



## **MINIMUM ADVERTISED PRICE POLICY**

1/1/2023

North St. Bags (North St) gives its resellers the ability to sell and promote North St. branded products in both their retail stores and through the internet. However, in order to establish a level playing field while allowing individual price decisions, all resellers of North St. must adhere to the following Minimum Advertised Pricing (MAP) policy.

Any reseller of North St. products may not advertise any price under North St's Manufacturer's Suggested Retail Price (MSRP) unless the advertisement falls within an approved discounted selling period (see below) or User Defined Window (see below).

This MAP policy applies to all advertisements of North St products, be they in print, broadcast or internet format. Intentional or repeated failures to comply with this MAP policy for North St. products will result in sanctions being imposed by North St which may include one or more of the following actions:

- (1) suspension of shipments of products without notice;
- (2) suspensions of any discounts or incentives; and
- (3) termination of North St's business relationship with reseller

These policies have been established to help promote the North St brand and give all resellers an equal opportunity to sell and promote North St products. North St. reserves the right to modify or suspend this MAP policy or adjust the MAP at any time. Such changes will apply equally to all resellers.

### **Approved Discount Windows and User Defined Windows**

North St. defines the following windows in which resellers may advertise pricing for North St. products at up to 20% less than MSRP. North St uses these periods to discount products on it's own website, <http://northstbags.com> to take advantage of high volume seasonal opportunities. Specific start and end dates may vary, but these periods may not exceed one week in length.

- First or second week of May (Bike to Work Month)
- First week of July (Independence Day)
- End of August (Back to School / Labor Day)
- Last week of November (Black Friday)

If a reseller wishes to advertise pricing up to 20% less than MSRP at a different time of year, they may reach out for written approval for a User Defined Window, and reschedule 1 of the above listed windows to another 7 day period of their choice. All User Defined windows and scheduled approved discount windows may be up to 1 week in length.

### **3rd Party Selling**

Any reseller who wishes to sell North St. Brand products through 3rd party marketplaces such as Amazon, must obtain prior written approval from North St's MAP policy administrator. If you are interested in selling North St. products on Amazon or another 3rd party eCommerce platform, please reach out in writing to [curtis@northstbags.com](mailto:curtis@northstbags.com)

### **Contact**

Should you have any questions about the products or this MAP policy, please reach out the North St's owner and MAP policy administrator in writing at [curtis@northstbags.com](mailto:curtis@northstbags.com)