



MAP POLICY

Introduction: Minimum Advertised Price Policy

NDAL® MANUFACTURING INDUSTRIES INC., THE OWNER OF MANUKAGUARD® has a significant investment in its MANUKAGUARD® Brand is proud to offer Authentic Medical Grade and Authentic Dietary Supplement Manuka honey and manuka honey based products.

We recognize that our quality partners invest time and resources to deliver an extraordinary customer experience through knowledgeable staff and compelling vendor presentation. To protect the investment of our quality partners and the MANUKAGUARD® brand reputation, we have unilaterally adopted this MINIMUM ADVERTISED PRICE POLICY (“MAP policy”), effective Sept 1, 2016. This MAP policy prohibits resellers from advertising MANUKAGUARD® products below a specific price designated by NDAL® MANUFACTURING INDUSTRIES INC. Promoting based on low-price, instead of service and value, can be detrimental to NDAL® MANUFACTURING INDUSTRIES INC., competitive position and resellers’ service and support efforts.

Official Policy and Guidelines

1. The MAP policy will be enforced by NDAL® MANUFACTURING INDUSTRIES INC., in its sole discretion. Product advertised on the internet more than 25% below the MSRP (manufacturer’s suggested retail price) will be a violation of this MAP policy.
2. NDAL® MANUFACTURING INDUSTRIES INC., reserves the right, in its unilateral discretion, to take other action with respect to any reseller that violates this MAP policy.
3. NDAL® MANUFACTURING INDUSTRIES INC., recognizes that any authorized NDAL® MANUFACTURING INDUSTRIES INC., account can make its own decisions to advertise and sell any MANUKAGUARD® product at any price it chooses without consulting or advising NDAL® MANUFACTURING INDUSTRIES INC. NDAL® MANUFACTURING INDUSTRIES INC., similarly has the right to make its own independent decision at any time regarding product allocations and reseller participation as a member of the MANUKAGUARD® Authorized Reseller Program.
4. Internet auctions may not display or have reserved bid or other acceptable prices more than 25% below the MAP.
5. NDAL® MANUFACTURING INDUSTRIES INC., will maintain an updated “MAP Products Master List” of those products that will fall under this MAP policy. NDAL® MANUFACTURING INDUSTRIES INC reserves the right to update or modify this list at any time.

http://www.manukaguard.com/pages/map_policy



6. It shall not be a violation of this MAP policy to advertise in general that the reseller has “the lowest prices” or will match or beat its competitors’ prices, or to use similar phrases; so long as the reseller does not include any advertised price below MAP and otherwise complies with this MAP policy.

7. All products listed will have a MAP retail price. Listing a price other than the MAP retail price next to the featured MAP product in any advertising will be viewed as a violation of this MAP policy. This MAP policy applies to all advertisement of MAP products in any and all media, including, and without limitation to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, internet or similar electronic media including websites, forums, email newsletters, email solicitations, television, radio, and public signage. Such website features as “Click for Price,” automated “bounce - back” pricing emails, pre-formatted email responses, forms, automatic price display for any items prior to being placed in a customer’s shopping cart, and other similar features are considered to be communications initiated by the reseller (rather than by the customer) and this constitutes “advertising” under this MAP policy. This MAP policy also applies to any activity which NDAL® MANUFACTURING INDUSTRIES INC., determines, in its sole discretion, is designed or intended to circumvent the intent of this MAP policy, such as solicitations for ‘group purchases.’

8. From time to time, NDAL® MANUFACTURING INDUSTRIES INC., may permit resellers to advertise MAP products at prices lower than the MAP retail price. In such events, NDAL® MANUFACTURING INDUSTRIES INC., reserves the right to modify or suspend the MAP retail price with respect to the affected products for a specified period of time by providing advance notice to all resellers of such changes.

9. Where NDAL® MANUFACTURING INDUSTRIES INC., products are bundled with or sold as part of a package that includes other products (whether or not manufactured by NDAL® MANUFACTURING INDUSTRIES INC.), it shall be a violation of this MAP policy to sell or advertise the bundle (or package) at a price that: (a) is lower than the total Minimum Advertised Price of the MANUKAGUARD® product or (b) violates the letter or spirit of the MAP policy. It shall be a violation of this MAP policy if products are bundled with or sold as part of a package that includes products not pre-approved by NDAL® MANUFACTURING INDUSTRIES INC.

10. It shall be a violation of this MAP policy to include in any advertising for NDAL® MANUFACTURING INDUSTRIES INC., products any additional discount, coupon, gift card, or incentive (whether in the form of a special event, promotion, term of doing business or otherwise) that translates into an immediate price reduction, where the cumulative effect would be to reduce the advertised price of any MAP product.



Advertising that includes an additional discount, coupon, gift card, points, or any other incentive for future purchases (regardless of whether the future purchases are of a MANUKAGUARD® product) shall be evaluated under the same guidelines as described in Section 9 regarding product bundling. For example, a gift card redeemable on a future purchase would be considered an “other product” under Section 9.

11. Although resellers remain free to establish their own resale prices, NDAL® MANUFACTURING INDUSTRIES INC., reserves the right to cancel all orders and indefinitely refuse to accept any new orders from any reseller whose net retail sales price is less than the current MAP retail price established by NDAL® MANUFACTURING INDUSTRIES INC.

12. NDAL® MANUFACTURING INDUSTRIES INC., sales representatives are NOT permitted to discuss this policy, or any other agreements with respect to NDAL® MANUFACTURING INDUSTRIES INC., policy regarding reseller advertising or pricing. This also includes any consumer program or promotion that affects MAP products.

13. NDAL® MANUFACTURING INDUSTRIES INC., has Amazon fulfiller agreements with **WhiteBox**, Nature & Herbs and Lucky Vitamin. This agreement strictly prohibits the sale of our merchandise on Amazon.com FBA, by anyone other than **WhiteBox, Nature & Herbs and Lucky Vitamin**.

Your Company, _____ address _____

State _____ Zip _____, tel () - , email _____

May sell on Amazon at or above MAP but not FBA.

14. NDAL® MANUFACTURING INDUSTRIES INC., has agreements with **WhiteBox**. This agreement strictly prohibits the sale of our merchandise on Walmart.com, Target.com, or any big box store website, without written approval from NDAL® MANUFACTURING INDUSTRIES INC unless **Your Company** does so in compliance with our MAP policy and pricing.

15. NDAL® MANUFACTURING INDUSTRIES INC., recognizes that many internet sites ship internationally, however NDAL® MANUFACTURING INDUSTRIES INC., reserves the right to prohibit retailers from shipping our products outside the USA. If a retailer ships NDAL® MANUFACTURING INDUSTRIES INC., products outside the USA, they will be in direct violation of this MAP policy.

16. Any violation of this agreement results in permanent suspension of payment terms, discounts and the right to sell the MANUKAGUARD Branded products.



Signatures are on the next page:

Your Company:

Signature: _____

Name:

Date:

Ndal Manufacturing Industries Inc.

A handwritten signature in blue ink, appearing to read 'Gavin M. Gear', written over a horizontal line.

By Gavin M. Gear CEO



DOMESTIC USA PRICE LIST - effective 9/15/2016

	MANUKA HONEY	UPC			WHSLE	SRP	MAP
DIETARY SUPPLEMENT LABELS							
0203	Medical Grade Manuka Honey 12+ Sterile MGO 400	858631002043	8.8 OZ		\$ 38.85	\$ 64.75	\$ 48.56
0206	Premium Gold Manuka Honey 8+ MGO 200	858631002180	8.8 OZ		\$ 23.33	\$ 38.89	\$ 29.17
0207	Premium Gold Manuka Honey 12+ MGO 400	858631002173	8.8 OZ		\$ 29.74	\$ 49.57	\$ 37.18
0216	MANUKA HONEY ENERGY BLEND MGO 40	858631002197	8.8 OZ		\$ 11.39	\$ 18.99	\$ 14.24
0217	MANUKA HONEY ENERGY BLEND MGO 40	858631002203	17.6 OZ		\$ 21.53	\$ 35.89	\$ 26.92
0219	MANUKA HONEY ENERGY BLEND MGO 40	858631002296	35.2 OZ		\$ 38.25	\$ 63.75	\$ 47.81
THROAT SUPPORT							
0204	Throat and Chest Syrup - Wild Cherry	858631002081	3.4 OZ		\$ 9.45	\$ 15.75	\$ 11.81
GASTROINTESTINAL							
0200	Nutralize: Ginger peach	858631002005	6.8 OZ		\$ 11.97	\$ 19.95	\$ 14.96
0201	Nutralize: Maple Lemon	858631002012	6.8 OZ		\$ 11.97	\$ 19.95	\$ 14.96
NASAL SPRAY							
0211	NASAL SPRAY MEDICAL GRADE	858631002128	1.35 OZ		\$ 8.93	\$ 14.89	\$ 11.17
0212	NASAL COUNTER DISPLAY	858631002129	12 EA		\$ 107.16	\$ 14.89	\$ 11.17