



108 Daytona St. Conway, SC 29526  
(843) 347-0482  
www.b3cfuel.com

## B3C Fuel Solutions (B3C) Minimum Advertised Price (MAP) Policy

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B3C's **Minimum Advertised Price (MAP) Policy** is designed to protect the value of our brand and ensure a fair and competitive market for all authorized resellers. This policy outlines the guidelines for advertising B3C products and the consequences for non-compliance.

### What is a MAP Policy?

A **Minimum Advertised Price (MAP)** is the lowest price at which a reseller is permitted to publicly advertise a product. This includes all forms of advertising, such as print, digital, and in-store promotions. It is important to note that an MAP policy **does not** dictate the actual selling price of a product; resellers are free to sell products at any price they choose, as long as the advertised price meets the minimum threshold.

### Policy Purpose and Benefits

Our MAP policy is a vital tool for maintaining brand integrity and a healthy distribution network. Key benefits include:

- **Protecting Brand Value:** Prevents the erosion of brand equity caused by products being advertised at drastically reduced prices.
- **Ensuring Fair Competition:** Reduces price wars among resellers, creating a stable and equitable market for everyone.
- **Sustaining Profitability:** Helps resellers maintain healthy profit margins, which incentivizes them to invest in marketing, customer service, and product support.
- **Enhancing Customer Experience:** Ensures consistent pricing and service standards across all sales channels.

### Policy Guidelines

All authorized B3C resellers must adhere to the MAP prices listed in our official **MAP Price List**. Non-compliance is defined as advertising any B3C product below the specified MAP.

This policy applies to all advertising and promotional materials, including:

- Print advertisements (e.g., newspapers, magazines, flyers)
- Digital advertisements (e.g., websites, email promotions, affiliate marketing)
- Third-party marketplaces (e.g., Amazon, eBay, Walmart Marketplace)
- Social media promotions

B3C reserves the right to discontinue supplying products to any reseller who violates this policy. This enforcement will be applied uniformly and without exception.

### Legal Compliance

B3C's MAP policy is a unilateral policy, meaning it is set and enforced by B3C without any agreement or collusion with resellers. It complies with U.S. antitrust laws, specifically the **Colgate Doctrine**, which allows a manufacturer to announce the conditions of sale and refuse to deal with any reseller that fails to adhere to those conditions.

While this policy has been created in compliance with current law, legal and regulatory requirements can vary.

B3C reserves the right to update or modify this policy and the official MAP Price List at any time, with advance notice provided to resellers.