

ARC Levers Minimum Advertised Pricing Policy

To protect the integrity of the ARC Lever brand and the margins of our dealers and distributors , ARC Levers has a MAP policy that will need to be signed and returned with all dealer applications.

We have implemented this MAP policy to preserve our distribution, dealer relationships and strong reputation for providing customers with high value products and valued after-sales support. We greatly appreciate the efforts of all resellers to distribute our products and support their customers.

If a violation is found, your dealer account may be suspended until the violation is fixed. If your dealer account continues to have MAP violations, ARC Levers , and its distributors, reserves the right to delay account reactivation until further notice, and in some cases, your account could be suspended indefinitely

The MAP policy shall work under the following guidelines:

This policy supersedes all previous policies and must be followed by all dealers, wholesalers, resellers and those that advertise ARC Levers products on any website, publication, newspaper or other media outlet.

1. The MAP for all ARC Levers products shall be no more than 10% less than the published Retail price provided on our websites www.arclevers.com or found on the ARC Levers dealer pricing and application sheet. You can request to have a copy of this emailed to you). MAP pricing is established by ARC Levers and may be adjusted by ARC Levers at its sole discretion.
2. The MAP policy applies to all public advertisements of ARC Levers products in all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, email newsletters, email solicitations, Internet or similar electronic media (eBay, Amazon , Facebook etc..), television, radio, and public signage. The MAP policy does not affect any in-store advertising that is displayed only in the store and not distributed to any customer(s).
3. MAP applies only to advertised prices and does not apply to the price at which the products are sold or offered for sale to an individual consumer within the dealer's retail location or over the telephone. ARC Lever dealers and sales representatives remain free to sell these products at any prices they choose in person.
4. ARC Levers MAP policy does not in any way limit the ability of any dealer to advertise that "they have the lowest prices" or, they "will meet or beat any competitor's price", or that consumers should "call for a price" if the listed price visible to the public is not less than MAP it is acceptable.
5. If you are planning a large, limited time, One-off, promotion that might fall outside of these guidelines (I.E.: Black Friday, cyber-Monday, ETC...) and would like to discuss the details and special pricing please feel free to contact ARC Levers to discuss. We will do our best to accommodate any reasonable and fair promotions.

Dealer Representative

Date