



RESELLER POLICY

Rigid Industries (“**RIGID**”) takes seriously its responsibility to protect its trademarks and brand from practices that may harm, diminish or dilute its brand or cause consumer confusion. To that end, RIGID hereby adopts this Reseller Policy (“**Policy**”) and requires that each person, firm or entity (as applicable, a “**Reseller**”) that purchases RIGID’s products (the “**Products**”) for resale or other distribution agree to comply with this Policy. Effective immediately, RIGID is implementing this Reseller Policy.

Accordingly, this Policy is incorporated into, and hereby supplements, any contract entered into between RIGID and Reseller with respect to Reseller’s purchase or sale of the Products. Any Reseller failing to comply with this Reseller Policy will face adverse consequences ranging from suspension up to and including, revocation of its Authorized Reseller status, immediate termination of its account, and/or further legal action.

1. **No Resale on Amazon.** Unless otherwise agreed with RIGID in writing, Reseller may not advertise or sell the Products on the Amazon Marketplace or resell Products to distributors for further distribution in any manner on the Amazon Marketplace.
2. **Compliance with MAP.** RIGID maintains a “Minimum Advertised Price” or “MAP” Policy applicable to selected RIGID Products. Compliance with the MAP Policy means that a Reseller may not advertise the Products covered by the MAP Policy at a price below the minimum advertised price established by RIGID. The MAP Policy and current list of MAP Products can be found at www.rigidindustries.com.
3. **Handling and Storage.** Reseller agrees to handle and store the Products in a safe manner and in compliance with RIGID storage and handling guidelines.
4. **Product Packaging.** Reseller shall sell Products in their original packaging. Relabeling, repackaging (including the separation of bundled Products or the bundling of separate Products), and other alterations to Products or their packaging are not permitted. Reseller may not remove, translate, or modify the contents of any label or literature on or accompanying the Products. Reseller may not alter or remove any trademarks, proprietary notices or warning labels included in, on, or in connection with, the RIGID products.
5. **Report Unauthorized Resellers.** If Reseller has information, or reasonably suspects, that any person is purchasing and reselling or distributing Products in a manner not authorized by RIGID, Reseller must promptly notify RIGID.
6. **Support of Manufacturer’s Warranty.** Reseller may extend to any original purchaser of the Products the RIGID limited warranty in accordance with its terms. The RIGID Limited Warranty can be found at <https://www.rigidindustries.com/more-info/warranty-information>. Reseller may not modify or alter the RIGID Limited Warranty, represent or characterize the RIGID Limited Warranty in any misleading manner, or extend its own warranty with respect to the Products. Reseller must adhere to RIGID Limited warranty and customer support obligations and initiatives.

By purchasing RIGID Products, you acknowledge and affirm your understanding, acceptance and agreement to all of the requirements in this Policy. RIGID reserves the right to take any action it deems appropriate to enforce these requirements