

Effective January 1, 2016, Eangee Home Design instituted MAP (Minimum Advertised Price) for our lighting products.

Minimum Advertised Price, or MAP, is essentially an agreement between manufacturers and retailers stipulating the lowest price an item is allowed to be advertised or publicly promoted. MAP is used by manufacturers to protect the value of their product by preventing pricing wars. This has become especially important with the growth of internet and online sales and the primary reason Eangee utilizes MAP on our lighting. We want all of our retailers to be able to compete in price and sell our product lines on an even playing field.

While MAP does dictate the price a product can be advertised for, it cannot dictate the price a retailer actually sells the product for. Therefore, Eangee cannot tell our retailers how much they must sell a product for within their location, just the price that is presented publicly to the consumer.

MAP for all of our clients is 2x the wholesale price. To calculate the MAP, you simply just need to multiply the wholesale price by 2.

**For Example:**

The wholesale price for item 477 is \$37. Multiplying that by 2 would result in the Minimum Advertised Price of \$74.00. ( $\$37 \times 2 = \$74.00$ )

Eangee is dedicated to ensuring that ALL of our retail partners adhere to MAP. As such, we have implemented internal procedures to monitor for compliance. While we will do everything in our power to ensure compliance, we ask for your help by abiding by MAP and notifying us of any potential violations.