



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.

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.

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:

- Amazon, EBay, Sears, Walmart, Jet, Rakuten, Newegg, Buy

Other Sites:

DOUGLAS CO., INC. INTERNAL USE
Approved:
Date: