

# SUPER ANCHOR SAFETY®

## FALL PROTECTION EQUIPMENT

The Best in Fall Arrest



April 25, 2022

### Super Anchor Safety – MAP/Minimum Advertised Pricing Policy

Effective May 1st, 2022, Super Anchor Safety is implementing a Minimum Advertised Pricing policy. This will help protect our suppliers from price wars, prevent brand erosion and discourage pricing wars between our valued customers. It also levels the playing field for Super Anchor dealers of all sizes.

Due to the structure of our dealer pricing schedule, all publicly visible pricing must be MSRP. This requirement is not intended to dictate sell prices and does not preclude the use of coupons, in-store specials, or other promotions. All visible pricing on the internet, social media and national advertising platforms must conform to this policy.

Compliance with the Minimum Advertised Pricing policy will help us all grow our business and protect our profits. Please reach out to Jay Hadley our Major Account Manager with questions or concerns. Failure to comply with the MAP pricing could result in your account being put on hold and a review of account status by management. We are available for questions or concerns.

Sincerely,

*Steve Nichols* 04-25-2022

Steve Nichols, President

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