

MAP Pricing Policy

Effective November 6, 2015, Full Circle Home LLC "FCH" and FC Brands LLC "SOMA" have established a unilateral minimum advertised price ("MAP") policy on all Full Circle® Creo® and SOMA® products. The policy applies only to U.S. dealers and distributors.

The MAP policy shall work under the following guidelines:

1. The MAP policy shall apply to all FCH's products and may be adjusted by FCH & SOMA at its sole discretion. Minimum Advertised Pricing is set at FCH & SOMA's MSRP.
2. The MAP policy applies to all advertisements of FCH's products in any and all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, television, radio, and public signage. The MAP policy is not applicable to any in-store advertising that is not distributed to any customer.
3. The inclusion in advertising of free or discounted products (whether made by FCH & SOMA or another manufacturer) with a product covered by the MAP policy would be contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP.
4. MAP applies only to advertised prices 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. FCH & SOMA dealers and distributors remain free to sell these products at any prices they elect.
5. Products may only be sold at locations approved in writing. Dealer shall not offer for sale or sell products on Amazon.com, ebay.com, etsy.com, or any third-party affiliate site. Transfer of products to unauthorized retail dealers or unauthorized locations is prohibited. The business relationship between FCH & SOMA and each reseller is "AT WILL".
6. MAP does not establish maximum advertised prices. All dealers and distributors may offer FCH & SOMA products at any price in excess of the MAP established for such product.
7. FCH & SOMA's MAP policy does not in any way limit the ability 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.
8. Dealers or distributors who would like to engage in promotions or specials may do so with written consent from FCH & SOMA.
9. Free Shipping offers are not covered by this MAP policy and are at the discretion of the dealer or distributor with any form of consent given by FCH & SOMA.
10. Intentional and/or repeated failure to abide by this policy will result in termination of dealership or distributorship. FCH & SOMA does not intend to do business with dealers or distributors who degrade the image of FCH & SOMA and its products. FCH & SOMA will not provide prior notice or issue warnings before taking any action under this policy.

E-Commerce Channel:

Store Front Name (s):

your signature on page 6 of this agreement acknowledges acceptance and understanding of this MAP agreement*