



# NALPAC MSRP AND MAP GUIDELINES


















## WHAT IS MAP?

MAP stands for Minimum Advertised Price. This is the lowest price allowed to be publically displayed for a product on sale. Many manufacturers have enacted MAP as a way to maintain pricing integrity in the market, especially in online advertising, enabling their authorized resellers to compete for business outside of the price scenario.

One of the primary justifications for MAP indicates the only way to properly represent the brand is to allow for a respectable margin so the resellers make enough money to support and represent the brand to the level expected by the manufacturer.

## WHAT IS MSRP?

Manufacturer's Suggested Retail Price

	1am USA				Restricted from 3rd party websites
	Advanced Enlargement Technology/LA Pump	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites
	Aneros Company	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites
	Astroglide	<b>MAP</b>			
	Bathmate	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites
	Bananapants	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites
	BeWicked	<b>MAP</b>	<b>MSRP</b>		
	Biird	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites
	Bijoux	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites
	Blush	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites
	BMS Enterprises	<b>MAP</b>	<b>MSRP</b>		
	Boy Butter	<b>MAP</b>	<b>MSRP</b>		
	C1R/Boneyard/Rascal	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites
	CBX	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites
	Clandestine Devices LLC/Mimic	<b>MAP</b>	<b>MSRP</b>		
	Classic Brands	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites
	Clone a Willy	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites
	Cousins Group Inc	<b>MAP</b>	<b>MSRP</b>		
	Creative Conceptions LLC	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites




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<b>Dame</b>	Dame Products	<b>MAP</b>	<b>MSRP</b>	Restricted from 3rd party websites
<b>DeeVa</b>	Deeva	<b>MAP</b>	<b>MSRP</b>	
<b>DOC JOHNSON</b> <small>AMERICAN PLEASURE PRODUCTS</small>	Doc Johnson	<b>MAP</b>	<b>MSRP</b>	Restricted from 3rd party websites
<b>DOXY</b> <small>LET'S GET IT ON</small>	Doxy	<b>MAP</b>	<b>MSRP</b>	Restricted from 3rd party websites
<i>Dreamgirl</i>	Dreamgirl	<b>MAP</b>	<b>MSRP</b>	Restricted from 3rd party websites
<b>du</b>	Du	<b>MAP</b>	<b>MSRP</b>	Restricted from 3rd party websites
<i>Earthly Body</i>	Earthly Body	<b>MAP</b>	<b>MSRP</b>	Restricted from 3rd party websites
 <small>ELBOW GREASE</small>	Elbow Grease	<b>MAP</b>	<b>MSRP</b>	
<b>electricdistro</b>	Electric EEL	<b>MAP</b>	<b>MSRP</b>	
<b>EVOLVED</b> <small>Line to Bed</small>	Evolved/Gender X/Playboy/Zero Tolerance	<b>MAP</b>	<b>MSRP</b>	Not for resale on online marketplaces
<i>Fantasy Lingerie</i>	Fantasy Lingerie			Restricted from 3rd party websites
 <small>FASHIONCRAFT</small>	Fashioncraft			Restricted from 3rd party websites
<b>FemmeFunn</b>	Femme Fun/Luv Inc./Shaft/Forto/FFIX/La Nua	<b>MAP</b>	<b>MSRP</b>	Restricted from 3rd party websites
 <small>GLOBAL NOVELTIES LLC</small>	Global Novelites	<b>MAP</b>	<b>MSRP</b>	
<b>GLYDE</b>	Glyde Condoms	<b>MAP</b>	<b>MSRP</b>	Restricted from Amazon
<i>Hot Octopuss</i>	Hot Octopuss	<b>MAP</b>	<b>MSRP</b>	Restricted from 3rd party websites
<b>Iconbrands</b>	Icon Brands Inc.	<b>MAP</b>	<b>MSRP</b>	Restricted from 3rd party websites
<small>INTIMATE EARTH</small> <small>love naturally</small>	Intimate Earth	<b>MAP</b>	<b>MSRP</b>	
<b>JE JOUE</b>	Je Joue	<b>MAP</b>	<b>MSRP</b>	Not to be sold outside of North America
<b>CHILDREN OF THE REVOLUTION</b>	Le Wand/b-Vibe/The Cowgirl	<b>MAP</b>	<b>MSRP</b>	Restricted from 3rd party websites
<i>Leg Avenue</i>	Leg Avenue			Restricted from 3rd party websites
<b>LELO</b>	Lelo Inc U.S.A	<b>MAP</b>	<b>MSRP</b>	Restricted from 3rd party websites
<b>LIBERATOR</b>	Liberator	<b>MAP</b>	<b>MSRP</b>	Restricted from 3rd party websites
 <small>The Small Intimacy Specialist</small>	Lovehoney Inc.	<b>MAP</b>	<b>MSRP</b>	Restricted from 3rd party websites
<i>Lovely Planet</i>	Lovely Planet	<b>MAP</b>	<b>MSRP</b>	Restricted from Amazon
<b>LOVENSE</b>	Lovense	<b>MAP</b>	<b>MSRP</b>	Restricted from 3rd party websites and U.S. only
 <small>magicwand</small>	Magic Wand	<b>MAP</b>	<b>MSRP</b>	Restricted from Amazon in North America









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	National Video				Restricted from 3rd party websites
	Neva Nude	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites
	Noir Handmade				Restricted from 3rd party websites
	Nu Sensuelle	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites
	njoy	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites
	Oxballs	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites
	Pipedream	<b>MAP</b>	<b>MSRP</b>		
	Pjur	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites
	Playground	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites
	Rocks-Off Ltd.	<b>MAP</b>	<b>MSRP</b>		
	Rouge Group Ltd.	<b>MAP</b>	<b>MSRP</b>		
	Royal Condoms	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites
	Sensuous				Restricted from 3rd party websites
	Sensuva	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites
	Sex Grease	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites
	Shibari/Voodoo/Gender Fluid	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites
	Sliquid	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites
	S.O.S.				Restricted from 3rd party websites
	Spareparts	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites
	Sportsheets International	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites
	Spunk Lube	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites
	Sutil/Hathor				Restricted from 3rd party websites
	Svakom	<b>MAP</b>	<b>MSRP</b>		Restricted from Amazon
	Swiss Navy (includes supplements)	<b>MAP</b>	<b>MSRP</b>		Restricted from Amazon
	System JO/CC Wellness				Restricted from 3rd party websites
	Tantus				Restricted from 3rd party websites
	TENGA USA, Inc.	<b>MAP</b>	<b>MSRP</b>		Restricted from 3rd party websites



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	The Screaming O	<b>MAP</b>	<b>MSRP</b>	
	Topco	<b>MAP</b>	<b>MSRP</b>	
	VēDO	<b>MAP</b>	<b>MSRP</b>	 Restricted from 3rd party websites
	We Vibe/Womanizer/Romp/Arcwave	<b>MAP</b>	<b>MSRP</b>	 Restricted from 3rd party websites