



# Responsible MAP Pricing

## Saving your business.

The **goal** of Responsible is to help **improve** your bottom line. One of the most challenging aspects of generating business is competing against the sea of generic cartridges currently on the market based on **price** alone.

Do you ever **wonder** why an Apple® iPod® is the **exact** same price no matter where you buy it from? It's called MAP pricing. MAP stands for minimum **advertised** price. In order to sell these types of products you agree to abide by MAP pricing. This dictates what the lowest price you can advertise a product for is. You can still choose to sell the **product** for any price you **like** but you can not advertise this lower price.

EXAMPLE: You carry the **Responsible** cartridge for the HP 51645A. The **MAP** price for this cartridge is \$19.99. This means that you cannot advertise in print or **online** any price below \$19.99 for this cartridge. You can advertise at a higher price if you **choose**. You

can also **sell** the cartridge at any price you so **desire**. You just can not advertise this price in any print or online space. You could for example list it as **call** for our lowest price.

### Benefits to MAP Pricing:

- 1) Consistent and **higher margins** for you the dealer.
- 2) **Level playing** field for all competitors.
- 3) Brand **name recognition** and value.
- 4) Help paying for **your advertising** with our Co-op program.

### Enforcement

We will **periodically** monitor your advertisements and **website** to ensure compliance. The other **Responsible** Dealers will be doing the same. If any violations are found the co-op advertising money for that **period** will be forfeit. Any future violations will **result** in the termination of your **dealer** status.



**responsibleink.com | 800.881.2080**

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