



## DOUGLAS COMPANY INC.

### 2018 Minimum Advertised Pricing Policy for the Web

Thank you for choosing **DOUGLAS** as your brand of premier plush. In an effort to support the brand your customers appreciate, as well as the profitability enjoyed by all parties involved, **DOUGLAS** maintains an online pricing policy which is continually reviewed and updated when necessary. The need for this policy, its constant monitoring, violation examination and notification, review and revision whenever necessary is ever evident when examining the variation in online retailers' pricing. To support you, and retailers like you, the following policy is being revised and updated to support the many requests from our on-line community.

As of **1/1/2018** the following is **DOUGLAS'** Minimum Advertised Pricing Policy (MAPP) for online sales:

**Minimum Advertised Pricing:** Although customers have the right to set their own retail price points, **DOUGLAS** will, at our own discretion, discontinue shipments to retailers who **advertise** online item prices less than MSRP. (**DOUGLAS'** MSRP is: normal wholesale cost x 2, minus .05).

If **DOUGLAS** finds your internet advertised price on current year items to be less than (2 times normal wholesale minus a nickel), **DOUGLAS** will notify you that your account is in violation of our internet pricing policy. No further orders will be shipped until this has been rectified and corrected online. It is the retailer's responsibility to find and correct any and all prices not in compliance.

Your acceptance and adherence to the **DOUGLAS** MAP Policy is implicit in the continued purchasing and advertising **DOUGLAS** products for sale on the internet.

**DOUGLAS** monitors internet advertised pricing violations through a third-party resource and appreciates your cooperation.

**NEW ACCOUNTS:** The minimum order for new account online-only customers is \$500.00. New online accounts are subject to review and approval. All New accounts must accept and sign this online account agreement before approval as a **DOUGLAS** account.

**NOTE: Unless specifically authorized and approved by DOUGLAS, business partners may not sell on Amazon at this time.**

By signing below, I acknowledge my understanding and adherence to the DOUGLAS CO., INC. MAP Policy (MAPP) and certify to the best of my knowledge that the information herein is true, accurate, and complete. I also understand that any false, misleading, or omitted information may result in delayed shipments or my account made permanently inactive.

Legal Name: \_\_\_\_\_  
 List all DBA's: \_\_\_\_\_  
 Owner: \_\_\_\_\_  
 Signature: \_\_\_\_\_  
 Date: \_\_\_\_\_

- Please check box if you sell **DOUGLAS** product online only
- Please check box if you do not sell online at all

Please check off and list any websites you are currently selling products on:

- |                                  |                                  |
|----------------------------------|----------------------------------|
| <input type="checkbox"/> Amazon  | <input type="checkbox"/> Jet     |
| <input type="checkbox"/> EBay    | <input type="checkbox"/> Rakuten |
| <input type="checkbox"/> Sears   | <input type="checkbox"/> Newegg  |
| <input type="checkbox"/> Walmart | <input type="checkbox"/> Buy     |

Other Sites: \_\_\_\_\_

**DOUGLAS CO., INC. INTERNAL USE**

Approved: \_\_\_\_\_  
 Date: \_\_\_\_\_