

Creative Grids® USA, LLC, Minimum Advertised Price Policy (MAP) & Internet Minimum Advertised Policy (IMAP)

Effective January 1, 2011. Updated December 10, 2018.



Creative Grids® USA, LLC, ("CG USA") has unilaterally adopted this Minimum Advertised Price Policy ("MAP Policy") and Internet Minimum Advertised Policy ("IMAP Policy") on all products, which shall apply to retailers, including catalogs and internet retailers, collectively, all "Resellers" who resell CG products to end users located in the U.S. and Canada.

CG USA is adopting this MAP Policy and IMAP Policy to preserve its strong reputation for providing customers with high value products and strong sales support. Creative Grids® USA, LLC greatly values the efforts of all Resellers to distribute CG products.

The MAP Policy & IMAP Policy shall work under the following guidelines:

1. The MAP Policy & IMAP Policy shall apply to the Creative Grids® products listed in the MAP & IMAP LISTING at the end of this document. It shall also cover any new Creative Grids® products that are introduced periodically and apply as price changes are made unpredictably periodically due to increases in manufacturing costs. Current Creative Grids® Retail Prices are always available, 24/7, at www.checkerdist.com. The MAP Policy & IMAP Policy for Creative Grids® Company products shall be listed on each Creative Grids® price sheet for dealers. MAP pricing & IMAP Policy are established by Creative Grids® USA, LLC for its products and may be adjusted by Creative Grids® USA, LLC at its sole discretion.

2. The MAP Policy & IMAP Policy apply to all advertisements of Creative Grids® products in any and all media, including, without limitation, flyers, posters, coupons, coupon codes, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media including websites, website discounting after placing item in cart, bidding on price, bid cart promotions or make an offer pricing which has the expected net effect of selling the product at a price below the advertised retail price of the Creative Grids® item, email newsletters, email solicitations, television, radio, and public signage. The MAP policy is not applicable to any in-store brick and mortar advertising that is displayed only in the physical store and not distributed to any customer. In-store brick and mortar displays, point-of-sale signs, hangtags or bar codes or similar marks on products or product packaging which merely state the price are not considered "advertising" for purposes of this MAP Policy. When promoting Creative Grids® at a retail consumer show, we request the maximum show discount to be no more than 10% off the current MAP & IMAP price.

3. "Bundling" or including any free or discounted product (whether made by Creative Grids® or another manufacturer) in conjunction with the purchase of Creative Grids® product is not permitted, with the exception of giving away free Cut Loose Press™ Pattern(s) (CLP) which show and/or advertise the Creative Grids® item(s) used in the specific CLP Pattern.

4. When pricing is displayed, it must be in accordance with Item 1 in this policy, and any strike-through or other alteration of the MAP & IMAP Policy is prohibited.

5. The MAP Policy applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the Resellers retail brick & mortar location or over the telephone. Creative Grids® Resellers remain free to sell the MAP products at any prices they elect as long as they are not advertised via the media methods mentioned above in Section 2.

6. The MAP Policy or & IMAP Policy do not establish maximum advertised prices. All Resellers may offer CG products at any price in excess of the MAP & IMAP established for such products. Internet auctions may not display or have reserved bid or other accepted prices below the MAP & IMAP price.

7. The MAP Policy & IMAP Policy do not in any way limit the ability of any dealer to advertise that "they have the lowest prices" or, they "will meet or beat any competitor's price," that consumers should "call for a price" or similar phrases as long as the price advertised or listed for the products is not less than the MAP & IMAP Policy.

8. From time to time, Creative Grids® USA, LLC may instigate promotions for products covered by the MAP Policy & IMAP Policy because the products are being discontinued or because they are just being released. In such events, Creative Grids® USA, LLC, reserves the right to modify or suspend the MAP & IMAP with respect to the affected products by notifying all Resellers of such a change via email. Creative Grids® further reserves the right to adjust the MAP & IMAP with respect to all or certain products at its sole discretion upon 7 days advance written or email notice to Resellers provided that such changes shall apply equally to all Resellers.

9. In cases of violation of the MAP Policy & IMAP Policy, Resellers will be allowed twenty-four (24) hours to bring advertising into compliance or Creative Grids® USA, LLC, sole North American Distributor Checker Distributors will cease supplying products to the Reseller. In cases of intentional and/or repeated failure to abide by this policy, Creative Grids® USA, LLC will terminate all orders from Checker Distributors to the Reseller. Creative Grids® USA, LLC will not provide prior notice or issue warning before taking action under this policy.

10. This MAP Policy & IMAP Policy is solely Creative Grids® USA, LLC's decision and responsibility. No employee or sales representative of Checker Distributors has any authority to discuss or modify this policy and any action of any person, which claims to modify this policy or to solicit or obtain the agreement of any person to the policy, is unauthorized and invalid. This MAP Policy, IMAP Policy, and any MAP & IMAP Policy Product Listing, is subject to modification or discontinuance by Creative Grids® USA, LLC, in its sole and absolute discretion, at any time. Any action taken by Creative Grids® USA, LLC under this policy shall be without liability to Creative Grids® USA, LLC, or Checker Distributors.

Any questions about this policy, contact Jim McDonald, jmcdonald@checkerdist.com, **Please sign and return to:** Credit Manager, Creative Grids® USA, LLC, 400 W. Dussel Dr. Ste B. Maumee, Ohio 43537-1636, email creditmanager@checkerdist.com, or fax 1.800.258.6416.

Current Creative Grids® Retail Prices are always available, 24/7, at www.checkerdist.com.

Date _____

Company _____

Street Address _____

City _____ State _____ Zip _____

Country _____

Authorized Representative _____

Do you have a brick and mortar retail location? Yes No

If Yes, address of location _____

Do you have an internet store? Yes No

If Yes, website URL _____

Will you be selling on Amazon, Ebay, Etsy, Wal-Mart and/or any other sites? Yes No

If yes, what name/business name(s) are you selling under on these sites?

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Item	Retail	Web Description
CGR10	\$22.49	Quilt Ruler 10-1/2
CGR106	\$5.99	Quilt Ruler 1in x 6in
CGR11	\$24.99	Quilt Ruler 11-1/2in x 11-1/2in
CGR112	\$8.49	Quilt Ruler 1in x 12in
CGR12	\$27.99	Quilt Ruler 12-1/2in Square
CGR120R	\$29.99	120 Degree Triangle Quilt Ruler 6-1/2in x 21-1/2in
CGR15	\$31.99	Quilt Ruler 15-1/2in Square
CGR15125	\$9.49	Quilt Ruler 1-1/2in x 12-1/2in
CGR1565	\$6.99	Quilt Ruler 1-1/2in x 6-1/2in
CGR16	\$34.99	Quilt Ruler 16-1/2in Square
CGR18	\$23.99	Quilt Ruler 6-1/2in x 18-1/2in
CGR1818	\$56.99	Quilt Ruler 18-1/2in Square
CGR18CF	\$28.49	18 Degree Dresden Plate Quilt Ruler
CGR2	\$8.49	Quilt Ruler 2-1/2in Square
CGR20	\$59.99	Quilt Ruler 20-1/2in Square
CGR212	\$16.49	Quilt Ruler 2-1/2in x 12-1/2in
CGR218	\$17.99	2-1/2in x 18-1/2in Rectangle Quilt Ruler
CGR236	\$27.49	Yardstick Quilt Ruler 2-1/2in x 36-1/2in
CGR24	\$26.49	Quilt Ruler 6-1/2in x 24-1/2in
CGR2P1	\$27.99	2 Peaks in 1 Triangle Quilt Ruler
CGR3	\$9.49	Quilt Ruler 3-1/2in Square
CGR312	\$17.49	Quilt Ruler 3-1/2in x 12-1/2in
CGR318	\$19.99	Quilt Ruler 3-1/2in x 18-1/2in
CGR324	\$22.49	Quilt Ruler 3-1/2in x 24-1/2in
CGR3754	\$24.99	Lazy Angle Quilt Ruler
CGR4	\$10.49	Quilt Ruler 4-1/2in Square
CGR412	\$18.49	Quilt Ruler 4-1/2in x 12-1/2in
CGR418	\$19.99	Quilt Ruler 4-1/2in x 18-1/2in
CGR48	\$16.99	Quilt Ruler 4-1/2in x 8-1/2in
CGR5	\$13.99	Quilt Ruler 5-1/2in Square
CGR6	\$14.99	Quilt Ruler 6-1/2in Square
CGR60DIA	\$29.99	60 Degree Diamond Quilt Ruler
CGR612	\$19.99	Quilt Ruler 6-1/2in x 12-1/2in
CGR7	\$16.49	Quilt Ruler 7-1/2in Square
CGR78	\$19.49	Simple 7/8 Triangle Maker Quilt Ruler
CGR8	\$20.49	Quilt Ruler 8-1/2in Square
CGR812	\$23.99	Quilt Ruler 8-1/2in x 12-1/2in
CGR818	\$29.99	Quilt Ruler 8-1/2in x 18-1/2in
CGR824	\$33.99	Quilt Ruler 8-1/2in x 24-1/2in
CGR9	\$21.99	Quilt Ruler 9-1/2in Square
CGRABB1	\$21.49	Bias Binding Simplified Quilt Ruler
CGRAF	\$20.99	Angle Finder Quilt Ruler and Binding Tool
CGRATK1	\$24.99	Round Up Tool and Quilting Ruler

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CGRBH1	\$21.99	Half-Square 4-in-1 Triangle Quilt Ruler
CGRBR1	\$11.49	Basic Range 4in Square Quilt Ruler
CGRBR2	\$16.99	Basic Range 6in Square Quilt Ruler
CGRBR3	\$19.99	Basic Range 3in x18in Rectangle Quilt Ruler
CGRBR4	\$18.99	Basic Range 4in x 14in Rectangle Quilt Ruler
CGRBR5	\$19.99	Basic Range 6in x 12in Rectangle Quilt Ruler
CGRBR6	\$27.99	Basic Range 6in x 24in Rectangle Quilt Ruler
CGRCCC	\$21.99	Curved Corner Cutter Quilt Ruler
CGRCRCL	\$33.99	Quilt Ruler Circles (5 Discs with Grips) Quilt Ruler
CGRDBS60	\$30.99	60 Degree Double-Strip Quilt Ruler
CGRDBS90	\$30.99	90 Degree Double-Strip Quilt Ruler
CGRDBSTUMB	\$30.99	Double-Strip Tumbler Quilt Ruler
CGRDH1	\$19.99	Cat's Cradle Tool Quilt Ruler
CGRDH1XL	\$23.99	Cat's Cradle Ruler XL
CGRDH2	\$19.99	Strippy Stars Tool 5in x 7-1/2in Quilt Ruler
CGRDH3	\$19.99	Turbo 4-Patch Template Quilt Ruler
CGRDH4	\$23.49	Ultimate Flying Geese Template and Quilt Ruler
CGRDIA	\$31.99	Diamond Wedding Ring Templates Quilt Ruler
CGRDWR	\$37.99	Double Wedding Ring Templates Quilt Ruler
CGREU1	\$25.99	15 Degree Triangle Quilt Ruler
CGREU2	\$31.99	45 Degree Diamond Dimensions Quilt Ruler
CGREU3	\$28.49	22-1/2 Degree Triangle Quilt Ruler
CGRFFQ1	\$16.99	Charming 5 Quilt Ruler
CGRGE1	\$59.99	Stripology Quilt Ruler
CGRGE2	\$52.99	Stripology Squared Quilt Ruler
CGRGE3	\$39.99	Stripology Mini Quilt Ruler
CGRFCC	\$15.49	Folded Corner Clipper
CGRISE30	\$23.49	Starburst 30 Degree Triangle Quilt Ruler
CGRJAW1	\$21.99	Log Cabin Trim Tool for 8in Finished Blocks Quilt Ruler
CGRJAW2	\$28.49	Log Cabin Trim Tool Two 6in & 12in Blocks Quilt Ruler
CGRJAW3	\$26.49	Pineapple Trim Tool for 6, 8 or 10in Finished Blocks Quilt Ruler
CGRJAW3MINI	\$19.99	Pineapple Trim Tool Mini Quilt Ruler
CGRJAW4	\$27.99	Hexagon Trim Tool Quilt Ruler
CGRJAW5	\$23.49	Curvy Log Cabin Trim Tool 8in Finished Blocks Quilt Ruler
CGRJAW6	\$19.99	Curvy Log Cabin Trim Tool 6in Finished Blocks Quilt Ruler
CGRJAW6MINI	\$14.49	Curvy Log Cabin Trim Tool 4in Quilt Ruler
CGRJAW7	\$19.99	Square on Square Trim Tool - 3in or 6in Finished Quilt Ruler
CGRJAW8	\$22.49	Square on Square Trim Tool - 4in or 8in Finished Quilt Ruler
CGRJAWMN4	\$14.49	4in Log Cabin Trim Tool Quilt Ruler
CGRJAWMN6	\$19.99	6in Log Cabin Trim Tool Quilt Ruler
CGRKA1	\$28.99	Curves For Squares Quilt Ruler
CGRKA3	\$21.99	Straight Out Of Line 6in x 10in Quilt Ruler
CGRKA6	\$23.99	Spider Web Quilt Ruler

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CGRKAOVAL	\$44.49	Ovals All Ways Quilt Ruler
CGRKC1	\$27.49	Kites Plus Quilt Ruler
CGRMS4590	\$25.99	Multi Size Triangle 45 and 90 Degrees Quilt Ruler
CGRMSFG4590	\$31.99	6in Flying Geese & 45 90 Degree Triangle Quilt Ruler
CGRMT1	\$19.49	Quick Trim Ruler 3-1/2in X 12-1/2in Rectangle Quilt Ruler
CGRMT4	\$26.99	Scrap Crazy Templates Quilt Ruler
CGRMT5	\$28.49	Quick Trim And Circle Quilt Ruler Two 4-1/2in x 24-1/2in
CGRMT6	\$26.99	Scrap Crazy 6 Templates Quilt Ruler
CGRPA1	\$20.49	Sweet N Sassy Rhombus Templates 3pc set with holes Quilt Ruler
CGRPERF10	\$22.49	Perfect 10 Ruler
CGRPRG1	\$16.99	Itty-Bitty Eights Rectangle Ruler 3in x 7in Quilt Ruler
CGRPRG2	\$17.99	Itty-Bitty Eights Square Quilt Ruler 6in x 6in
CGRPRG3	\$25.99	Charming Itty Bitty Eights 5in x 15in Quilt Ruler
CGRQB1	\$29.99	House Quilt Ruler
CGRQF	\$16.49	I Love My Quilt Friends Quilt Ruler 2-1/2in x 10in
CGRQTA1	\$21.99	Machine Quilting Tool - Shorty
CGRQTA2	\$21.99	Machine Quilting Tool - Slim
CGRQTA3	\$21.99	Machine Quilting Tool - Archie
CGRQTA4	\$21.99	Machine Quilting Tool - Squiggy
CGRQTA5	\$21.99	Machine Quilting Tool - Taj
CGRQTA6	\$21.99	Machine Quilting Tool - Elvira
CGRQTA7	\$26.49	Machine Quilting Tool - Chevy
CGRSAV1	\$40.99	Circle Savvy 11-3/4in x 18-1/2in Quilt Ruler
CGRSG1	\$29.99	30 Degree Triangle Quilt Ruler
CGRSQ12	\$32.99	12-1/2in Square It Up or Fussy Cut Square Quilt Ruler
CGRSQ14	\$39.99	14-1/2in Square It Up or Fussy Cut Square Quilt Ruler
CGRSQ6	\$19.99	6-1/2in Square It Up or Fussy Cut Square Quilt Ruler
CGRSQ8	\$25.49	8-1/2in Square It Up or Fussy Cut Square Quilt Ruler
CGRSQ9	\$27.99	9-1/2in Square It Up or Fussy Cut Square Quilt Ruler
CGRSRTRAP	\$27.99	Trapezoid Strip Quilt Ruler 15 1/4in x 5in
CGRSRTUMB	\$27.99	Single Strip Tumbler Quilt Ruler
CGRT10	\$22.99	10 Degree Triangle Ruler
CGRT12560	\$29.99	60 Degree Triangle 12-1/2in Quilt Ruler
CGRT15	\$19.99	15 Degree Triangle Ruler
CGRT225	\$19.99	22-1/2 Degree Triangle Ruler
CGRT45	\$21.49	45 Degree Half-Square Triangle 8-1/2in Quilt Ruler
CGRT60	\$20.99	60 Degree Triangle 8-1/2in Quilt Ruler
CGRT90	\$22.49	90 Degree Quarter-Square Triangle Quilt Ruler
CGRTKAL45	\$20.99	Kaleidoscope or Dresden Plate Triangle Quilt Ruler
CGRTMT2	\$22.99	Triangle Squared Ruler 9-1/2in Quilt Ruler
CGRTMT3	\$20.99	Perfect Rectangle Ruler 9-1/2in Quilt Ruler
CGRTPHT	\$7.49	The Hole Thing Template Plastic Quilt Ruler
CGRWAVE	\$21.49	Wave Quilt Ruler 12in
CGRY1	\$29.49	Fat Quarter Cutter Quilt Ruler 6in x 22in