



White Industries Minimum Advertised Price (MAP) Policy

White Industries is focused on maintaining high margins for our dealer network. In recognition of the investment in time and resources required to manufacture our high-quality products and to provide the level of customer service and product knowledge expected from our customers, White Industries is committed to enforcing policies which allow our resellers to maintain high-profit margins through the sale of our products. White Industries has an established Minimum Advertised Price (MAP) Policy that an Authorized Reseller must follow for the advertising and marketing of White Industries products. All White Industries Authorized Resellers must follow the terms and conditions of the following MAP Policy.

White Industries MAP Policy Guidelines

All White Industries products fall under our MAP policy. MAP pricing for all White Industries products is set at 0% below our published MSRP which can be found on our [website](#).

1. Authorized Resellers are free to set the actual resale price of any product as long as it is at or above MAP price given the most recent pricing on the White Industries website.

2. The MAP policy applies to advertised prices, not the price at which MAP products are actually sold or offered for sale to an individual in-store or over the telephone.
3. Website features such as “click for price,” automated “bounce-back” pricing emails, pre-formatted email responses, forms, automatic price display for any items prior to being placed in a customer’s shopping cart and other similar features are considered to be communications initiated by the dealer (rather than by the customer) and thereby constitute “advertising” under this MAP policy.
4. White Industries’ MAP policy applies to all advertisements of MAP products in any and all media, including but not limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, television, radio, and public signage, as well as internet sites, social media sites, apps, or any other electronic media.
5. It shall not be a violation of this MAP policy to advertise in general that the Authorized Reseller has “the lowest prices” or will match or beat its competitors’ prices, or to use similar phrases; so long as the reseller does not include any advertised price below MAP and otherwise complies with this MAP policy.
6. Free shipping and/or handling, 0% sales tax or free financing promotions do not violate the MAP.
7. This MAP policy also applies to any activity which White Industries determines, in its sole discretion, is designed or intended to circumvent the intent of this MAP policy.

Failure to Comply with the MAP Policy

At the sole discretion of White Industries, failure to comply with MAP, intentional and/or repeated failure to abide, may result in the immediate loss of Authorized Reseller status and your ability to purchase all White Industries products both direct as well as through distribution.

White Industries will utilize the following steps to resolve MAP violations:

Violations from Authorized Resellers will need to be corrected within 48 hours of notification.

1. First Violation: Authorized Reseller's account will be put on hold and a written warning will be provided. MAP violations must be corrected within 48 hours. After the violation is cleared, the Authorized Reseller's account will be reactivated but their wholesale pricing will be dropped to the lowest tier going forward.
2. Second Violation: Authorized Reseller's account will be terminated.