

MIFAB MINIMUM ADVERTISED PRICE US

Mifab is committed to be the innovator and market leader introducing new product and refining and improving on products across the wide spectrum of our offering. Mifab is now implementing a MAP (Minimum Advertised Price) policy. MAP will protect Mifab’s products from being underpriced by resellers in the market. This will assure our current and new innovative products continue to be a market leader in the Plumbing industry. This policy goes into effect on January 1, 2021.

Mifab’s policy and guidelines for MAP. This policy pertains to all Mifab/Beeco product sold in the US that are listed on our web site under MAP pricing. This policy does not regulate the sell price of any product. This policy applies to advertisements in any and all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, radio, television, Twitter, Facebook, Internet or similar electronic media, Internet banner ads, broadcast email, and public signage. This includes any price published publicly on the Internet, including but not limited to, prices displayed through links, pop-ups, and other methods of publication on the Internet, even via other websites.

A reseller will be deemed to be in violation by advertising anywhere to anyone, a Mifab product below the established MAP price. They will also be in violation by offering gifts, discounts, incentives or reduce expenses to the purchaser in any way thru any outlet. Products cannot be offered on any auction site without a reserve or with a reserve below MAP pricing.

Violations of the Mifab MAP policy will be communicated by email or in writing. Violations can result in Suspension of shipments; continued violations can result in permanent suspension of all shipments at the discretion of Mifab.

Mifab reserves the right to add or remove product at its discretion. This MAP policy only pertains to advertised pricing and does not apply to what price a product can be sold. Below are the lowest advertised multiplier against our list prices that are allowed.

Current List Price	IMAP		Current List Price	IMAP
MPB-2021-USA	0.57		TSP-2020 (Electronic only)	0.60
CLPB-2019	0.66		DB-2018	0.60
BEECO-2019-07	0.36		INT-2020 - BIG MAX	0.63
CPORT-2020	0.60		INT-2020 - LIL MAX	0.63
TD-2020	0.54		INT-2020 - SUPERMAX	0.78
NH-2020 - MI-HUB	0.10		INT-2020 - MINI MAX	0.63
NH-2020 - MI-XHUB	0.29		INT-2020 - ACID NEUT	0.63
NH-2020- Transition Couplings	0.71		AD-USA	0.60
NH-2020- Flex Couplings	0.32		BA/ARRA/PSA none MPB items	0.92
Quick Hub-2020	0.11		FILCOTEN-2020	0.48
Quick XHub-2020	0.38		ROOFGUARD-2018	0.60
TDSS-2020	0.60		MPB-2021-USA - BA Items	0.92
TSP-2020	0.60		MPB-2021-USA - ARRA Items	0.92