

Minimum Advertised Price (MAP) Policy

1. Introduction:

This MAP policy is designed to ensure fair competition, protect brand value, and support our valued retail partners. All retailers, distributors, and resellers are expected to comply with the outlined minimum advertised prices (MAPs) for various product functions.

2. Product Categorization:

- Dummy Functions: \$25
- Privacy/Passage Functions: \$55
- Entry/Storeroom Functions: \$75

3. MAP Pricing Guidelines:

- Retailers are prohibited from advertising prices below the specified MAPs for each respective function category.
- MAPs only pertain to advertised prices and do not dictate the actual selling prices at which products may be sold in-store or online.

4. Enforcement and Compliance:

- Regular monitoring of advertised prices will be conducted to ensure compliance with the MAP policy.
- Violations of the MAP policy will result in notifications to the retailer, allowing a reasonable grace period for corrections.
- Repeated violations may lead to progressive actions, including warnings, suspension of privileges, or termination of the business relationship.

5. Exceptions and Special Circumstances:

- Limited-time promotions or sales events may be exceptions to the MAP policy, provided they are clearly communicated and comply with agreed-upon terms.

6. Communication and Education:

- Retailers will receive educational materials and training to understand and comply with this MAP policy.
- Our team is available to provide clarification and guidance on the policy, including any questions regarding compliance.

7. Periodic Review and Adjustments:

- The MAP policy will be reviewed periodically to ensure relevance and effectiveness.
- Adjustments to MAPs may be made based on market conditions, product updates, or business strategies, with adequate notice provided to affected parties.

8. Contact Information:

For inquiries, reporting violations, or seeking clarification on this MAP policy, please contact our dedicated support team at:

- Email: support@embellebrand.com
- Phone: (718) 855-4300 ext 102