



*John Boos & Co.
3601 S. Banker Street
Effingham, IL 62401
Phone 217/347-7701
Fax 217/347-7705
E-Mail: sales@johnboos.com
Web Site: www.johnboos.com*

Urgent MAP Pricing Concern

To: All John Boos Partners

From: Steve Pless, National Sales Manager, Consumer Products

RE: MAP Violations

John Boos & Company is beginning a rigorous campaign to bring all sellers on all URL's back into MAP Compliance. This will be a difficult task, but we will be very firm in our resolve.

This campaign will include rather unconventional methods to identify and locate URL's we cannot identify or locate otherwise. Unregistered DBA's selling John Boos Products under MAP price may be shut down as a result.

If you or your company are legitimate sellers of John Boos Products but have not made John Boos & Co. aware of your aliases online, please contact:

Melissa Emmerich at 217-347-7701 Ext. 1420 to register with Online Management.

It is not our intent to shut down legitimate sellers.

Your cooperation with this effort will be greatly appreciated. Please register your alternate DBA's and the associated URLS as soon as possible. Reach out to me directly if you have questions or concerns.

Respectfully,

Steve Pless

Steve Pless,
National Sales Manager
Consumer Products
217-347-7701 ext 1229
steve@johnboos.com.

January 1, 2019

MAP GUIDELINES & PROCEDURES

Our MAP rules should be adhered to on all selling platforms for a dealer to remain in “authorized dealer” status

(i.e. dealer sites, Amazon storefronts, eBay, Google Shopping, Facebook Ads, etc.)

- Customers **selling or advertising** John Boos & Co. products on ANY advertising/selling platform will not be allowed to drop prices, price match or offer special discounts to compete with each other.
- Any customer not in compliance with our list prices while advertising or selling our products on one of these platforms will be in violation of our MAP contract.
- Any customer with noted violations of our contractual agreement will have their account information turned over to the V.P. of Sales for possible suspension or termination.

****INTENTIONAL OR REPEATED FAILURE TO ADHERE TO OUR MAP POLICY MAY RESULT IN ACCOUNT HOLDS, LOSS OF INCENTIVES AND/OR TERMINATION OF YOUR RIGHTS TO SELL OUR PRODUCTS. YOU WILL NOT BE EXTENDED CREDIT, AND THUS WE WILL TAKE THE APPROPRIATE ACTION NECESSARY TO INSURE COMPANY OBLIGATIONS ARE FULFILLED****

MAP applies to items in the Boos Block, Gourmet Furnishings and Counter Top Surfaces

MAP does not apply to Poly Boards, Stainless Work Tables, Sinks, BDL or Restaurant Tops

MINIMUM ADVERTISED PRICE = CATALOG LIST PRICE

*MAP is established by John Boos & Co. and may be adjusted by John Boos & Co. at its sole discretion.

Advertised prices MUST MATCH TO THE PENNY!

MAP/List prices cannot have lines, slashes or any marks through it.

Items cannot be shown at a discounted price once placed in the shopping cart.

Products cannot be advertised under MAP with shipping/handling added to reach our MAP.

Coupons and/or discount codes cannot be used for John Boos & Co. merchandise.

If a site coupon is available, a disclaimer must indicate the discount does not apply to John Boos & Co. merchandise. *This includes extra discounts for utilizing Google Checkout, Bing, PayPal, etc.*

Internet auctions may not display or have reserved bids below our MAP price.

Price matching a competitor's site is not allowed.

An offer of free or reduced priced John Boos items with purchase of ANY item is prohibited.

MAP does not establish maximum advertised prices. Dealers may advertise at any price in excess of MAP.



John Boos & Co.
Online Management Department
E-Mail: onlinemanagement@johnboos.com
Web Site: www.johnboos.com

January 1, 2019

Items are no longer just sold on dealer websites. There are countless selling platforms that can be utilized. With so many products to advertise and ways to sell them, there has also been an increase in "dba" names. Many dealers have decided to sell online under a different name than what was provided when setting up their account with us. This is perfectly acceptable but we need to know those names.

Below you will find a space to include your account name and all dba names currently being utilized. This information will be placed in our system for reference in case of MAP concerns. We ask that any changes, additions or updates be forwarded directly to the Online Management department at the email address listed below. This will ensure we have correct information at all times.

ACCOUNT NAME: _____

ACCOUNT NUMBER: _____

MAP CONTACT NAME: _____

MAP CONTACT EMAIL: _____

DBA NAME: _____

DBA NAME: _____

Printed Name Title

Signature Date

Please sign and date this notification. Return to us by fax (800-433-2667), mail (PO Box 609 Effingham, IL 62401) or email (onlinemanagement@johnboos.com). Please mark to the attention of Melissa Emmerich in the Online Management department. Thank you for your assistance!

Warm Regards,
Melissa Emmerich
Online Marketing Specialist
John Boos & Co.
melissa@johnboos.com



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Online Management Department
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January 1, 2019

Advertised pricing for John Boos & Co. products on the internet must comply with Minimum Advertised Prices (MAP), as per the current MSRP, applicable to Boos Blocks, Cucina Americana and Counter Top Surfaces price lists. Please see the index of our price list (January 1, 2019) for specific page numbers.

The second page of this document lists the guidelines and procedures for our 2019 MAP program. Please review these carefully, as details have changed. If you are advertising our retail products, WE MUST HAVE A SIGNED CONTRACT ON FILE EVERY YEAR!

In the event that you fail to comply with MAP requirements, John Boos & Co. shall have the unilateral right to terminate any further sales to your company. This termination is non-negotiable. Purchase of John Boos & Co. products after January 1, 2019 shall constitute the acceptance of these terms and your agreement to comply with MAP guidelines set forth in this notification.

Violation notifications, questions and concerns should be directed to Melissa Emmerich in our Online Management department at onlinemanagement@johnboos.com or melissa@johnboos.com. Utilizing these email addresses will expedite any issues or questions you may have and alleviate delays.

Please sign and date this notification. Return to us by fax (800.433.2667), mail (PO Box 609 Effingham, IL 62401) or email (onlinemanagement@johnboos.com). Please mark to the attention of Melissa Emmerich in the Online Management department. You may reach me via e-mail at Tedjr@johnboos.com.

Warm Regards,

Ted Gravenhorst
Vice President Sales & Marketing
John Boos & Co.

ACCEPTANCE:

Company Name

Authorized Signature

Printed Name

Title

Date