

ADAR

Minimum Advertised Price Policy (MAP)

Effective January 1, 2024 – December 31, 2024

Adar Uniforms is dedicated to providing its Retail Partners and Consumers with professional, top-quality products therefore we created this MAP Policy to protect the Adar brand value and secure your financial investment in our products.

MAP POLICY SUMMARY

Under the MAP Policy any Adar Retail Partners (including but not limited to brick and mortar, internet, mobile and third party marketplaces etc.) may not advertise any Adar product with a price lower than the published Adar MAP Pricing (as shown on the 2024 Price List). This policy applies to any type of advertising (e.g. print, TV, radio, newspaper/magazine, catalogs/direct mail, social media, websites).

EXCEPTIONS

- a. Adar products that are categorized as “End-Of-Season/Retiring/Discontinued” may be sold below map provided they are clearly marked and differentiated from regular Adar products
- b. We may occasionally allow all resellers to sell below MAP as a promotion.

Other than above exceptions, no Adar product may be sold below MAP unless there is a written approval from Adar.

MAP POLICY - ENFORCEMENT

If an Adar Partner is found to be in violation of the MAP Policy, Adar will notify them via phone or email to urgently correct this issue. The violation must be corrected within 1 business day otherwise it will be counted as an additional violation.

Multiple Violations

Violations within a 12 months period:

- First Violation – Email warning as a reminder
- Second Violation – Adar may suspend order shipments for 30 days
- Third Violation – Adar may suspend order shipments and reward programs/ discount eligibility for 90 days
- Further violations may result in account closure