

Minimum Advertised Price Policy

Commercial Refrigeration and Foodservice Equipment

1. Purpose

This policy protects the distributors and dealers who invest in stocking, marketing, and supporting Hardline products. Hardline sets this policy on its own. It is not negotiated with resellers, it will not be changed for any individual reseller, and Hardline does not ask for or accept promises of compliance. Each reseller decides independently whether to follow it.

2. Scope

This policy applies to all resellers and to every Hardline product and accessory sold as new. New means never used by a foodservice operator, or still covered by the Hardline Limited Warranty.

3. The Minimum Advertised Price

The minimum advertised price (MAP) is Hardline's current published list price multiplied by 0.4275 (57.25% off list), for both refrigeration and kitchen equipment. MAP applies equally to every authorized dealer nationwide and to every Hardline product in Hardline's price lists and in AutoQuotes.

Example	Calculation	MAP
Product with a \$5,000.00 list price	$\$5,000.00 \times 0.4275$	\$2,137.50

Prices and MAP are subject to change without notice. The MAP in effect on the date an advertisement runs applies.

4. What Counts as Advertising

Any published price, in any medium, including:

- Websites, banner ads, and shopping cart or checkout pages
- Online marketplaces and auction sites
- Social media posts and paid social ads
- Email and text message campaigns
- Catalogs, direct mail, flyers, and other print
- Radio and other broadcast advertising
- Coupons and promotional offers of any kind

Not allowed in any advertisement:

- Mentioning MAP or the existence of a pricing policy
- Bundling products to advertise an effective price below MAP
- Suggesting a lower price is available, including "call for price," "add to cart for price," "log in for price," or "email for price" messages
- Strike-through pricing that shows a price below MAP

- Automated price-quote emails that show a price below MAP

5. What Is Not Covered

This policy limits advertised prices only. Resellers are free to set their own selling prices, including online checkout prices. This policy does not apply to:

- Prices quoted in person, by phone, or by email in response to a specific customer's request
- Used, refurbished, or damaged products that are clearly labeled as such in the advertisement

6. Enforcement

Hardline monitors advertised prices. Enforcement allows quick correction of honest mistakes, with increasing consequences for delays or repeated violations. Consequences apply to the reseller, not to its customers.

Violation	Action
First	Warning letter to the reseller and its rep. The reseller has 5 business days to correct the violation.
Second	No direct purchases of the affected products from Hardline for 60 days, and any rebates or incentives are suspended.
Third	No direct purchases of the affected products for 90 days, all accrued rebates and incentives are forfeited, and the account may be terminated.

A violation that is not corrected within 5 business days of notice counts as the next violation. When a reseller without an authorized Hardline relationship violates MAP, Hardline enforces this policy through the authorized reseller that supplied the product.

7. Administration

This policy is managed by the Hardline MAP administrator, who alone may interpret and enforce it. Questions go to the MAP administrator at the contact information published by Hardline. Hardline may change, suspend, or end this policy at any time.