

TALIWOOD CABINETS

Minimum Advertised Price (MAP) Policy

TaliWood Cabinets LLC · Applies to: Authorized Dealers

Effective: July 4, 2026

Purpose

This policy protects dealer margins and the value of the TaliWood brand. Consistent advertised pricing keeps the playing field level for every authorized dealer and preserves the premium position that dealers sell against. It works alongside the Dealer Terms & Conditions, which require that prior to publicizing your selling price, all dealers adhere to the minimum advertised price (MAP) as confirmed with your TaliWood representative.

Scope

MAP applies to all TaliWood products and to all public advertising of price, including websites, online marketplaces, social media, and print. MAP prices are provided by your TaliWood representative and are updated from time to time; the prices confirmed with your representative are the ones in effect.

What MAP Restricts

MAP restricts the advertised price only, not the actual selling price. Dealers always set their own final sale prices to their customers.

Permitted

- Advertising “call for price” or similar language without stating a price.
- In-store and individually quoted pricing below MAP.
- Advertising closeout items that TaliWood designates as exempt from MAP.

Violations

At TaliWood's discretion:

- First violation: written notice.
- Second violation: suspension of shipments.
- Third violation: termination of dealer status.

Unilateral Policy Statement

This is a unilateral policy of TaliWood Cabinets LLC, not an agreement. TaliWood does not seek and will not accept any dealer's agreement to this policy. TaliWood alone decides whether a violation has occurred and what action to take, and may modify or withdraw this policy at any time.

Contact

Questions about this policy or current MAP prices: dealers@taliwood.com