



November 2020

As a pet specialty exclusive brand, Skout's Honor is focused on maintaining high margins for our retail network. In recognition of the investment in time and resources required for our high-quality retailers to provide the level of customer service and product knowledge expected from our customers, Skout's Honor is committed to enforcing policies which allow our retailers to maintain high profit margins through the sale of our products. Skout's Honor has an established Minimum Advertised Price (MAP) Policy that an Authorized Reseller must follow for the advertising and marketing of Skout's Honor products. All Skout's Honor Authorized Resellers must agree to the terms and conditions of the following MAP Policy.

Skout's Honor MAP Policy Guidelines for Skout's Honor Products

MAP pricing for all Skout's Honor products can be found on your current price list. All advertised prices must be at or above MAP for all Skout's Honor products if a MAP price has been established by Skout's Honor. Resellers are not required to list prices in advertising. If a price is listed in an advertisement, it must be at or above MAP. Other statements such as "call for price" or "call for quote" are acceptable and permitted.

Resellers are also responsible for ensuring their Skout's Honor Mount pricing is at or above MAP on internet search engines. Resellers are free to set the actual resale price of any product as long as it is at or above MAP price given the most recent publication of the price list. Skout's Honor MAP policy for all Skout's Honor products apply to advertising placements, including but not limited to: print ads (inserts, magazines, newspapers, catalogs, mail order catalogs, etc.), broadcast (radio and TV), direct mail, faxes, internet placement with third parties (banner ads, broadcast emails, destination pages, third-party sites), internet placements on resellers own website, and any flyers, posters or coupons.

From time to time, Skout's Honor may permit resellers to advertise MAP Products at prices lower than the MAP price. In such events, Skout's Honor reserves the right to modify or suspend the MAP price with respect to the affected products for a specified period of time by providing advance notice to all resellers of such changes.

Pricing Statements

Skout's Honor's MAP Policy does allow resellers to omit pricing entirely from advertisements and/or advertisement statements such as "Call for Price" or "Call for Quote."

Free Offers Associated with Skout's Honor Product

Free shipping and/or handling, 0% sales tax, or free financing promotions do not violate the MAP.



All Skout's honor Products Price Matching Policies

Price matching policies are acceptable. Price matching cannot be used as a valid reason for violations of Skout's Honor's MAP Policy. Advertised price must always be at MAP or higher.

Failure to Comply with the MAP Policy

At the sole discretion of Skout's Honor, failure to comply with MAP, intentional and/or repeated failure to abide, may result in the immediate loss of Authorized Reseller status and your ability to purchase all Skout's Honor products both direct as well as through distribution.

Skout's Honor will utilize the following steps to resolve MAP violations:

1. Any and all dealers selling Skout's Honor products which have not signed an Skout's Honor MAP Policy agreement are classified as Unauthorized Resellers.
2. Distributors of Skout's Honor are required to provide a signed MAP agreement from any dealer selling Skout's Honor products. Unauthorized dealers should not be sold to or provided a feed from any distributor whatsoever.
3. Violations from Authorized Resellers will need to be corrected within 24 hours of notification.
 - A. First Violation: Authorized Reseller's account will be put on hold temporarily and a written warning will be provided. MAP violations must be corrected within 24 hours. Upon correction and following 30 days of compliance, violation will then be cleared.
 - B. Second Violation: Authorized Reseller's account will be put on hold for 30 days.
 - C. Third Violation: Authorized Reseller's account will be put on hold for 180 days. After this duration, Skout's Honor will review and determine if account is to be reinstated.
 - D. Fourth Violation: Should Skout's Honor decide to reinstate an Authorized Reseller who has previously demonstrated a third violation, yet violates a fourth time, the account will be unauthorized indefinitely.

*** Skout's Honor will issue a new price list upon the first day of each calendar year. Pricing must be updated immediately upon receipt. ***

CLEANING					
ITEM NUMBER	DESCRIPTION	UNIT SIZE (OZ)	(Unit) UPC	CASE PACK	MAP
SH17TC08	Toy & Bowl Cleaner	8	856713005326	12	\$9.99
SH20SSAC8	Super Sour Anti Chew Spray	8	810053870297	18	\$9.99
SH20SSAC16	Super Sour Anti Chew Spray	16	810053870396	12	\$15.99
SH16SO35	Stain & Odor Remover	35	856713005111	8	\$14.99
SH16UD35	Urine Destroyer	35	856713005128	8	\$14.99
SH16OE35	Odor Eliminator	35	856713005135	8	\$14.99
SH16LB35	Litter Box Deodorizer	35	856713005142	8	\$14.99
SH16UO35	Urine & Odor Destroyer	35	856713005180	8	\$14.99
SH16PC35	Patio Cleaner & Deodorizer	35	856713005173	8	\$14.99
SH17SB32	Laundry Booster Stain & Odor Removal Additive	32	856713005272	12	\$13.99
SH17SE32	Skunk Odor Eliminator	32	856713005289	12	\$12.99
SH17CP32	Urine Destroyer Carpet Pad Penetrator	32	856713005319	12	\$13.99
SH16SO128	Stain & Odor Remover	128	856713005159	4	\$34.99
SH16UD128	Urine Destroyer	128	856713005166	4	\$34.99
SH16UO128	Urine & Odor Destroyer	128	856713005265	4	\$34.99
SH17OE128	Odor Eliminator	128	856713005340	4	\$34.99
SH17CM64	Carpet Machine Solution	64	856713005302	6	\$24.99
SH16SO64	Stain & Odor Remover	64	856713005227	6	\$24.99
GROOMING					
ITEM NUMBER	DESCRIPTION	UNIT SIZE (OZ)	(Unit) UPC	CASE PACK	MAP
SH17SCHS16	Probiotic Shampoo + Conditioner Honeysuckle	16	856713005371	12	\$20.99
SH17SCUS16	Probiotic Shampoo + Conditioner Fragrance-Free	16	856713005517	12	\$20.99
SH17SCLV16	Probiotic Shampoo + Conditioner Lavender	16	856713005562	12	\$20.99
SH19SCDW16	Probiotic Shampoo + Conditioner Dog of the Woods	16	850004314470	12	\$20.99
SH17SHHS16	Probiotic Shampoo Honeysuckle	16	856713005357	12	\$19.99
SH17SHUS16	Probiotic Shampoo Fragrance-Free	16	856713005494	12	\$19.99
SH17SHLV16	Probiotic Shampoo Lavender	16	856713005548	12	\$19.99
SH17DCHS16	Probiotic Conditioner Honeysuckle	16	856713005364	12	\$18.99
SH17DCUS16	Probiotic Conditioner Fragrance-Free	16	856713005500	12	\$18.99

SH17DCLV16	Probiotic Conditioner Lavender	16	856713005555	12	\$18.99
SH17LCHS8	Probiotic Daily Use Detangler Honeysuckle	8	856713005395	12	\$14.99
SH17LCUS8	Probiotic Daily Use Detangler Fragrance-Free	8	856713005531	12	\$14.99
SH17LCLV8	Probiotic Daily Use Detangler Lavender	8	856713005586	12	\$14.99
SH19LCDW8	Probiotic Daily Use Detangler Dog of the Woods	8	850004314494	12	\$14.99
SH17LDHS8	Probiotic Daily Use Deodorizer Honeysuckle	8	856713005388	12	\$12.99
SH17LDUS8	Probiotic Daily Use Deodorizer Fragrance-Free	8	856713005524	12	\$12.99
SH17LDLV8	Probiotic Daily Use Deodorizer Lavender	8	856713005579	12	\$12.99
SH19LDDW8	Probiotic Daily Use Deodorizer Dog of the Woods	8	850004314487	12	\$12.99
SH18SCHS128	Probiotic Shampoo + Conditioner Honeysuckle	128	856713005074	4	\$79.99
SH18SCUS128	Probiotic Shampoo + Conditioner Fragrance-Free	128	856713005609	4	\$79.99
SH18SCLV128	Probiotic Shampoo + Conditioner Lavender	128	856713005104	4	\$79.99
SH19SCDW128	Probiotic Shampoo + Conditioner Dog of the Woods	128	850004314579	4	\$79.99
SH18SHHS128	Probiotic Shampoo Honeysuckle	128	856713005050	4	\$69.99
SH18SHUS128	Probiotic Shampoo Fragrance-Free	128	856713005241	4	\$69.99
SH18SHLV128	Probiotic Shampoo Lavender	128	856713005081	4	\$69.99
SH18DCHS128	Probiotic Conditioner Honeysuckle	128	856713005067	4	\$59.99
SH18DCUS128	Probiotic Conditioner Fragrance-Free	128	856713005258	4	\$59.99
SH18DCLV128	Probiotic Conditioner Lavender	128	856713005098	4	\$59.99
WELLNESS					
ITEM NUMBER	DESCRIPTION	UNIT SIZE (OZ)	(Unit) UPC	CASE PACK	MAP
SH19PPB02	Prebiotic Pet Balm	2	850004314616	24	\$16.99
SH19EC04	Probiotic Ear Cleaner	4	850004314418	24	\$9.99
SH19HOT04	Probiotic Hot Spot Hydrogel	4	850004314739	16	\$19.99
SH19AIT8	Probiotic Itch Relief	8	850004314746	12	\$14.99
SH20JSSC05	Joint Support Soft Chews	5	851560008483	12	\$24.99
SH20DSC05	Digestive Soft Chews	5	851560008469	12	\$24.99
SH20CSC05	Calming Soft Chews	5	851560008445	12	\$24.99
SANITIZERS					
ITEM NUMBER	DESCRIPTION	UNIT SIZE (OZ)	(Unit) UPC	CASE PACK	MAP

SH20PHS08	Paw & Hand Sanitizer	8	850004314265	18	\$9.99
SH20PSS32	Pet Sanitizing Spray	32	850004314289	12	\$19.99
SH20PSS64	Pet Sanitizing Spray	64	850004314364	6	\$29.99