

# **AUBURN LEATHERCRAFTERS**

## **MINIMUM ADVERTISED PRICING POLICY**

### **Introduction**

Minimum Advertised Pricing (MAP) Policy

Effective September 1, 2016

Auburn Leathercrafters (ALC) holds our wholesale business relationship in very high regard. We recognize and appreciate your investment of time and effort to ensure that your customers have a positive shopping experience and leave your store or your website with products that are appropriate for their needs.

It is our pleasure to help you in your success by offering the best quality, made in U.S.A. products, innovative sales tools, and attentive customer service.

We believe that part of this process is to do our part to discourage unfair pricing strategies. We, instead, wish to help ensure that our time is better spent enabling investment in value-added services like consultative selling, in-depth product knowledge, reference material for customers to browse, quick shipping, and outstanding customer service and support. Positive customer experiences foster loyalty and build relationships that bring customers back, both wholesale and retail.

After much consideration, ALC is extending that support with a mandatory Minimum Advertised Price (MAP) Policy in order to ensure that every one of our retail partners, whether brick-and-mortar or online, can sell our products at a profitable and comparable price.

### **Important Notes to this Policy**

Auburn Leathercrafters' Minimum Advertised Price pricing is double (2x) the un-discounted wholesale price.

MAP pricing does not restrict the price charged above the MAP, nor does it constrain lower pricing inside the store itself, as long as that price is not advertised outside the store, as defined below. It simply, but strongly, prohibits advertising a price below the MAP.

All ALC wholesale customers, including, but not limited to, the company, its subsidiaries and its dba's are required to participate in the MAP pricing agreement to ensure a fair and healthy competitive environment which benefits everyone.

Retailers should contact ALC before initiating an advertisement or promotion if there is any doubt about whether it is in compliance with the terms or spirit of this MAP policy.

Auburn Leathercrafters reserves the right to periodically change this pricing. Notification of price adjustments is, and will continue to be, sent to our retailers via email newsletter, so please make sure that you are on our e-mail list. Current prices are always available on the wholesale website, [www.auburndirect.com](http://www.auburndirect.com), with member login.

Any misrepresentation of Auburn Leathercrafters' products, including but not limited to intended use, may result in immediate termination of an account and refusal to fulfill any open orders.

Please sign and return to [sales@auburndirect.com](mailto:sales@auburndirect.com) / fax 315-252-4734;  
or [service@wholesalepet.com](mailto:service@wholesalepet.com) / fax 804-330-0532

## Policy Violations

ALC, in its sole discretion, reserves the right to discontinue doing business with a reseller that advertises any product(s) covered by this MAP policy at a price lower than the MAP or in any way misrepresents our products and reserves the right to take further action against any retailer found to be in repeated violation of the letter or the spirit of this policy.

ALC will monitor and enforce the MAP Policy at its sole and absolute discretion. ALC reserves the right to not do business with any retailer who violates our MAP Policy.

In the event of a violation, the retailer will be contacted via e-mail with a two (2) calendar day notice to make the changes required to be in compliance with this MAP Policy. If no change is made within the two (2) day period, all shipments will be discontinued until the necessary changes are made. In addition, repeated violations of this MAP policy (defined as 2 or more violations) will result in termination of the wholesaler agreement and any pending or future order(s) will not be fulfilled.

For a retailer with multiple locations, including online locations, a violation at any location will be treated as a violation by all.

Sales on Amazon and eBay are currently permitted as long as they adhere to the terms of this policy. "Buy it Now" options must be listed at a price equal to MAP or greater. ALC reserves the right to take action against any retailer found to be in violation of this policy.

If pricing is displayed in other than a brick and mortar retail store, any strike-through or other alteration of the Minimum Advertised Price is prohibited.

ALC believes in establishing lasting relationships based on trust and mutual success. If you believe a retailer is in violation of the MAP policy, please contact ALC via e-mail and/ or phone. It is within ALC's sole discretion to contact the seller and deal with the situation.

## Changes to the MAP Policy

ALC reserves the right to periodically change the terms of this policy as circumstances and technologies change.

ALC employees, salespeople and representatives are not authorized to modify or grant exceptions to this policy.

ALC may at its sole discretion update, revise, suspend, or discontinue its MAP policy in whole or in part at any time, with or without notice.

Received:

\_\_\_\_\_  
Vendor - Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Store Name / Corporate Name

\_\_\_\_\_  
Location

Please sign and return to [sales@auburndirect.com](mailto:sales@auburndirect.com) / fax 315-252-4734;  
or [service@wholesalepet.com](mailto:service@wholesalepet.com) / fax 804-330-0532