



*setting the trends  
since 1893™*

3100 Broadway Ave. SW  
Grandville, MI 49418

Tel: (616) 247-4000  
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**December 1, 2016**

**To: All E-Commerce Customers**  
**Subject: Unilateral IMAPP Policy for Advertised Prices of Belwith Products and its brands.**

Effective December 1, 2016 Belwith Products, LLC is updating its unilateral Internet Minimum Advertised Price (IMAPP) policy for advertising prices of our products. This policy is being updated in order for Belwith Products to better compete in the market for premium hardware products. Belwith Products has determined that this policy is a necessary component of its strategy to avoid distribution channel conflicts. Each of our e-commerce customers remains free to determine for itself the resale prices it will sell Belwith Products items for and is free to independently decide to follow this policy, subject to Belwith Product's right to terminate our relationship, as set forth below.

As such, Belwith Products, LLC is establishing an Internet Minimum Advertised Price policy IMAPP for our brands "Hickory Hardware®", "First Watch®", "Period Brass®", "Belwith®", and "Keeler Brass®". The IMAPP policy applies to all online locations for any Belwith Products, LLC products in any and all internet and like electronic media. "Online location" is defined as the virtual storefront where end-users can purchase Belwith Products LLC products. The IMAPP policy applies to all advertisements for any Belwith Products, LLC products in any and all virtual/online media, including, but not limited to virtual/online: websites, shopping carts, email (including eBlasts, etc.), and like electronic media. Brands owned and marketed by Belwith Products, LLC may not be advertised at a price less than 80% of the current Suggested List Price. Internet Advertising includes, but is not limited to, advertising or otherwise promoting the Products using the internet, and all electronic media, including email, sponsored links and internet web sites marketed to the general public. The policy does not apply to discontinued or closeouts items identified by Belwith Products, LLC.

Please understand this policy does not in any way impact your freedom to sell Belwith Products, LLC brands at any price you choose. This policy only addresses "Advertised Pricing".

To assure fairness in our business practices, we will unilaterally enforce this policy. All decisions by Belwith Products, LLC to take action for a violation of the policy are final.



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First Violation – Belwith Products, LLC will send a registered letter to the offending party to review our policy and request corrective action. A dealer will have 10 days from the date of the letter to take corrective action.

Second Violation – Belwith Products, LLC will terminate any agreement to resell our products and refuse orders from the offending party.

#### DISCLOSURE OF ALL COMPANY NAMES

1. Reseller acknowledges full disclosure of all of its corporate URL's under its controls (DBA – Doing Business As) to Belwith Products, LLC.
2. Reseller understands that all orders with Belwith Products, LLC. shall occur only from the parent corporation or business on file.
3. Policy applies to any and all authorized or unauthorized reseller's purchases through the parent corporation or business on file

We trust you understand and respect our desire to maintain the quality position and reputation of our brands and will comply with this policy. We firmly believe this policy is in the best interest of our brands and our customers.

#### **Company Name Disclosure List:**

Name and Website URL:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Please add additional pages as needed