



Reseller Agreement

Effective 1/1/2017

By reselling Synergy MFG products, you are agreeing to the terms of this agreement. Please review and save for your reference.

MAP Policy:

The Synergy Manufacturing Minimum Advertised Price Policy (known hereafter as MAP) was created to protect Synergy Manufacturing's brand integrity, protect resellers, and to allow effective selling and marketing of Synergy Manufacturing products by those resellers in the marketplace. MAP can be found as the listed retail price on the Synergy Manufacturing website and as the RETAIL/MAP listing in the Synergy Manufacturing Product Data available through ASAP Network. As a result of the material difference in the exchange rate between the US and Canada and the US and Australia, separate Canadian and Australian MAP listings have been added in the Synergy Manufacturing Product Data.

This policy is for advertising of product only and does not enforce the actual selling price of a product. Synergy Manufacturing products can be sold for any price desired as long as they are not advertised below MAP.

Synergy Manufacturing resellers may not advertise any current product for less than MAP. Advertising includes, but is not limited to: print ads, promotional flyers, direct mail, mail order material, catalogs, billboards, radio, television, email (including email blasts, newsletters), internet (including banner ads, Google AdWords, forum threads/posts), website e-commerce (including event sales and store wide discounts), internet auctions and auction sites, and other promotional efforts where a specific price is listed for a particular item. Any and all Internet ads may not include statements such as, "Prices too low to print", "Buy Now", "Limited Time Offer", or "~~Strike Through Prices~~" insinuating prices which are lower than MAP.

Resellers may not offer discount packages of any kind which include Synergy Manufacturing products, whether the discount is for Synergy Manufacturing products or those of another manufacturer.

The Synergy Manufacturing brand must be sold as Synergy Manufacturing brand of parts.

Resellers selling Synergy Manufacturing parts as their own brand of parts or advertising below MAP will be given a warning to correct the violations. Failure to comply within one week will result in suspension of the Synergy brand of products.

MARKETPLACE SELLING:

Third party marketplace sales (Including but not restricted to Amazon, eBay, etc.) will ONLY be allowed with prior approval by Synergy Manufacturing. Marketplace resellers MUST meet the following guidelines: Be a stocking Tier 3 or 4 dealer (Direct with Synergy MFG), have a brick and mortar store location, have applied with Synergy MFG and received expressed written approval prior to listing products on marketplaces, and must be selling under their own dealer name. Selling through third party marketplaces without approval or under a different dealer name will be grounds for immediate suspension of the Synergy brand of products.