



## Minimum Advertised Price Policy (MAP)

As part of our expanded sales and distribution network, Sonoma Forge has responded to the need to adopt a Minimum Advertised Price policy (MAP) for all of its products sold through its retail sales channel, including e-commerce.

### **Sonoma Forge's strategy behind this Minimum Advertised Price policy (MAP) is:**

- to market the finest in hand-made decorative hardware and plumbing products,
- to build and maintain integrity for Sonoma Forge and its brand equity by emphasizing the value and quality of its products,
- to maximize Sonoma Forge's sales through a strong dealer network by creating equal opportunity for them to expand their sales of Sonoma Forge products,
- to eliminate deep discounting and predatory pricing practices that result in undermining traditional sales channels, and potentially lead to the long-term disadvantage to Sonoma Forge.
- to monitor the use of Sonoma Forge's copyrighted materials (photographs, images, text, trademarks and logos) in the promotion and sale of its products.

### **Sonoma Forge's Minimum Advertised policy Price (MAP) is as follows:**

- Only authorized Sonoma Forge displaying showrooms or previously approved internet retailers (both hereafter referred to as "resellers") may purchase from Sonoma Forge and are subject to Sonoma Forge's Terms & Conditions.
- Only authorized Sonoma Forge resellers may market Sonoma Forge products in print media or online and are permitted use of Sonoma Forge's copyrighted materials. This authorization is not transferable. The reseller's website name must be identical to the authorized displaying dealer's name or be directly related to the reseller's corporate entity.
- Only products sold to authorized Sonoma Forge resellers come with Sonoma Forge's full product Warranty & after market product service. Any claims for missing parts and/or a Warranty claim must be submitted with a reference to a Sonoma Forge Invoice for the reseller's purchase order. Failure to do so may result in additional charges.
- Authorized Sonoma Forge resellers are free to set the actual resale price of any product.
- Sonoma Forge prefers that current published List Prices be used on a reseller's internet site. Otherwise, the reseller should not advertise prices at a discount greater than fifteen percent (15%) off Sonoma Forge's current published List Prices.
- Sonoma Forge resellers shall not offer free shipping, free installation, and other incentives to further offset prices.
- Deviations from this MAP policy may jeopardize an authorized reseller's purchasing status with Sonoma Forge. Sonoma Forge reserves the right to revise, suspend or terminate the reseller's authorization to purchase Sonoma Forge products.
- Sonoma Forge is not required to issue warnings or provide prior notice before taking any action under this policy. However, upon notification from Sonoma Forge of any violation of this MAP policy - the reseller must correct the violation and conform to MAP policy within three (3) business days.
- Sonoma Forge reserves the right to change the applicable MAP policy upon thirty (30) days notice. It is the responsibility of authorized Sonoma Forge resellers to distribute this policy to their employees.

In the event of questions regarding this policy, please contact your regional sales representative or Sonoma Forge.

To receive a copy of Sonoma Forge's current List Prices and Terms & Conditions, please call: 1-800-330-5553  
or visit our website: [www.sonomaforge.com/pdf/dealer/prices.pdf](http://www.sonomaforge.com/pdf/dealer/prices.pdf)