

Minimum Advertised Price Policy 2011

We have a very strict policy to support you in the industry regarding Advertised Pricing. 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). This policy is in hopes of preventing a historical diluting of the product line by individual agents or smaller distributors by dropping listed prices so low that none one in the market can sustain any acceptable level of profit.

Effective immediately, this policy is now inclusive of published free-shipping or discounted-shipping offers. This therefore excludes the combination of the 4% advertised minimum and advertised free-shipping offers together. Otherwise this would result in an obvious violation of the 4% minimum advertised price policy. Moreover, all advertised pricing (discounted or not) for Geo Knight products can not include free or discounted shipping published offers.

Legally of course we can not regulate the price or shipping cost a press is finally sold for, and you are free to work with your customers on what the final purchase & shipping amount is negotiated for and whether there is free shipping or not (per the law). But we must ask that you review your Advertised/Listed Prices online and elsewhere and make sure they conform to this 4% Minimum Advertised Price requirement we have. Just multiply our list price times .96 - that's the easiest way to get the lowest possible Minimum Advertised Price. Then, just make sure there is no visibly published free or discounted shipping offer as well.