



Minimum Advertised Price (MAP) Policy

It is our policy to distribute Ukinox products through companies that have a retail showroom or wholesale facility. In order to become an authorized Ukinox dealer, our retail/wholesale partners must have a minimum of two Ukinox products on display.

Ukinox actively supports the advertising, promotion and selling of its quality products by its dealers/distributors. UK Sales LLC, as the exclusive Ukinox U.S. distribution partner allows authorized Ukinox dealers to advertise and promote our products in accordance with our Minimum Advertised Price (MAP) policy.

Ukinox has a MAP policy in effect on all its products. Any information relating to Ukinox products in print or on an Internet website is considered to be advertising for the purposes of this policy. This means that a Ukinox dealer is not allowed to advertise or post a price below the MAP price.

Our Minimum Advertised Price may not exceed a discount of 25% off the manufacturer's suggested List Price.

Dealers in violation of our MAP pricing will be given the opportunity to adjust their pricing to comply. Multiple violations may lead to the termination of their ability to purchase Ukinox directly from an exclusive Ukinox distributor.

Ukinox has established a MAP of .75 times the current List Price in effect for Ukinox products in the U.S. Net price shall mean the stated price less all discounts, coupons, allowances and free goods and services offered with Ukinox products. Ukinox reserves the right to change its MAP level on 30 days written notice.

Any distributor or dealer that violates the Ukinox MAP shall be restricted from using the trademarks and logos of Ukinox products and face other possible consequences until the distributor and/or dealer come into compliance with our policy. Notification of violations shall come via a Cease and Desist letter or other similar letter. In conjunction, Ukinox shall let it be known that the selling of Ukinox products during the period in which the distributor and/or dealer is restricted from using Ukinox trademarks shall void any and all Ukinox product warranties for such products.

Please contact your UK Sales LLC. Sales Manager for more information.



UK Sales LLC, 3038 SW 42nd Street, Fort Lauderdale, Florida 33312
954.531.6079 Fax 954.531.6810