



## **IDEAL INDUSTRIES, INC. MINIMUM ADVERTISED PRICE (MAP) POLICY**

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**Effective April 3, 2017**

IDEAL INDUSTRIES, INC. ("IDEAL"), in recognition of the worldwide reach of Internet and catalog advertising and in order to promote the quality of IDEAL® branded products and to preserve their individual pricing decisions, has a unilateral minimum advertised price policy ("Policy") applicable to all IDEAL authorized distributors and dealers ("Resellers"):

1. Each IDEAL authorized Reseller remains free to establish its own resale prices. However, in order to remain eligible for IDEAL Market Development Funds, Customer Incentive Program Benefits, favorable pricing, and favorable shipping and minimum order benefits, Resellers may not advertise or otherwise promote IDEAL® branded products sold on the Internet or through published catalogs at a net price that is below the published minimum advertised price ("MAP") shown in the attached list, which may be updated from time to time by IDEAL.
2. Additionally, Resellers may not sell to any other third party that Reseller knows or has reason to know will offer or advertise products on the attached list through the Internet, either on an owned or third party website, other than with IDEAL's written consent.
3. In the event a Reseller fails to abide by this Policy, IDEAL reserves the right to withhold Market Development Funds, program rebates, favorable pricing, and favorable shipping and minimum order benefits. The MAP Policy enforcement process is as follows:
  - a. Upon a first violation, IDEAL will remind the offending Reseller of this Policy.
  - b. A second violation will result in loss of Market Development Funds and program rebates.
  - c. A third violation will additionally result in loss of favorable pricing, shipping, and minimum order benefits.
  - d. All violations must be made to be in compliance with this Policy within 48 hours of notice.
4. In implementing this Policy, IDEAL will act unilaterally at all times and will not solicit nor agree to any recommendation, request or demand of any other person. All matters of interpretation and application of the terms of this Policy shall remain within the sole, unilateral authority of IDEAL.
5. IDEAL® products that are bona fide close outs, discontinued or obsolete products are not subject to this policy.
6. Advertising compliance is required for marketplace consistency to end-users. Product identification must contain the proper description, model number, and MAP if the reseller wishes to include a price term in its Internet or catalog advertising. Resellers' "own" part numbers are acceptable if they are consistent with IDEAL product specifications and MAP. Resellers cannot circumvent this Policy by employing their own part numbers or part numbering schemes. This Policy does not prohibit a "click for price" feature on a website whereby the actual price for the item being sold may be obtained or negotiated.
7. IDEAL reserves the right at any time to: a) change the products that are subject to this Policy; b) change the prices of products subject to this Policy; c) change the terms and conditions of this Policy; and/or d) terminate the MAP program.  
Resellers must be in compliance with this Policy by April 3, 2017, due to the speed and ease of making changes to websites.



## APPENDIX: IDEAL PRODUCTS ON MAP EFFECTIVE April 3, 2017

IDEAL Part No.	Description	Minimum Advertised Price (USD)	MAP UOM	MAP per Unit (USD)
45-092	Stripmaster® Wire Stripper, 10-22 AWG	\$39.15	1	\$39.15
45-097	STM STD 16-26GA	\$40.72	1	\$40.72
45-292	Stripmaster® Wire Stripper, 10-22 AWG (45-092)	\$41.66	1	\$41.66
55-1987	ERGO-ELITE STD 16-26 GA	\$246.51	1	\$246.51
45-1987	C/STM STD 16-26GA	\$243.18	1	\$243.18
92-650	RG6/6Q F Compression Connector RTQ? 50/Jar	\$49.16	100	\$0.49
86-396	RJ45 8P8C CAT5E RS/FS Modular Plug 100/Pack	\$31.07	100	\$0.31
45-162	Coax/Fiber Ringer™ Stripper Up to 1/8"	\$25.66	1	\$25.66
45-163	Coax/Fiber Ringer™ Stripper, 1/8" to 7/32"	\$25.14	1	\$25.14
33-856	VDV MultiMedia Cable Tester	\$77.17	1	\$77.17
33-864	Tone & Probe Black Kit	\$90.94	1	\$90.94
33-866	Test, Tone, Trace Kit	\$114.86	1	\$114.86
62-160	Tone Generator w/F Port	\$39.61	1	\$39.61
62-164	Amplifier Probe	\$54.37	1	\$54.37
62-200	Linkmaster™ Tester	\$62.77	1	\$62.77
30-496	Telemaster™ RJ-11/RJ-45 Modular Plug	\$46.19	1	\$46.19
30-696	Ratchet Telemaster™ RJ11/RJ45	\$56.48	1	\$56.48
30-793	OmniSeal™ Pro XL Compression Tool	\$62.26	1	\$62.26
33-632	Linear X3 Adj Compression Tool	\$24.99	1	\$24.99
33-793	Pro Compression Hip Kit - Cut/Strip/Terminate	\$85.93	1	\$85.93
45-164	Coax Ringer™ Stripper, 1/4" to 9/16"	\$39.94	1	\$39.94
45-165	UTP/STP/Coax Cable Stripper	\$23.54	1	\$23.54
45-605	PrepPRO Stripper Coax/UTP Blades	\$14.05	1	\$14.05
35-485	Punchmaster™ II w/66 and 110 Blade	\$53.42	1	\$53.42
33-892	SecuriTEST™ PRO CCTV Tester	\$943.40	1	\$943.40
33-928	Fiber Optic Power Meter w/850NM Light Source	\$936.42	1	\$936.42
33-931	Fiber Optic Power Meter w/MM/SM Qud Laser	\$2,294.14	1	\$2,294.14
R158000	VDV II Basic Wiremap Tester with Tone Generator	\$129.00	1	\$129.00
R158002	VDV II Plus	\$227.00	1	\$227.00
R158003	VDV II Pro	\$371.00	1	\$371.00
R161001	LanTEK® III -500MHz (Excluding Adapters)	\$7,075.12	1	\$7,075.12
R161002	LanTEK® III -1000MHz (Excluding Adapters)	\$8,318.96	1	\$8,318.96
R161003	LanTEK® III - 500Mhz (Including PL Adapters)	\$8,701.68	1	\$8,701.68
R161004	LanTEK® III - 1000Mhz (Including PL Adapters)	\$9,945.52	1	\$9,945.52
R164005	FiberTEK-III - MM LED Kit	\$7,163.65	1	\$7,163.65
R164006	FiberTEK-III - SM Laser Kit	\$8,105.25	1	\$8,105.25
R164007	FiberTEK-III - MM LED & SM Laser Kit	\$14,391.50	1	\$14,391.50
R150001	LANXPLOER® PRO, PREM PKG	\$3,650.67	1	\$3,650.67
R151003	NaviTEK NT Plus	\$1,043.25	1	\$1,043.25
R151004	NaviTEK NT Pro	\$1,341.78	1	\$1,341.78
R153001	NaviTEK NT	\$654.84	1	\$654.84
R156003	SignalTEK NT	\$2,407.50	1	\$2,407.50
R156004	SignalTEK CT	\$1,605.00	1	\$1,605.00
61-025	Volt Aware™ Non-Contact Voltage Tester	\$24.94	1	\$24.94
61-063	Volt Sensor® Non-Contact Voltage Tester	\$15.84	1	\$15.84
61-065	Vol-Test® Voltage Tester	\$50.23	1	\$50.23
61-076	Vol-Con® Solenoid Voltage Tester	\$77.34	1	\$77.34
61-092	Vol-Con® Elite Digital Voltage Tester w/Vibration Mode	\$99.57	1	\$99.57
61-520	3-Phase Sequence Tester	\$146.16	1	\$146.16
61-521	3-Phase/Motor Rotation Tester	\$165.59	1	\$165.59
61-686	Digital Light Meter	\$200.82	1	\$200.82
61-035	E-Z Check® Circuit Tester	\$22.09	1	\$22.09



IDEAL Part No.	Description	Minimum Advertised Price (USD)	MAP UOM	MAP per Unit (USD)
61-051	E-Z Check® Plus GFCI Circuit Tester	\$44.97	1	\$44.97
61-501	Receptacle Tester w/GFCI	\$13.66	1	\$13.66
61-534	Automatic Circuit Identifier w/Digital Receiver & GFCI Receptacle	\$95.68	1	\$95.68
61-164	SureTest® Circuit Analyzer	\$355.76	1	\$355.76
61-340	Test-Pro® Digital Multimeter w/Temp, Cap, Hz, Backlight	\$96.08	1	\$96.08
61-342	Test-Pro® Digital Multimeter w/TRMS, Temp, Cap, Hz, Backlight	\$140.42	1	\$140.42
61-486	Auto DMM w/Low Impedance, TRMS, Cap., Freq., NCV	\$258.63	1	\$258.63
61-096	Split-Jaw™ Smart Meter	\$138.17	1	\$138.17
61-704	Clamp Meter w/TRMS, NCV, Shaker, CP, Backlight	\$208.82	1	\$208.82
61-744	Clamp-Pro™ 600 AAC Clamp Meter w/NCV	\$97.25	1	\$97.25
61-746	Clamp-Pro™ 600 AAC Clamp Meter w/NCV, TRMS	\$121.58	1	\$121.58
61-763	TightSight® Clamp Meter, 660 AAC w/TRMS	\$220.17	1	\$220.17
61-765	TightSight® Clamp Meter, 660A AC/DC w/TRMS	\$275.58	1	\$275.58
61-773	TightSight® Clamp Meter, 1000A w/TRMS	\$308.20	1	\$308.20
61-775	TightSight® Clamp Meter, 1000A AC/DC w/TRMS	\$378.41	1	\$378.41
61-795	Insulation Tester, 250/400/1000V	\$414.56	1	\$414.56
61-796	Earth Ground Tester, 3-Pole	\$648.18	1	\$648.18
61-797	Insulation Tester	\$603.33	1	\$603.33
61-920	Ground Resistance Clamp Meter	\$1,690.11	1	\$1,690.11
61-955	SureTrace™ 955 Circuit Tracer Open/Closed	\$909.93	1	\$909.93
61-957	SureTrace™ 957 Circuit Tracer Open/Closed	\$1,083.47	1	\$1,083.47
61-959	SureTrace™ 959 Circuit Tracer Open/Closed w/Clamp	\$1,612.79	1	\$1,612.79
31-056	Tuff-Grip™ Pro Fish Tape, 120' x 1/8", x .060"	\$51.44	1	\$51.44
31-057	Tuff-Grip™ Pro Fish Tape, 240' x 1/8", x .060"	\$73.20	1	\$73.20
31-067	Tuff-Grip™ Pro Stainless Steel, 240' x 1/8"	\$100.91	1	\$100.91
31-061	Tuff-Grip™ Pro 100' S-Class® Fish Tape w/Leader	\$185.97	1	\$185.97
31-063	Tuff-Grip™ Pro 100' S-Class® Fish Tape w/Eyelet	\$176.74	1	\$176.74
31-064	Tuff-Grip™ Pro 200' S-Class® Fish Tape w/Leader	\$288.84	1	\$288.84
31-065	Tuff-Grip™ Pro 200' S-Class® Fish Tape w/Eyelet	\$275.65	1	\$275.65
31-544	Volt-Guard™ Fish Tape, 120' w/Eyelet	\$114.09	1	\$114.09
31-351	Yellow 77®, 1-Gallon Bucket	\$21.52	1	\$21.52
31-355	Yellow 77®, 5-Gallon Bucket	\$76.66	1	\$76.66
31-358	Yellow 77®, 1-Quart Squeeze Bottle	\$ 9.48	1	\$9.48
31-375	Aqua-Gel® II, 5-Gallon Bucket	\$68.93	1	\$68.93
31-378	Aqua-Gel® II, 1-Quart Squeeze Bottle	\$ 8.26	1	\$8.26
31-381	Clearglide™, 1-Gallon Bucket	\$20.71	1	\$20.71
31-385	Clearglide™, 5-Gallon Bucket	\$69.93	1	\$69.93
31-388	Clearglide™, 1-Quart Squeeze Bottle	\$ 8.56	1	\$8.56
31-601	Duct Seal, 1 lb. Block	\$ 3.66	1	\$3.66
31-605	Duct Seal, 5 lb. Block	\$13.13	1	\$13.13
74-006	Ductile Iron Bender Head, 1-1/4" EMT	\$196.82	1	\$196.82
74-020	Bender Handle, 1" x 44"	\$34.66	1	\$34.66
74-026	Bender 74-001 w/Handle	\$60.31	1	\$60.31
74-027	Bender 74-002 w/Handle	\$76.87	1	\$76.87
74-028	Bender 74-003 w/Handle	\$82.70	1	\$82.70
74-034	Bender 74-006 w/Handle	\$245.54	1	\$245.54
31-314	Muletape®, 400 LB, 4500' Bucket	\$267.72	1	\$267.72
31-315	Muletape®, 1800 LB, 1300' Bucket	\$155.74	1	\$155.74
31-340	Powr-Fish® Pull Line in a Bucket, 210lb. x 6,500'	\$46.50	1	\$46.50
31-344	Powr-Fish®, Pull Line in a Bucket, 500lb. x 2,200'	\$67.93	1	\$67.93
31-347	Conduit Measuring Tape, 3,000'	\$90.14	1	\$90.14
31-840	Pro-Pull™ Polypropylene Rope, 1/4", x 600'	\$67.93	1	\$67.93
31-841	Pro-Pull™ Polypropylene Rope, 1/4", x 1,000'	\$107.17	1	\$107.17
31-845	Pro-Pull™ Polypropylene Rope, 3/8", x 600'	\$164.86	1	\$164.86



IDEAL Part No.	Description	Minimum Advertised Price (USD)	MAP UOM	MAP per Unit (USD)
30-3430	9-1/2" Linesman Plier w/New England nose, crimping die & fish tape	\$35.80	1	\$35.80
30-429	9-3/4" Multi-Crimp Tool - Dipped Grip	\$24.95	1	\$24.95
30-430	9-1/2" Linesman Plier w/New England nose, crimping die & fish tape	\$29.82	1	\$29.82
35-029	8" Diagonal-Cutting Plier w/angled head - Dipped Grip	\$24.67	1	\$24.67
35-052	9-1/2" Cable Cutter - Dipped Grip	\$25.56	1	\$25.56
35-9102	Journeyman Insulated Tool Kit	\$722.09	1	\$722.09
34-002	Safe-T-Grip® Fuse Puller, Medium	\$13.01	1	\$13.01
35-207	Electrician Level 4+Vial w/Jaw	\$31.32	1	\$31.32
35-5792	Dipped Grip Tool Set, 5-Piece	\$59.29	1	\$59.29
35-5799	Electrician's Tool Kit, 4-Piece	\$61.42	1	\$61.42
35-5805	Dipped-Grip Tool Set, 12-Piece	\$190.01	1	\$190.01
35-782	Sir Nickless™ Armored Cable Cutter	\$30.56	1	\$30.56
35-790	Journeyman Electrician's Kit, 13-Piece	\$243.65	1	\$243.65
35-794	Hip Kit, 6-Piece	\$77.49	1	\$77.49
35-800	Electrician's Tool Set w/Pouch, 16-Piece	\$382.19	1	\$382.19
35-808	Large Mouth Bag Tool Kit, 18", 16-Piece	\$294.22	1	\$294.22
35-809	Master Electrician's Kit, 17-Piece	\$530.69	1	\$530.69
38-500	IDEAL-Wipes™	\$14.83	1	\$14.83
35-976	RESI-MASTER™ Heavy-Duty Long Ship Auger, 7/8"	\$34.14	1	\$34.14
35-515	Step Drill, 1/4" - 1-1/8"	\$88.36	1	\$88.36
35-517	Step Drill, 1/4" - 1-3/8"	\$95.72	1	\$95.72
36-301	TKO™ Carbide-Tipped Hole Cutter, 7/8"	\$27.78	1	\$27.78
36-303	TKO™ Carbide-Tipped Hole Cutter, 1-1/8"	\$31.85	1	\$31.85
36-305	TKO™ Carbide-Tipped Hole Cutter, 1-3/8"	\$37.07	1	\$37.07
36-311	TKO™ Carbide-Tipped Hole Cutter Kit, 4-Piece	\$86.93	1	\$86.93
36-314	TKO™ Master Electrician's Kit	\$273.22	1	\$273.22
30-026	Noalox® (4 oz. Bottle)	\$ 8.84	1	\$8.84
30-030	Noalox® (8 oz. Bottle)	\$13.78	1	\$13.78
BCS2-5M	Carbon Steel Staple, 9/16" x 1-1/4", 5000/Bucket	\$ 2.21	100	\$0.02
45-120	T®-5 Stripper	\$12.48	1	\$12.48
45-1828	T 5 STRIPPER	\$11.82	1	\$11.82
45-247	Premium T®-14 NM T®-Stripper Wire Stripper	\$18.35	1	\$18.35
45-415	Reflex™ Premium T®-5 Wire Stripper	\$15.94	1	\$15.94
45-615	Reflex™ Super T®-Stripper	\$18.54	1	\$18.54
45-621	Reflex™ Super T®-Stripper, Dual NM	\$24.62	1	\$24.62
BPS2-5	Plastic Insulated Cable Staples, 1/2", 500/Bag	\$ 4.17	100	\$0.04
42-201	Detectable Underground "Caution Buried Electric Line", Red, 3" x 1,000'	\$74.65	1	\$74.65
42-251	Detectable Underground "Caution Buried Electric Line", Red, 6" x 1,000'	\$129.16	1	\$129.16
46-400	Thermo-Shrink® UF Splice Kit, 14-8 AWG	\$14.69	1	\$14.69
775103	Wire Marker Booklet, Lengend 1-45	\$ 8.69	1	\$8.69
44-101	Wire Marker Booklet, Asst 0-9, 45 each	\$13.89	1	\$13.89
44-102	Wire Marker Booklet, Asst A-Z, 0-15, +, -, /, 10 Each	\$13.89	1	\$13.89
44-103	Wire Marker Booklet, Asst 1-45, 10 Each	\$13.89	1	\$13.89
44-104	Wire Marker Booklet, Asst 46-90, 10 Each	\$13.89	1	\$13.89
44-809	Universal 277V Single-Pole Breaker Lockout, 3/Card	\$36.75	1	\$36.75
44-892	Warning Label, NEC Arc Flash, 3-1/2" x 5", Adhesive	\$ 3.36	1	\$3.36
44-916	Padlock, Xenoy®, 1-1/2" Shackle, Red, w/Key	\$21.22	1	\$21.22
44-970	Basic Lockout/Tagout Kit	\$142.18	1	\$142.18
44-971	Standard Lockout/Tagout Kit	\$221.18	1	\$221.18