



DATE: August 27, 2025
TO: All Electrolux Professional Group Dealers
FROM: John Evans, CxO
RE: Minimum Advertised Price (MAP) Policy – Electrolux Professional Group

The purpose of this document is to communicate the MAP Policy for all Electrolux Professional Group brands – including Electrolux Professional, Crathco, UNIC, Groen, and Randell – for authorized resellers in the United States. Both the Policy and any MAP schedules are subject to change at any time by Electrolux Professional Group in its sole discretion. Notice of any such change and its effective date will be promptly communicated to each of you when applicable.

The purpose of our MAP policy is to help maintain the strong public perception of our product quality and the positive image of our brands in the marketplace. To be clear: the authority to set the actual transactional price of our products remains yours alone and our MAP policy is not intended to restrict your rights with respect to actual resale prices.

The MAP policy refers to the lowest price that a dealer may advertise – including, but not limited to, internet, print, direct mail, broadcast fax or emails, and all other forms of price advertising. This includes “click for quote” and “add to cart for pricing” type of automated pricing methods.

- The Minimum Advertised Price for all Electrolux Professional, Crathco, Groen, and Randell products is 50 percent OFF list price as published by Electrolux Professional Group.
- The Minimum Advertised Price for all UNIC Products is 45 percent OFF list price as published by Electrolux Professional Group.





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Any alleged MAP Policy violations may be submitted to EPRO-MAP@electroluxprofessional.com. That said, no official with Electrolux Professional Group has been authorized to discuss with any dealer the facts or circumstances of alleged MAP violations by any other dealer. Electrolux Professional Group will make all determinations with respect to investigations of alleged MAP violations, and it alone will make all enforcement-related determinations.

If we determine that a violation has occurred, Electrolux Professional Group reserves the right to suspend or withhold further shipments of our products to violating dealers. Repeated violations, as determined by Electrolux Professional Group in its sole discretion, may result in other measures up to and including loss of the right to sell any of the Electrolux Professional Group product lines.

Electrolux Professional Group is strongly committed to our dealer community and the opportunities we have to work together for our mutual benefit. I thank you in advance for your support of and adherence to our MAP policy. Please contact your Electrolux Professional Group sales representative with any questions you may have.

John Evans
CxO



GRINDMASTER

CRATHCO

UNIC



Electrolux Professional Group

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