



WEIL-McLAIN®

Weil-McLain Marketing Bulletin
MB2004 - March 24, 2020

WEIL-McLAIN MAP POLICY

Weil-McLain Distributors,

Weil-McLain is introducing a Minimum Advertised Price (MAP) policy that is effective *April 1, 2020*. It will initially cover all residential products sold in the U.S. and Canada (MAP Products). We will **not** start issuing violation notifications until June 1, 2020 to give distributors time to adjust their advertisements to comply with the new MAP policy.

The MAP policy will help to improve the consistency of advertised pricing across all channels and ensure that advertising vehicles reflect the true value of Weil-McLain products. The policy defines the *lowest prices* that a distributor can advertise the MAP products without violating the policy. The policy applies to all advertisements of the MAP products in any and all media. Weil-McLain has engaged a monitoring firm to help us identify violations and ensure consistent enforcement of this policy.

Please cascade this notice & policy to all appropriate parties of your organization that sell, promote, or have a digital responsibility for Weil-McLain products as soon as possible.

If you have further questions after reviewing the policy, please contact:
MAPENFORCEMENT@Weil-McLain.com

[Download MAP Policy Here](#)

*In order to view the MAP policy, you will have to be logged into the distributor section of our website. If you are unable to log in, please reply to this e-mail.

Regards,

Michael Doorhy
General Manager
Weil-McLain

