



heat transfer presses • custom machinery
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Minimum Advertised Price Policy 2020

We have a strict policy to support you in the industry regarding Advertised Pricing. This policy is intended to protect distributors from the devolving of margins due to diluting and decreasing in-print advertised pricing. By upholding these rules, distributors insure a sustainable market & margins for all. New “work-arounds” of defeating the letter & spirit of the MAP Policy over the years have required these updated rules:

1. **All advertised list pricing must not exceed a 4% discount off the suggested list price. In other words, a \$1000 press can not go below the "Minimum Advertised Price" of \$960 (4% less).**

To calculate MAP price – simply multiply the list price times 0.96

2. No **FREE SHIPPING** for what would amount to a discount greater than MAP.
No **FREE SHIPPING** on any shipments by LTL freight.
3. No **ADD-TO-CART** pricing lower than MAP. If it can be seen online without assistance or direct quoting from a sales-rep, for all practical purposes it is “Advertised Pricing”.
4. No **REBATES** larger than the 4% MAP discount. A rebate for a heat press purchase is simply an advertised discount applied to the account.
5. No **BUNDLING** of multiple products below combined MAP for bundled items, or with the effect of violating MAP.

Of course, per the law we cannot regulate the price or shipping cost a press is finally sold for live between your sales staff & customers directly. **But we do ask that you review your ONLINE & IN-PRINT Offerings to make sure they conform to the above 5 rules.**

Please also help us by bringing to our attention immediately any violations you see elsewhere. It is our hope that we can all police ourselves to maintain a healthy industry & margins.

Thank you for your cooperation!