



Discount Codes

Jennifer S - 2023-05-09 - Reference

Discount Codes, also referred to as Price Codes, are industry specific codes that suppliers use to identify List Price versus Net Cost discounts on their products. Generally, discount codes can be found directly following a retail price, in or around the pricing grid, or within the F.O.B. (Freight On Board) section of the catalog page.

The numbers before the discount code letters indicate how many price break quantities are set for that discount. For example, if you see (6R) it means that there are six price break quantities and all are set for a discount of R.

If you see a combination of letters and numbers, for example: 2P2Q, it means that the first two columns are on a P discount and the next two are on a Q, for a total of four columns.

While all ASI publications and research tools use PQR coding, from time to time, the codes might use ABC coding. The good news is that these two coding systems are the same in practice. Supplier advertisements in magazine publications like Counselor may still include ABC codes, as well as certain end-buyer catalogs and websites hide discount codes for the benefit of distributors.

As part of your ASI Membership, you will receive catalogs from ASI-listed suppliers. These catalogs include retail pricing and will be coded. If you receive a catalog without these codes, the pricing listed in the catalog may be net pricing. Contact the supplier before showing it to a customer, as it is a possibility that the customer is familiar with these codes and could calculate the net cost.

ASI members can view more information about the [Discount Codes](#) by logging into ASI Central.

Related Content

- [Discount Code FAQs](#)
- [All About Price Grids](#)