

## Basic Procedure for using the AAIA Brand Table Interface

### Introduction

The purpose of the AAIA Brand Table is to serve as a coded reference table of product Brands traded in the aftermarket supply chain. The unique 4-character Brand Codes are mandatory fields for product identification in ACES catalog data and in PIES product information files.

### Definitions

The AAIA brand table is a hierarchy with four levels of detail:

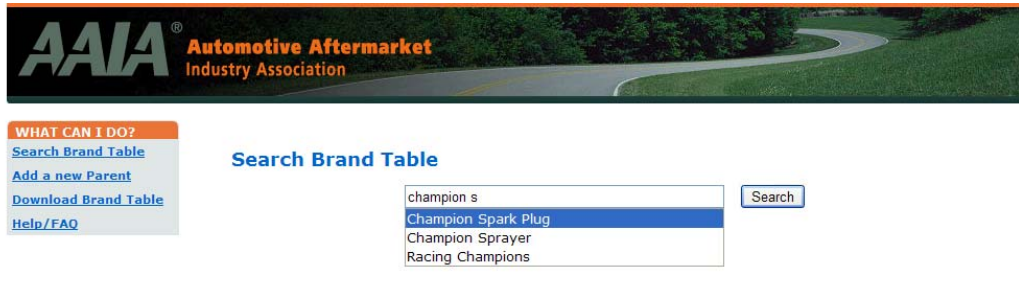
- **Parent Company** – The highest corporate entity in the enterprise. This level is helpful in eliminating confusion in the case of large multinational or extended organizations where the company that supplies the product is owned by a company of another name (ie. Affinia Group own Wix Filters and Brake Parts companies)
- **Brand Owner** – The corporate division or subsidiary that owns one or more Brands. A large enterprise may have more than one Brand Owner. (For Example Brake Parts owns Raybestos and Aimco, among other Brands)
  - **Note:** In a simple corporate structure the Parent Company and the Brand Owner are often the same (ie. Anchor Industries Inc)
- **Brand Name** – The commercially recognized identity or labeling of your product. This is commonly the most prominent name on the product package. A Brand Owner may own more than one Brand. In the case of **Private or House Brands**, the retailer/distributor typically owns the Brand. The product vendor may change and does not administer the Brand
- **Sub Brand** – A secondary designation of the Brands representing grade, material, series or some other product segmentation within a Brand. For example, in the case of Champion Spark Plugs, “Champion” is the Brand, and “Copper Plus” and “Platinum Power” are Sub Brands

### Best Practices

- To enter a new company and its Brands in the table it is important to work from the “top down” ... first enter the **Parent Company** (if it does not already exist), then the **Brand Owner** and finally the **Brand** (s).
- If the proper name of the Parent and/or Brand Owner is not known the Brand name may be repeated in these fields. A web search will often reveal the company names
- Always complete the Parent Company, Brand Owner and Brand fields – even if they are the same value. Otherwise the record is not valid
- Only enter Sub Brands if they apply to the product. Otherwise leave the field blank
- Remember, a valid 4-character Brand Code is a key field in PIES and ACES data files
- Do not use periods, commas or other punctuation in the labels unless they are a registered part of the name (for example WD-40)
- Always search for more than one variation on the label before assuming it does not exist in the database. This will protect against entering potentially redundant entries.

## Basic Steps

Step 1 Access the AAIA Parent Brand Code Table at the following address:  
<http://brandtable.pricedex.com/Default.aspx>



Step 2 **Search the Brand Table** - Enter a Parent Company name, Brand Owner name or the Brand name in the Search Bar. Note, in many cases this is the same name as the Brand and Brand Owner. Omit periods and commas from your search. Suggested records appear below. Select a record and hit Enter or Search. If the search does not return any results try again by using acronyms and other variations on the name.

PARENT CODE	PARENT LABEL	BRANDOWNER CODE	BRANDOWNER LABEL	BRAND CODE	BRAND LABEL	SUBBRAND CODE	SUBBRAND LABEL
<a href="#">BGMV</a>	Federal-Mogul	<a href="#">BGMV</a>	Federal-Mogul Aftermarket	<a href="#">BBKH</a>	Champion Spark Plug	<a href="#">DWNL</a>	Champion Iridium
<a href="#">BGMV</a>	Federal-Mogul	<a href="#">BGMV</a>	Federal-Mogul Aftermarket	<a href="#">BBKH</a>	Champion Spark Plug	<a href="#">DWNM</a>	Copper Plus
<a href="#">BGMV</a>	Federal-Mogul	<a href="#">BGMV</a>	Federal-Mogul Aftermarket	<a href="#">BBKH</a>	Champion Spark Plug	<a href="#">DWNN</a>	Platinum Power
<a href="#">BGMV</a>	Federal-Mogul	<a href="#">BGMV</a>	Federal-Mogul Aftermarket	<a href="#">BBKH</a>	Champion Spark Plug	<a href="#">DWNP</a>	Double Platinum Power
<a href="#">BGMV</a>	Federal-Mogul	<a href="#">BGMV</a>	Federal-Mogul Aftermarket	<a href="#">BBKH</a>	Champion Spark Plug	<a href="#">DWNQ</a>	Copper Plus Small Engine
<a href="#">BGMV</a>	Federal-Mogul	<a href="#">BGMV</a>	Federal-Mogul Aftermarket	<a href="#">BBKH</a>	Champion Spark Plug	<a href="#">DWNR</a>	Premium Small Engine
<a href="#">BGMV</a>	Federal-Mogul	<a href="#">BGMV</a>	Federal-Mogul Aftermarket	<a href="#">BBKH</a>	Champion Spark Plug	<a href="#">DWN S</a>	PowerSport
<a href="#">BGMV</a>	Federal-Mogul	<a href="#">BGMV</a>	Federal-Mogul Aftermarket	<a href="#">BBKH</a>	Champion Spark Plug	<a href="#">DWN T</a>	Champion Industrial

- (a) If you find a match, review the Parent, Brand Owner and Brand name information to ensure it is accurate and complete. If any records are either missing or in error, click on the ID Code field of the record in question and follow the prompts under “**What Can I Do?**”

Step 3 **Add a New Parent** - If no match is found enter the three-part Brand record, beginning with the Parent Company. From the menu on the left, select **Add a New Parent**. Enter the complete Parent Company name, any useful notes and your e-mail address for verification. No Brand Table petitions are complete unless you respond to the e-mail request for verification.

**WHAT CAN I DO?**  
[Help/FAQ](#)  
[Go Back](#)

### Add a new Parent

To add a new Parent Company to the Brand Table, enter the complete name of the Parent Company here Omit punctuation including commas and periods. You may add additional notes or comments about the company, or other text to differentiate from another company in the Notes/Comments Box. Enter your e-mail address in the e-Mail box, then click the Add Parent button. You will receive a validation e-Mail, asking you to confirm your entry of the Parent in the Parent/Brand table. You must click the 'Validate' link in the e-mail to activate this approval request.

Parent Label

Notes/Comments

eMail Address for verification

[Add Parent](#)

Step 4 **Add a New Brand Owner** - After you click **Add Parent**, the menu on the left changes. The next step is to select **Add Brand Owner**. Enter the Brand Owner name, any useful notes and your e-mail address for verification. Remember, no Brand Table petitions are complete unless you respond to the e-mail request for verification.

### Add a new Brand Owner under Parent: Cardone Industries (BDPD)

A Brand Owner is the highest authority in the Brand Table, and is responsible for administering Brands and associated Parent/Brand Table. To Add a Brand Owner, type a proper full name description in the Brand Owner Label. Omit punctuation and periods. You may add additional notes or comments about the Brand Owner, or other text to differentiate Brand Owner in the Notes/Comments Box. Enter your e-mail address in the e-Mail box, then click the Add Brand Owner button. You will receive a validation e-Mail, asking you to confirm your entry of the Brand Owner in the Parent/Brand table. You must click the 'Validate' link in the e-mail to activate this approval request.

Brand Owner Label

Notes/Comments

eMail Address for verification

[Add Brand Owner](#)

Step 5 **Add a New Brand** - After you click **Add Brand Owner**, the menu on the left changes. The next step is to select **Add Brand**. Enter the Brand name, any useful notes and your e-mail address for verification. Remember, no Brand Table petitions are complete unless you respond to the e-mail request for verification. **AAIA will only review and validate your request AFTER you respond to the e-mail acknowledgement.**

## Add a new Brand under Brand Owner: Cardone Industries (BDPD)

This function allows you to add a New Brand to the Parent/Brand Owner record. Type the Brand Name in the text box, including punctuation including commas and periods. You may add additional notes or comments about the Brand, or from another Brand in the Notes/Comments Box. Check the checkbox if you are the person taking responsibility, you are becoming the Brand owner, and are responsible for the administration of the associated Sub-Brands, in the Parent/Brand Table. Enter your e-mail address in the e-Mail box, then click the button to receive a validation e-Mail, asking you to confirm your entry of the Brand in the Parent/Brand table. You must click the e-mail to activate this approval request.

Brand Label

Notes/Comments

Take Responsibility for this Brand?

eMail Address for verification

[Add Brand](#)

If you select **“Take responsibility for This Brand”** no other party will be able to change the Brand / Owner relationship or add Sub Brands without your knowledge. You will receive an e-mail authorization if another user makes a request that changes your Brand in any way

**Take note of the Brand ID assigned to your Brand request.** This ID will remain associated with this Brand and be used throughout the vehicle aftermarket to refer to the Brand in electronic data files and e-commerce applications

Other features of the interface allow users to:

- Delete a Sub Brand
- Move a Sub Brand to a New Brand
- Move a Brand to a New Brand Owner
- Move a Brand Owner to a New Parent Company
- Download the complete Brand Table (latest real-time version)

If you have any questions or comments about the AAIA Brand Table interface, write to [technology@aftermarket.org](mailto:technology@aftermarket.org)