



Contact Name: \_\_\_\_\_ Store Name: \_\_\_\_\_

City, St., Zip: \_\_\_\_\_

ALL DBA's: \_\_\_\_\_

Email: \_\_\_\_\_

January 2021

Dear Valued Mary Meyer Customer,

Thank you for your business and for your ongoing support of the Mary Meyer brand.

Several years ago, we initiated a MAP policy to address disparities in the advertised retail pricing for our products. Because of our continued emphasis on quality over price, we've had many requests (from both brick and mortar and online retailers) to raise our MAP to MSRP.

On October 1, 2018, our MAP price was increased to be identical to our MSRP. Our MSRP is keystone (or double) the wholesale price less \$0.01. For example, the MSRP on a \$5.00 wholesale product is \$9.99.

All items included in our MAP program are listed on the reverse side of this document with their respective MAP price.

These items are:

- Bestever Baby Mats • Taggies Signature Collection • Taggies Baby Mats • WubbaNub Pacifier Toys • Leika
- Lulujo - Mary Meyer is the exclusive distributor of these products in the USA

Mary Meyer operates in compliance with USA laws governing these practices.

This policy will be applied unilaterally to all Mary Meyer retailers, including e-commerce, mail order, and catalog companies.

**Minimum Advertised Price Policy**

- The MAP for all products listed above will be no lower than current MSRP: For example, LilyLlama WubbaNub (\$17.49) and Cotton Muslin Swaddling Blankets (\$18.99). MSRP is defined as double the wholesale price minus \$0.01 as published in Mary Meyer and Lulujo wholesale catalogs and any official supplements.
- Advertising includes, but is not limited to, newspaper and print, promotional mailers, coupons, direct response, online, e-blasts, web sites, and all other electronic media. The MAP policy does not apply to in-store advertising.
- Prices displayed online are considered "advertised price" and therefore are subject to our MAP policy. On an ecommerce website, all prices including "click for price" and preformatted email responses are understood to be initiated by the seller and are considered advertising under this MAP policy.
- Advertising "the lowest prices" or "we'll match any competitor's prices" is not a violation of this MAP policy.
- MAP only applies to advertised prices. Within its walls, or on the phone, a store is free to sell Mary Meyer and Lulujo products at any price they choose.
- MMC reserves the right to modify or suspend this MAP policy with respect to certain Mary Meyer and Lulujo products that we put on a closeout list. If and when this list exists, it will be posted on marymeyer.com and found in the wholesale tab.
- MMC will monitor our dealers for compliance either directly or through third parties.
- In the event that MMC determines a non-compliance with this policy, the offending party will be contacted by MMC. Any additional breach will result in Mary Meyer or Lulujo products no longer being shipped to that account.
- No MMC sales representative has the authority to modify or grant exceptions to this policy. The MAP administrator has the sole responsibility of determining if a breach has occurred and what the consequences will be.
- Advertising Mary Meyer and Lulujo products as part of a discounted package of several items (MMC items or other manufacturers) that has the effect of the Mary Meyer and Lulujo products being advertised below MAP pricing will be in violation of this MAP policy.

We believe this policy enhances and protects the status of the above brands and all the retailers who sell them. It is our goal at MMC to support our retailers, so they can invest confidently in these outstanding products.

Thank you for your understanding in this important matter. We look forward to many seasons of prosperous selling. If you have questions, please contact mapinfo@marymeyer.com

**I have read and understand Mary Meyer's MAP policy. Please sign and fax back to 802-365-4233.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## EFFECTIVE January 1, 2021

ITEM #	DESCRIPTION	MSRP	MAP	ITEM #	DESCRIPTION	MSRP	MAP
<b>BABY EINSTEIN</b>				<b>BABY EINSTEIN</b>			
ALL	Squeezer Teethers	\$11.99	\$11.99	ALL	Puppet Pals	\$19.99	\$19.99
ALL	Peekabo Blankets	\$21.99	\$21.99	28030	Cal Baby Mat	\$60.99	\$60.99
ALL	Chime Balls	\$17.99	\$17.99				
<b>LEIKA</b>				<b>LEIKA</b>			
ALL	Leika Rattles	\$8.99	\$8.99	ALL	Leika Teethers	\$14.99	\$14.99
ALL	Leika Board Books	\$9.99	\$9.99	ALL	Leika Soft Toys	\$11.99	\$11.99
ALL	Leika Loveys	\$14.99	\$14.99				
<b>LULUJO</b>				<b>LULUJO</b>			
ALL	Lulu & Jo Book & Blanket Gift Sets	\$39.99	\$39.99	ALL	Mommy & Me Hair Elastic sets	\$9.99	\$9.99
ALL	Lulu & Jo Books	\$15.99	\$15.99	ALL	Cotton & Deluxe Muslin Single Swaddles	\$18.99	\$18.99
ALL	Lulu & Jo Dolls	\$49.99	\$49.99	ALL	Change Pads	\$25.99	\$25.99
ALL	LLJ Baby's First Year	\$24.99	\$24.99	ALL	Sleep Sacs	\$34.99	\$34.99
ALL	Hello World Hat & Swaddle Set	\$31.99	\$31.99	ALL	2Pk Cotton Muslin Swaddle	\$31.99	\$31.99
ALL	Cotton Muslin Security Blanket 2 pack	\$16.99	\$16.99	ALL	Waffle Blankets	\$27.99	\$27.99
ALL	Cellular Blankets	\$19.99	\$19.99	ALL	Bibs 2 pack	\$21.99	\$21.99
<b>TAGGIES</b>				<b>TAGGIES</b>			
31740	Buddy Dog Rattle	\$8.99	\$8.99	31741	Buddy Dog Soft Toy	\$23.99	\$23.99
40200	Heather Hedgehog Rattle	\$8.99	\$8.99	40032	Sherbet Lamb Soft Toy	\$23.99	\$23.99
40230	Painted Pony Rattle	\$8.99	\$8.99	40203	Heather Hedgehog Soft Toy	\$19.99	\$19.99
40250	Flora Fawn Rattle	\$8.99	\$8.99	40235	Painted Pony Soft Toy	\$27.99	\$27.99
41520	Shake and Teethe Bird	\$8.99	\$8.99	40241	Molasses Sloth Soft Toy	\$23.99	\$19.99
41521	Shake and Teethe Bunny	\$8.99	\$8.99	40281	Sleepy Seas Whale Soft Toy	\$19.99	\$19.99
41524	Shake and Teethe Bear	\$8.99	\$8.99	41534	Fuzzy Buzzy Soft Toy	\$19.99	\$19.99
40030	Sherbet Lamb Teether Rattle	\$9.99	\$9.99	41542	Twice as Nice Chime Ball	\$14.99	\$14.99
40240	Molasses Sloth Teether Rattle	\$9.99	\$9.99	40285	Sleepy Seas Octopus Pull Musical	\$26.99	\$26.99
40280	Sleepy Seas Rattle	\$9.99	\$9.99	40204	Heather Hedgehog Squeeze/Squeak	\$11.99	\$11.99
40290	Harmony Bunny Rattle	\$9.99	\$9.99	56540	Baby Doll	\$11.99	\$11.99
41530	Fuzzy Buzzy Teether Rattle	\$9.99	\$9.99	ALL	Taggies Crinkle Me Squares	\$9.99	\$9.99
41540	Twice as Nice Rattle	\$9.99	\$9.99	ALL	Taggies Soft Books	\$17.99	\$17.99
ALL	Taggies Loveys	\$19.99	\$19.99	ALL	Taggies Baby Mats	\$58.99	\$58.99
ALL	Taggies Character Blankets	\$19.99	\$19.99	ALL	Taggies Original Blankets	\$16.99	\$16.99
<b>MARY MEYER BABY</b>				<b>MARY MEYER BABY</b>			
ALL	WubbaNubs	\$17.49	\$17.49	ALL	Baby Mats	\$53.99	\$53.99