

Guide for Creating a K&N Electronic Catalog



In May of 2012 K&N Engineering was awarded the National Catalog Managers Association Web Catalog Excellence Award. This was the fourth time K&N's website was presented with this award. K&N's investment in providing quality data can also help your business to increase K&N sales. The data used to build the award winning KNFilters.com web catalog is available to K&N customers and dealers. This guide is intended to explain the process for obtaining and utilizing K&N product data in an electronic catalog software application.

K&N has many e-mail notification services that provide data to customers but for our discussion we will focus on data reports that are used for electronic catalogs. K&N tailors some of these reports to how your account is set up in our system. For example if you are set up strictly as a K&N automotive dealer you will not receive marine product data. If you buy K&N products through a distributor, that's not a problem because we also have reports for you. Many of the reports are available as a complete listing or as an update. Updates are based on the date and time of your last report. If you received a report a month ago then received an update today, the update would have rows of all data that is new, modified or deleted since the report from a month ago. Update reports have an extra field that specifies if the row is new, modified or deleted. Below are e-mail notification services that are useful in developing a K&N electronic catalog.

1. Product Vehicle Application Data – This report is available in several formats and as a complete listing or as an update. This data is used by application search programs to display products by vehicle. See appendix A for more information on the application reports available.
2. Product Data – This report contains pricing, basic product descriptions, UPC and other data by part number. See appendix A for more information on product data reports.
3. K&N Product Document Reference – This document contains everything you need to utilize K&N product images and documentation in your electronic catalog. Documentation includes installation instructions, intake system power gain (dyno) charts, and product summary pages. See appendix A for more information on this report.
4. Product Dimensions & Attributes – This document contains relevant product dimensions and other applicable attributes like color and size. See appendix A for more information on this report.
5. Product Descriptions – This document contains detailed product descriptions by part number. See appendix A for more information on this report.
6. Product Accessories – This report contains accessories for a given part that are useful in recommending other products. See appendix A for more information on this report.

Image 1 is a screenshot example of an application and part number search.

K&N Application & Part Search
Find all K&N products for a specific year, make, model, and engine size or by part number.

Year: 2003
Make: CHEVROLET
Model: S10 Pickup
Engine Size: 2.2L

K&N Part Number :

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Vehicle Description	Type	Product	Part Number	Product Image
2003 CHEVROLET S10 Pickup 2.2L L4 F/I - All	Truck	Air Filter	33-2042	
2003 CHEVROLET S10 Pickup 2.2L L4 F/I - All	Truck	FIPK	57-3025-1 6.97 HP @ 4700 RPM	
2003 CHEVROLET S10 Pickup 2.2L L4 F/I - All	Truck	Oil Filter	HP-1001	

Image 1 – Application and Part Number Search Example

The year, make, model, and engine pull down menus in image 1 get their data from the Product Vehicle Application Data report. The result set of products also comes from the same report. This search has a Vehicle Description column that shows the application information with the comments field added at the end (All). The Type and Product column data is also found in the Product Vehicle Application Data report. To display the images correctly they are first downloaded into a folder from K&N's FTP site then the Product Document Reference report data is used to lookup the image filename for the part. Image 1 contains a search by part feature that is highly recommended. In many cases a customer will already know the K&N part they want to buy. You could miss out on these sales without a search by part feature in your electronic catalog. When a customer selects an item from the list or enters a part number in the K&N Part number search they could go to a screen similar to image 2.



K&N Product Information for 57-3025-1
57 Series FIPK > Fuel Injection Performance Kit Gen2

The **Generation II FIPK®** is K&N's ultimate performance product, designed to increase power by as much as 10%. Most FIPK's are street legal in all 50 US states and come with a 10 Year/ Million Mile Limited Warranty. K&N intake systems replace your vehicle's restrictive factory air filter and air intake housing. K&N intakes are designed to dramatically reduce intake restriction as they smooth and straighten air flow. This allows your vehicle's engine to inhale a larger volume of air than the OEM air filter assembly. More air means more usable power and acceleration throughout the engine's RPM range. The filters on these kits are washable and reusable. Most of our intake kits are relatively easy to install using tools commonly available (see installation instructions). [\[MORE\]](#)

57-3025-1 Product Specifications

Product Style: 57 Series FIPK
Estimated Horsepower Gain: 6.97 HP @ 4700 RPM
Type: Gen II
Replacement Filter: RC-4650
Weight: 10.4 lb (4.7 kg)
Product Box Length: 28 in (711 mm)
Product Box Width: 13 in (330 mm)
Product Box Height: 10 in (254 mm)

Available Information

[Installation Instruction Sheet](#)

[Dyno Chart](#)

[Large Picture](#)

[57-3025-1 Vehicle Applications](#)

Accessories

[RC-4650DK - Air Filter Wrap](#)

[RC-4650DL - Air Filter Wrap](#)

[RC-4650DR - Air Filter Wrap](#)

[RC-4650DY - Air Filter Wrap](#)



Buy Now \$369.99

We also recommend:

**K&N ReCharger
Air Filter
Cleaning Kit**

**99-5050
\$13.09**

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Image 2 – Example of Electronic Catalog Product Information

In the product information screen shown as image 2 there is a paragraph that provides information about the product. This data comes from the K&N Product Descriptions report. Many of these paragraphs have an HTML link at the end that sends users to a page on KNFilters.com for more information. This link can be left in or you can remove it by filtering out the HTML tags.

The Product Dimensions & Attributes report provides the Product Style, Type, Replacement Filter, Weight, and Product Box dimensions in the case of part 57-3025-1. The dimensions and attributes of a part vary depending on the part. For example if you look at the data available for universal filter part number RC-4650 in image 3 you will see that other data is available (filter dimensions, oiling amount, etc).

RC-4650 Product Specifications

Product Style: Round Tapered Universal Air Filter
Base Outside Diameter: 5 in (127 mm)
Flange Inside Diameter: 3 in (76 mm)
Flange Length: 1.75 in (44 mm)
Flange Type: Centered
Height: 6 in (152 mm)
Top Outside Diameter: 4 in (102 mm)
Top Style: Metal
Top Material/Finish: Chrome
Filter Re-Oiling Amount: 0.95 oz (28 ml)
Weight: 1.1 lb (0.5 kg)
Product Box Length: 9.3 in (236 mm)
Product Box Width: 6.5 in (165 mm)
Product Box Height: 6.6 in (168 mm)

Image 3 – Product Specifications for Universal Air Filter RC-4650

The weight, box dimensions, and brief product description (Fuel Injection Performance Kit Gen 2 in this case) is found in the Product Data report (weight and box dimensions are also found in the Product Dimensions & Attributes report). Pricing can be configured using the Product Data report. MSRP and Jobber pricing values are available. These amounts can be used with formulas to display your selling price if you wish.

The Installation Instruction Sheet and Dyno Chart links under Available Information are obtained from the Product Document Reference report as are picture file names (as previously mentioned). You may wish to have several image sizes available. There are several image utilities available that make resizing images simple. The final link under Available Information will display all applications for the part. The Product Vehicle Application Data provides the data needed to build this page. This is especially useful for air intakes because the application data has the CARB Exemption field. A “Y” indicates the part is CARB Exempt for the application and an “N” indicates that the part does not have an exemption. For more information on CARB exemption and what it means, go to <http://www.knfilters.com/streetlegal.htm>.

Toward the bottom of Image 2 are links to accessories for the part. The accessory part number for the chosen part is obtained from the Product Accessories report. This report also has a comment field (not used in the example) that in many cases will indicate a color. Once you get the accessory part numbers you can display the accessory data any way you wish using data from the reports. You may just want to provide links to information about the item or you may want to show small pictures of the accessories that are linked to product information or a “buy” button for an online store. Another item you probably want to recommend with all air filter products is an air filter cleaning kit.

Now that the data reports for building a K&N electronic catalog have been covered you are ready to request product data reports from K&N. To do this go to the K&N Dealer Page at <http://www.knfilters.com/dealer/> and select the Automatic Email Notification Services link. Next, select the notification subscription form. This will launch an Excel file. You can request data reports on an interval that suits your needs. It is best to automate the data load into your system if possible and the best way to ensure you have all of the product data is to load the full file (not the update) each time you update your system (weekly, monthly, or quarterly). Update files are also available. Many online dealers get the Product Vehicle Application Data and Product Data updates on a daily basis so they make sure they get major product releases in their system as soon as possible. The interval of the reports is up to you. You can also call K&N customer service at 800-858-3333 to request email notification subscription reports.

Appendix A – Notification Service Report Details

1. Product Vehicle Application Data – This report is available in several formats and as a complete listing or as an update. This data is used by application search programs to display products by vehicle.

- a. Standard Year, Make, Model, Engine Data. This report is available as an Excel document or as a text file. Each row of data has the following fields: Year, Make, Model, eng_type, part_num, part_description, Notes, app_type, app_number, engine_size, engine_type, engine_intake, and carb_exemption. You will not need all of the fields. For instance the vehicle engine can be displayed using one field or if each piece of the engine data needs to be utilized in your system it is also available broken out in three fields. The app_number can be used with the part_num as a unique identifier if one is needed. Your search application will utilize the first 3 fields with the engine information to display all K&N products available for the vehicle selected. It is very important that you display the information in the Notes field to help the user select the correct part. Without it you will set yourself up for a lot of returns. A recent addition to this report is the carb_exemption field. This field applies to air intakes. It will have a “Y” if the part is CARB exempt for the application and an “N” if it is not. It is possible for a part to have CARB exemption for some applications and not be CARB exempt for others.
- b. AAIA Legacy Application Data – If your system is set up for AAIA “Legacy” data (a past industry data standard in the US and Canada), K&N can provide it to you in this format. Note – This data will only have vehicle applications from the US and Canada.
- c. ACES (New AAIA Standard) – K&N can now provide data to you in the new ACES format if your system uses it. Note – This data will only have vehicle applications from the US and Canada.

2. Product Data

- a. Product Price Schedule Data - This report is available as a complete listing or as an update and as an Excel document or as a text file. It contains product information for every K&N part that is available to you. Data in this report could be used in a search by part result page and to display information about a part that is selected from your application search. Information in this document includes part number, description, pricing, UPC, package dimensions, and weight. This report has more fields than what a typical user will need.
- b. PIES (Product Information Exchange Standard, for products in the US and Canada) – K&N is currently developing the capability to produce PIES data to the current specification. This process should be complete by late 2007. If you are interested in receiving PIES data you can request it now and we will send it to you when it becomes available. PIES data contains product information and images.

3. Product Document Reference – This document contains everything you need to utilize K&N product images and documentation in your electronic catalog or online store. The e-mail sent with the report provides information for accessing the K&N Product Image, the K&N Installation Instruction Sheet, and the K&N Dyno Chart FTP sites. You can download thousands of product images from the FTP site that are of a resolution suitable for websites (72 dpi). These images are probably larger in pixel size than you will want. There are many programs available that will resize images in a batch to any size needed. NOTE - If you need higher resolution images for print go to <http://www.knfilters.com/media>. The product document reference report provides the picture filename for the part. In many cases the filename is simply the part number followed by .jpg but don't assume this is always the case because it is NOT. The correct way to set up K&N product images in your system is to use the report to get the image

filename then pull that image from the folder where your downloaded images reside. In addition to image filenames the report also contains links to other product information on the K&N website such as installation instructions, dyno charts, and product summary pages. We especially encourage you to link to the instruction sheets (pdf) and dyno charts (pdf) so your customers can access up to date information. By pulling these documents directly from the K&N website you won't need to manage document updates. However, if you want to download the instruction sheets or dyno charts and manage the updates yourself, you can use our FTP sites to obtain the files. The product summary link to KNFilters.com can be utilized; however, this document covers reports that are available for you to display most of this information on your website if desired. An example of the product document reference for part number 57-3037 is below:

57-3037	Dyno Chart - Web	Dyno Chart2003 Hummer H2, 6.0L, 2G - 11.4HP increase	http://www.knfilters.com/dynocharts/57-3037.jpg
57-3037	Instruction Sheet - Web	Installation Instruction Sheet	http://www.knfilters.com/instructions/57-3037.pdf
57-3037	Picture - Large	Large Picture	57-3037.jpg
57-3037	Product Summary	57-3037 Product Summary Page	http://www.knfilters.com/search/product.aspx?Prod=57-3037

4. Product Dimensions & Attributes – This document contains relevant product dimensions and other applicable attributes like color and size. This data report provides product details that can give your employees and customers more confidence that they are ordering the correct part. A simple way to display this data by part is to retrieve rows for the part number then display the property_description and property_value_text for each row. Data from this report is especially crucial in selling universal filters.
5. Product Descriptions – This document contains detailed product descriptions. The first field contains the part number of the description. Since some import/export utilities can only read 255 characters per field, the K&N product descriptions document uses the second, third, fourth, fifth, and sixth fields for the description. The first 255 characters are in the 2nd field, the next 255 characters are in the 3rd field and so on until the entire description is complete. The five columns can be concatenated together to get a single string containing the whole product description.
6. Product Accessories – The product accessories document contains a part number in the first field, the accessory part number in the second field, and the accessory comment in the third column. Accessories include filter wraps and adapters available for the part. The accessory part number can be used to pull images and other data for the accessories using data from the other reports.