

06.11.2021

# UMAPP UPDATE

## **Attention: All BLANCO Resellers, Retailers, Showrooms, Wholesalers, Distributors, Kitchen & Bath Dealers, and Authorized Online Retailers**

Effective July 1st, 2021, BLANCO Is announcing a change to Its Unilateral Minimum Advertised Pricing Policy Grid. BLANCO Products covered and their coordinating minimum advertised prices are set forth in the UMAPP Price Grid attached. BLANCO reserves the right from time to time to alter, modify, suspend, or cancel this UMAPP, the Products covered, and or/the minimum advertised prices. The UMAPP Is as follows:

- 35% off BLANCO's List Price on all sinks, faucets and soap dispensers
- Accessories are exempt from this UMAPP

This UMAPP does not restrict a reseller's right to establish Independent advertised and/or resale prices of BLANCO products. BLANCO reserves the right to determine whether a reseller has advertised BLANCO's Products at a net advertised price less than the minimum advertised price established In this UMAPP.

### ***Please be reminded that the following actions would NOT constitute acquiescence with BLANCO's UMAPP:***

- Advertising that states "see price In cart," "click to see price," "add to cart for best price," or "call for price," or any language or graphic representation that Implies, or from which the end-user can Infer that the end-user may click through to the cart to see a price lower or higher than forth In the UMAPP price grid
- The issuance of non-BLANCO announced rebates (in any form, including coupon codes) on Product(s) listed in the UMAPP Price Grid

If there are any questions regarding the new UMAPP, please contact the Brand Protection Team @ [brandprotection@blanco.com](mailto:brandprotection@blanco.com) or visit [Reseller Support](#) for additional information.

Thank you,  
The Brand Protection Team