utilizing the Smartsheet from the PIM Portal

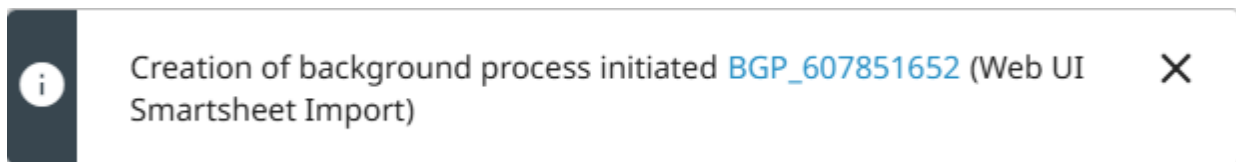
The Smartsheet is an excel-based template for submitting your PIES data into the PIM system. There are two different types of Smartsheet, the Item-onboarding, and the Digital Asset Smartsheet, and it's important to use the correct sheet, with the appropriate data. This is also applicable when importing your sheet back into the PIM portal. Both sheets are downloaded as blank templates and require specific columns to be filled in with your PIES data. You can use the 'Smartsheet Helpful Facts' document to assist you in figuring out which columns are required for both new item uploads and updates.

Upon downloading and opening either of the Smartsheet templates, you will need to make sure that the macros are enabled on the sheet. If you are not given this option upon opening the sheet, you will need to manually activate them. One of the easy ways to tell if the macros are enabled is to determine if you have the option of dropdown menus in certain columns. You can follow the steps below to manually enable the macros, and if you are still unsuccessful, contact Supplier Services for further assistance (SupplierServices@advance-auto.com).

- Download a fresh Smartsheet template
- Upon opening, you should have the option to 'Enable Editing', then 'Enable Content' (macros).
- If you don't receive the second option, or your computer says that the macros have been blocked, then save the sheet to your desktop, and close it out.
- Re-open the sheet from wherever you saved it on your computer, and you should be given the option to enable the content.

Importing and Verifying Your Smartsheet

Upon completion of your Smartsheet, save it to your computer, and move back to the PIM portal. After importing your Smartsheet, you will be given a BGP (background process) link at the top of the page (pictured below)



Clicking on the link will take you to the import details page, then you will want to verify some details on that page. First, you will see if the submission was successful, which is found at the top of the page.

Background Process Details

ID: BGP_607851652

Status: ✓ Succeeded

Elapsed: 7 s

Started: 10/22/25 3:34:59 PM

Finished: 10/22/25 3:35:03 PM

Template ID: Import Manager Pipeline

Description: Web UI Smartsheet Import

Started By: AAP_CEMB_BL_SYSTEMS_INC_DAYMON

ID	Type
1	Info

Finally, you will want to verify that your items were successfully uploaded by checking the import details report.

ID: BGP_607851652

Status: ✓ Succeeded

Elapsed: 7 s

Started: 10/22/25 3:34:59 PM

Finished: 10/22/25 3:35:03 PM

Template ID: Import Manager Pipeline

Description: Web UI Smartsheet Import

Started By: AAP_CEMB_BL_SYSTEMS_INC_DAYMON

ID	Type	Text
15994	Info	Using import mode "domain"
17771	Info	Starting first import pass (creating system setup objects)
19548	Info	Starting second import pass (importing data)
21325	Info	Imported 3 new products, 0 new classifications, 0 new entities and 0 new assets.
23102	Info	Processed 0 existing products, 0 existing classifications, 0 existing entities and 0 existing assets.

If your report reads “Imported 0 New Products”, this indicates that the items your Smartsheet were not successfully submitted. Most likely this is due to the macros not being enabled. If you run into any issues, contact SupplierServices@advance-auto.com

Auto Care (AAIA) Attributes

Two of the three most critical data elements on the sheet are the Brand AAIA ID and AAIA Part Terminology. These attributes, along with the part number, form the core product record for your items within the PIM system. Auto Care, formerly known as AAIA (Automotive Aftermarket Industry Association), is the organization that developed the standards that Advance Auto Parts, along with the majority of aftermarket auto parts industry leaders, use to exchange product data. You will need to join the Auto Care organization to obtain the two pieces of information listed above, as it is proprietary to Auto Care (Advance Auto Parts does NOT provide technical support for the Auto Care site). Becoming acquainted with the Auto Care organization and the various exchange standards will bolster your understanding of the data exchange process, and simplify your data submission experience. For an introductory guide to the Auto Care organization and website, please contact Supplier Services (supplierservices@advance-auto.com).

Attributes Required for getting an item SKU’ed

When setting up a new item in the PIM system, you will need to complete a minimum of 45 columns on the sheet. This number can be as high as 63, just depending on how many packaging levels you need to include on your sheet. It is highly recommended that you complete ALL the required fields with your first submission, instead of attempting to add more in a subsequent Smartsheet, or through the Item Maintenance function in the PIM portal. Keep in mind that the format of the information on your Smartsheet will play a key role in validating the data when importing back into the portal. If there is a drop-down menu, the information must be an exact match when making your choice. For instance, “Inches” or “Centimeters” should appear as “Inches (IN)” or “Centimeters (CM)”.

Packaging Information

When inputting your packaging information (also known as dimensional data), you will need to determine which packaging levels you need to complete, based on how your item is shipped. The following link (<https://www.gs1us.org/resources/data-hub-help-center/packaging-level>) will take you to a page which will go into detail on the various package level differences, laid out by the GS1 (Global System of Standards) organization. It is important to include all relevant package level information on your submissions to ensure proper shipping and billing parameters are applied to your items. On the Smartsheet, you will notice, three sets of packaging columns, which look similar, but are denoted by the final word in the column title (see visual below).

Package Level GTIN Each	Package Bar Code Characters Each	Length Each	Width Each	Height Each
Package Level GTIN Inner	Package Bar Code Characters Inner	Length Inner	Width Inner	Height Inner
Package Level GTIN Case	Package Bar Code Characters Case	Length Case	Width Case	Height Case

If you are unsure about what package levels to include on your submission, please contact supplier services.

Customer Facing Product Content

At the end of the Smartsheet, you will find columns for submitting your rich product content (Product Description, Marketing Copy, and Features & Benefits). These fields are meant to give you a chance to distinguish your product from a competitor’s, or just help it stand out in general. As the product manufacturer, or purveyor, you are the foremost expert on the reasons behind the success of your particular item, and can more effectively convey that in this section of the sheet. Please note, as was the case in the above focus section on product content, that the following ‘special characters’ cannot be used anywhere in the Smartsheet.

Special Characters not allowed: | € , f „ ... † ‡ ^ %‰ Š ‹ Œ Ž ‘ ’ “ ” • – — ~ ™ š › œ ž Ÿ *

Please reference the section above (6.5) on Customer Facing Product Content for more specifics