

As of April 1, 2017, LAT Apparel® has unilaterally implemented a Minimum Advertised Price (MAP) policy. LAT Apparel® invests a significant amount of time and assets to build brands that have strong consumer recognition and a high perceived value. Our MAP policy is intended to promote and maintain brand loyalty and to build customer care expectations when consumers purchase LAT Apparel® brands directly from our resellers (YOU!). The failure by any LAT Apparel® reseller to adhere to the established MAP policy can reduce or detract from the overall value of LAT Apparel® brands and products.

We have prepared a short list of common questions about how MAP policy will affect the way in which our resellers promote our products. Should you have any additional questions, please contact service@latapparel.com or call 800-414-5650. LAT Apparel® thanks you in advance for supporting our new MAP policy.

- How will LAT Apparel® monitor the MAP policy?
 - LAT monitors the advertised prices of resellers, either directly or via the use of 3rd party agencies or tools.
- How frequently will the software review the internet for MAP policy violations?
 - 24/7
- Can I advertise a price higher than MAP?
 - Yes
- Can our resellers sell at price points below MAP?
 - Yes. Our policy applies only to the “Advertised” price. Sellers are free to sell at whatever price point at which they are comfortable.
- Can an E-Comm site display a price below MAP?
 - Yes, E-comm sites are free to discount products on the final transaction page, for any final check out, as long as the final price is not advertised outside of the final transaction page. The price displayed on all other pages must be at MAP or above.
 - E-comm sites can NOT display a price below MAP before the final transaction page.
- How does the inclusion or exclusion of shipping or freight impact our MAP price?
 - It does not. An E-Tail customer can sell the product with or without freight included in the price, as long as the price is at MAP or above.
- How often are MAPs updated?
 - As needed.
- Can a reseller offer a discount on an entire order that includes our products that have a MAP?
 - Yes. Our MAP policy is not in violation if, for example, a reseller offers a bulk purchase discount.
- What will LAT Apparel® do when a violation is discovered to enforce the policy?
 - We will communicate all known facts regarding violations directly with the reseller and request the violation be resolved.
 - We will take further action as necessary and appropriate as outlined in our MAP policy.
- What if the violator is not a customer of LAT Apparel®?
 - We will attempt to contact the reseller directly and inform them of our MAP policy and that they are in violation.
 - What if that doesn’t work?
 - A second attempt to contact the reseller will be made.
 - We will establish a Do Not Sell list and publish to our wholesale distributors.
 - We will also attempt to determine where the reseller is purchasing the product and inform our wholesale distributors that the violator is on the Do Not Sell list.

FAMILY OF BRANDS

