



General Industry FAQs

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Where can I see recent ASI happenings?

You can stay up to date with the latest news about ASI by visiting our [Press](#) page. You can also check out the [News](#) section of the ASI Knowledge Base for the most recent enhancements to ESP as well as important industry announcements.

What does MSRP means?

MSRP is an abbreviation for Manufacturer Suggested Retail Price. This is the price that the manufacturer suggests you charge for an item.

What does Proposition 65 compliant mean?

[Proposition 65](#) is the Safe Drinking Water and Toxic Enforcement Act of 1986. It requires the state of California to publish a list of chemicals that can cause cancer, birth defects or other reproductive harms. It also requires businesses to notify consumers about significant levels of chemicals in products, homes, workplaces, or that the company is releasing into the environment or drinking water.

What is a QR Code?

QR is an abbreviation for Quick Response. QR codes are machine-readable labels (similar to bar codes). Apps for scanning QR codes can be found on nearly all smartphone devices. The [smartphone](#) is used as a QR-code scanner, displaying the code and converting it to some useful form (such as a standard [URL](#) for a website, thereby eliminating the need for a user to type it manually into a web browser). As a result, the QR code has become a focus of [advertising](#) strategy, since it provides quick access to a brand's website.

Where can I see information on awards within the industry?

ASI hosts a variety of [events](#) showcasing some of the most [prestigious awards](#) in the industry.

What is the Internet Sales Tax?

The [Internet Sales Tax](#) involves online retailers collecting sales taxes in states where they do not have a physical presence. As of a June 2018 United States Supreme Court ruling, states are able to force internet retailers to collect sales tax.