



2021 Minimum Advertised Pricing Policy/Agreement

Effective September 1, 2020, a Minimum Advertised Price (MAP) on all DAB Pumps E.sylene products will be in effect. International accounts must reflect pricing as translated into their local currency.

DAB Pumps has been building a brand of strong recognition on the E.sylene Range.

By not adhering to the established Minimum Advertised Price (MAP) a reseller can have a dramatic effect of diminishing or detracting from the perceived value of the DAB brand and its E.sylene products. The internet, with its worldwide impact, has the possibility to cause great harm to any companies' products, if they are advertised at prices that will eliminate any legitimate retail competition. Our MAP pricing policy is intended for consumers to purchase from other resellers based on loyalty and customer care expectations. Therefore, if DAB Pumps Inc. agrees to allow your company to sell its E.sylene products, you agree and abide by the following:-

The MAP policy shall work under the following guidelines:

- 1) The Minimum Advertised Price for any DAB E.sylene product shall not be less than MAP pricing is established by DAB Pumps Inc and may be adjusted by DAB Pumps Inc. at its sole discretion.

- 2) The MAP policy applies to all advertisements of DAB E.sylene products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, television, radio, and public signage.

- 3) The MAP policy is not applicable to:
 - 1) Any in-store advertising that is displayed only in the store and not distributed to any customer(s) outside of their store.
 - 2) Any email newsletters sent to your customer database.



- 4) The inclusion in advertising of free or discounted products (whether made by DAB Pumps or another manufacturer) with a product covered by the MAP policy is contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP.

- 5) If pricing is displayed in other than a brick and mortar retail store, any strike-through or other alteration of the Minimum Advertised Price is prohibited.

- 6) MAP applies only to advertised prices of the product and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the dealer's retail location or over the telephone. DAB dealers and sales representatives remain free to sell these products at any price they choose.

- 7) MAP does not establish maximum advertised prices. All dealers and sales representatives may offer DAB E.sylene products at any price in excess of the MAP.

- 8) DAB's MAP policy does not in any way limit the decision of any dealer to advertise that "they have the lowest prices" or, they "will meet or beat any competitors price", that consumers should "call for a price" or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.

- 9) Dealer agrees to hold all trademarks and copyrights of DAB Pumps as the property of DAB Pumps and agrees to use advertising materials provided by DAB Pumps in an authorized manner only.



10) Intentional or repeated failure to abide by this policy will result in termination of dealership or sales representatives. DAB does not intend to do business with dealers or sales representatives who degrade the image of DAB and its products. It is DAB's sole discretion whether or not to provide prior notice or issue warnings before taking any action under this policy.

11) E-Bay and Other Auction Web Sites Policy:

- "Buy it Now" options must be listed at a price equal to MAP or greater.
- For auctions the reserve and/or opening bids must start at MAP without a "Buy it Now" option.
- Best Offer Auctions Are Not Allowed

12) Negotiated Contracts: From time to time it may be explicitly approved by DAB Pumps Inc. in writing to sell certain DAB E.sylene products at below MAP pricing. The discount amount and length of time will be determined at the time of this approved promotion by DAB Pumps, Inc. Nothing in those agreements shall act to supersede the other terms contained herein, or extend beyond the terms of said additional agreement.

13) Sales representatives of DAB E.sylene products will supply a copy of the DAB MAP policy to any new or existing reseller to be filled out, acknowledged and returned to DAB Pumps Inc.. This form shall be signed and returned to DAB and in doing so, will bind the reseller to abide by the MAP and reseller requirements spelled out in this document.

14) Nothing in this agreement shall obligate DAB Pumps or any of its affiliates to enter into any agreements with you or your affiliates for the sale of any DAB Pumps Products.



MAP Agreement Confirmation

This MAP policy has been established by DAB Pumps to help ensure the legacy of DAB as a top producer of Electronic variable speed booster pumps and accessories and to protect the reputation of its name and products. The MAP policy is also designed to ensure dealers and sales representatives have the incentive to invest resources into services for DAB customers. Please indicate your understanding of this policy and your willingness to abide by its terms and conditions by signing and listing the name of your company below.

Company name: _____

EBAY name: _____

Amazon name: _____

Any Other name: _____

Principal name printed: _____

Principal Signature: _____

Date signed: _____

Dealer Address:
Dealer City/State/Postal
Code: _____

Phone: _____

Email: _____

Website URL: _____

If in agreement with this policy then please fill out the requested information and sign it. You may fax the 3rd page to: 843 797 3366 or you may scan the 3rd page and email to: info.us@dwtgroup.com.

Item Code	Description	2020 MAP USD	2020 MAP CAD
60161182	E.SYBOX 230v NPT	\$ 1,900.00	\$ 2,660.00
60188927	E.SYBOXmini3 DV NPT	\$ 950.00	\$ 1,330.00

DAB Pumps Reserve the right to periodically update the products and prices covered under this agreement