



## STKR/RISK - Minimum Advertised Online Pricing Policy

STKR/RISK Product Under MAP		
00194 MPi Multi Point Illumination Light	00342-2 TRiLIGHT Ceiling Light	00177 TRiLIGHT ShopLight
00173 Mobile Task Light	00387 FLEXIT Headlamp PRO 6.5	00193 FLEXIT Headlamp 2.5
00346 FLEXIT Solar Flashlight	00345 FLEXIT 4.0 Flashlight	00112 FLEXIT 2.0 Flashlight
00389 EZ5 Utility Jug (RISK)	00281 EZ3 Utility Jug (RISK)	00283 Hose Bender Spout (RISK)
00399 EZ Utility Jug Universal Transport Mount (RISK)		

BISS Product Development, LLC (STKR Concepts) actively supports the advertising and promotion of its products by its Dealers and Sales Representatives.

In order to protect the integrity of our brand and the margins of our dealers, STKR Concepts takes MAP guidelines seriously and therefore reviews online dealer websites and auction sites to ensure rules compliance.

Effective January 1st, 2018, a Minimum Advertised Price (MAP) on the STKR/RISK product listed in the above Table (STKR/RISK Product Under MAP) will be in effect. 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.

### **The MAP policy shall work under the following guidelines:**

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

1. The MAP for these items shall be at our posted MSRP at all times. The published list price is provided on the STKR Concepts website: [MAP Pricing.html](#). MAP pricing is established by STKR Concepts and may be adjusted by STKR Concepts at its sole discretion.
2. The MAP policy is specific to ONLINE pricing and anything searchable and or publically visible ONLINE. It is not applicable to any in-store advertising or public advertisements including, flyers, posters, coupons, mailers, inserts, newspapers, magazines, television, radio, and public signage.
3. MAP does not establish maximum advertised prices. All dealers and sales representatives may offer these items at any price in excess of the MAP. Internet auctions may not display or have reserved bid or other acceptable prices below the MAP price.
4. The 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”, that consumers should “call for a price” or phrases of similar import as long as the price advertised online for the products is not less than MAP.
5. Dealer agrees to hold all trademarks of STKR Concepts as the property of STKR Concepts and use advertising materials provided by STKR Concepts in an authorized manner only.

6. If you are planning a limited time, one-off, promotion that falls outside of these guidelines (ie: Online Black Friday deal) you must adhere to the following guidelines:

- Limited Time Only – Must not exceed 5 days
- Time frame of sale must be clearly stated
- Must be supported by a promotional vehicle
- Must only be offered from the Dealers own store or website
- Product must always run at Full MSRP on any 3<sup>rd</sup> party sites such as Amazon or Ebay

### **3 STRIKE Enforcement**

**Your first failure to abide by our MAP Policy will result in a “courtesy notification” from our team that you are not in compliance. We will give you 48 hours to become compliant with no penalty.**

**STRIKE #1** – Failure to become compliant in the initial 48-hour time frame will result in Strike 1.

**STRIKE #2** – Failure to become compliant 96 hours after courtesy notification or a second violation of our MAP Policy will result in strike 2.

**STRIKE #3** – Failure to become compliant 1 week after courtesy notification OR a third violation of our MAP Policy will result in your company being indefinitely shut down from purchasing STKR Concepts product.

We assure you, we will work together to keep product value and dealer margin high.

### **Minimum Advertised Pricing Policy/Agreement**

This MAP policy has been established by STKR Concepts to protect our dealer’s investments and to help ensure the legacy of STKR Concepts as a top producer of high performance, high quality products and accessories, and to protect the reputation of its name and products. The MAP policy is designed to ensure dealers and sales representatives have the incentive to invest resources into services for STKR Concepts customers.

