



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	MAP	MSRP		Restricted from 3rd party websites
	Aneros Company	MAP	MSRP		Restricted from 3rd party websites
	Astroglide	MAP			
	Bathmate	MAP	MSRP		Restricted from 3rd party websites
	Bananapants	MAP	MSRP		Restricted from 3rd party websites
	BeWicked	MAP	MSRP		
	Biird	MAP	MSRP		Restricted from 3rd party websites
	Bijoux	MAP	MSRP		Restricted from 3rd party websites
	Blush	MAP	MSRP		Restricted from 3rd party websites
	BMS Enterprises	MAP	MSRP		
	Boy Butter	MAP	MSRP		
	B Swish	MAP	MSRP		Restricted from 3rd party websites
	C1R/Boneyard/Rascal	MAP	MSRP		Restricted from 3rd party websites
	CBX	MAP	MSRP		Restricted from 3rd party websites
	Clandestine Devices LLC/Mimic	MAP	MSRP		
	Classic Brands	MAP	MSRP		Restricted from 3rd party websites
	Clone a Willy	MAP	MSRP		Restricted from 3rd party websites
	Cousins Group Inc	MAP	MSRP		



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	Crave	MAP	MSRP	 Restricted from 3rd party websites
	Creative Conceptions LLC	MAP	MSRP	 Restricted from 3rd party websites
	Cute Little Fuckers	MAP	MSRP	 Restricted from 3rd party websites
	Dame Products	MAP	MSRP	 Restricted from 3rd party websites
	Deeva	MAP	MSRP	
	Deia	MAP	MSRP	 Restricted from 3rd party websites
	Doc Johnson	MAP	MSRP	 Restricted from 3rd party websites
	Doxy	MAP	MSRP	 Restricted from 3rd party websites
	Dreamgirl	MAP	MSRP	 Restricted from 3rd party websites
	Du	MAP	MSRP	 Restricted from 3rd party websites
	Earthly Body	MAP	MSRP	 Restricted from 3rd party websites
	Elbow Grease	MAP	MSRP	
	Electric EEL	MAP	MSRP	
	Evolved/Gender X/Playboy/Zero Tolerance	MAP	MSRP	 Not for resale on online marketplaces
	Exsens	MAP	MSRP	 Restricted from 3rd party websites
	Fantasy Lingerie			 Restricted from 3rd party websites
	Fashioncraft			 Restricted from 3rd party websites
	Femme Fun/Luv Inc./Shaft/ForTo/FFIX/La Nua	MAP	MSRP	 Restricted from 3rd party websites
	Fifty Shades of Grey			 Restricted from 3rd party websites
	Global Novelites	MAP	MSRP	
	Glyde Condoms	MAP	MSRP	 Restricted from Amazon
	Good Clean Love	MAP	MSRP	 Restricted from 3rd party websites
	G Vibe	MAP	MSRP	 Restricted from 3rd party websites
	Happy Rabbit			 Restricted from 3rd party websites
	Hot Octopuss	MAP	MSRP	 Restricted from 3rd party websites
	Icon Brands Inc.	MAP	MSRP	 Restricted from 3rd party websites
	Intimate Earth	MAP	MSRP	



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JE JOUE	Je Joue	MAP	MSRP		Not to be sold outside of North America
CHILDREN OF THE REVOLUTION	Le Wand/b-Vibe/The Cowgirl	MAP	MSRP		Restricted from 3rd party websites
<i>Leg Avenue</i>	Leg Avenue				Restricted from 3rd party websites
LELO	Lelo Inc U.S.A	MAP	MSRP		Restricted from 3rd party websites
LIBERATOR	Liberator	MAP	MSRP		Restricted from 3rd party websites
Lovehoney.com <small>the most customer pleasing</small>	Lovehoney Inc.	MAP	MSRP		Restricted from 3rd party websites
<i>Lovely planet</i>	Lovely Planet	MAP	MSRP		Restricted from Amazon
LOVENSE	Lovense	MAP	MSRP		Restricted from 3rd party websites and U.S. only
love. not war.	Love Not War	MAP	MSRP		Restricted from 3rd party websites
magicwand	Magic Wand	MAP	MSRP		Restricted from Amazon in North America
THE MALE ROSE	Male Rose				Restricted from 3rd party websites
NATIONAL DISTRIBUTION	National Video				Restricted from 3rd party websites
NEVA NUDE	Neva Nude	MAP	MSRP		Restricted from 3rd party websites
<i>Noir HANDMADE</i>	Noir Handmade				Restricted from 3rd party websites
NU SENSUELLE	Nu Sensuelle	MAP	MSRP		Restricted from 3rd party websites
njoy	njoy	MAP	MSRP		Restricted from 3rd party websites
OhMiBod	OhMiBod	MAP	MSRP		Restricted from 3rd party websites
OXBALLS	Oxballs	MAP	MSRP		Restricted from 3rd party websites
PASTEASE	Pastease	MAP	MSRP		Restricted from 3rd party websites
Fav	Personal Fav	MAP	MSRP		Restricted from 3rd party websites
pipedream	Pipedream	MAP	MSRP		
PROMESCENT	Promescent	MAP	MSRP		Restricted from 3rd party websites
pjur	Pjur	MAP	MSRP		Restricted from 3rd party websites
playground	Playground	MAP	MSRP		Restricted from 3rd party websites
Rocks-Off!	Rocks-Off Ltd.	MAP	MSRP		
ROMP	ROMP				Restricted from 3rd party websites
ROUGE	Rouge Group Ltd.	MAP	MSRP		



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	Royal Condoms	MAP	MSRP	 Restricted from 3rd party websites
	Sensuous			 Restricted from 3rd party websites
	Sensuva	MAP	MSRP	 Restricted from 3rd party websites
SEX GREASE	Sex Grease	MAP	MSRP	 Restricted from 3rd party websites
	Shibari/Voodoo/Gender Fluid	MAP	MSRP	 Restricted from 3rd party websites
	Sliquid	MAP	MSRP	 Restricted from 3rd party websites
	Snail Vibe	MAP	MSRP	 Restricted from 3rd party websites
	S.O.S.			 Restricted from 3rd party websites
	Spareparts	MAP	MSRP	 Restricted from 3rd party websites
	Sportsheets International	MAP	MSRP	 Restricted from 3rd party websites
	Spunk Lube	MAP	MSRP	 Restricted from 3rd party websites
	Swiss Navy (includes supplements)	MAP	MSRP	 Restricted from Amazon
	System JO/CC Wellness			 Restricted from 3rd party websites
	Tantus			 Restricted from 3rd party websites
	TENGA USA, Inc.	MAP	MSRP	 Restricted from 3rd party websites
	The Screaming O	MAP	MSRP	
	Topco	MAP	MSRP	
	Twisted Wares	MAP	MSRP	 Restricted from 3rd party websites
	VēDO	MAP	MSRP	 Restricted from 3rd party websites
	Warm	MAP	MSRP	 Restricted from 3rd party websites
	We Vibe/Womanizer/Arcwave	MAP	MSRP	 Restricted from 3rd party websites