

## **Owens Corning** ***e-Commerce* Minimum Advertised Price (MAP) Policy**

Owens Corning supports the promotional and advertising efforts of its valued distributors, dealers, retailers and other resellers (collectively, “Sellers”), which focus on the features and value of Owens Corning’s products and services, and Owens Corning’s premium brand and reputation in the marketplace. This policy defines the expectations that Owens Corning has of its Sellers (and their business resale customers, franchisees, etc.) that sell Owens Corning building materials including roofing and insulation products and other fiberglass products and accessories (collectively, the “MAP Products”) on an *e-Commerce* platform.

This policy pertains to the minimum advertised prices for MAP Products offered for sale in *e-Commerce*. Nothing in this policy restricts the actual price at which a Seller may sell an Owens Corning product, including the MAP Products.

Owens Corning products not specifically identified by Owens Corning as MAP Products, and products and accessories that Owens Corning identifies as discontinued or obsolete and that are expressly identified and sold by the Seller as discontinued or obsolete, are not subject to this MAP policy.

### **MAP POLICY PROVISIONS**

#### **A. MAP Products, Policy Terms, and Policy Modifications.**

1. Owens Corning MAP Products are available at [www.owenscorning.com/MAPpolicy](http://www.owenscorning.com/MAPpolicy) or from your Owens Corning sales professional.
2. The MAP Products and their corresponding MAP may be updated by Owens Corning from time to time at Owens Corning’s sole discretion. This policy may also be revised or modified, at Owens Corning’s sole discretion, to change, suspend or discontinue the policy, in whole or in part, or to designate promotional periods during which the terms of the policy change or do not apply to some or all the MAP Products.
3. Sellers are responsible for remaining current with this policy, the MAP Products, and applicable pricing.

#### **B. Advertisements.**

1. The policy applies to advertisements of MAP Products in *e-Commerce* appearing on or in websites; on-line portals, shopping and social media sites; mobile devices; Really Simple Syndication (RSS) feeds; blogs; texts; emails and email links; and on-line banners (“Advertisements”).
2. Conversations between Sellers and potential customers that are live in- person or in real-time (such as by telephone or on-line) are not considered Advertisements for purposes of this policy.
3. From time to time Owens Corning may offer rebates or discounts in connection with its products. Promotional advertising that highlight these rebates or discounts are not considered Advertisements for purposes of this policy.

4. For purposes of *e-Commerce* sales:
- (a) Pricing information displayed for potential customers who follow links such as “click here for your price”, “click for lower price”, “price too low to print”, “click for our price”, “click for special pricing”, stricken text or other similar text or symbols are considered Advertisements under this policy.
  - (b) Pricing information displayed for potential customers who have affirmatively proceeded toward making a purchase such as by placing a MAP Product into an electronic “shopping cart” or by following links such as “click here to order”, “add to cart” or “click to buy” or during the purchase payment process are not considered Advertisements for purposes of this policy.

C. **Pricing.**

- 1. In all Advertisements for any MAP Product, Sellers must display the price of that MAP Product that is equal to or greater than the applicable MAP.
- 2. In all Advertisements for two or more MAP Products that are part of a bundled sale (whether or not the bundle includes other non- MAP Products), Sellers must display:
  - (a) a price for each MAP Product in the bundle that is equal to or greater than the applicable MAP for each MAP Product in the bundle; **OR**
  - (b) a single combined price for the bundle that is equal to or greater than the combined MAPs for the MAP Products in the bundle.

D. **Consumer Information.**

Sellers who provide general consumer information about minimum advertised price policies may not directly indicate or indirectly suggest that Seller is contractually obligated to follow this policy. Owens Corning does not object to Sellers using the following language, if any, to generally describe minimum advertised price policies to its potential customers:

*A Minimum Advertised Price (MAP) policy is a manufacturer’s unilateral policy that establishes certain minimum prices for use in product advertisements. MAP policies only apply to advertised prices. The actual sale price may be higher or lower.*

E. **Enforcement.**

- 1. If a Seller chooses not to follow the policy, or fails to correct all violations of this policy within forty-eight (48) hours of notice from Owens Corning of such violations, then Owens Corning may, at its sole and absolute discretion, withhold some or all of the following, as applicable and consistent with existing contractual obligations:
  - (a) Owens Corning funding for product Advertising, rebates, discounts, or merchandising;

- (b) Owens Corning funding for signage, end caps, point of purchase displays, fixtures or marketing;
  - (c) Owens Corning-funded preferred or priority shipping;
  - (d) Owens Corning-funded direct product mailings and new product announcements;
  - (e) Owens Corning-funded factory tradeshow and special event support (such as Owens Corning representative support, videos, banners, and literature);
  - (f) Authority to use Owens Corning-owned or licenses trademarks, logos, photos and/or art in Seller Advertisements; and/or
  - (g) Owens Corning may revoke authorization to sell MAP Products.
- 2. Noncompliance with this MAP policy shall be determined by Owens Corning in its sole discretion.
  - 3. In the event Owens Corning determines that a Seller has failed to comply with this policy and institutes enforcement, a Seller may re-qualify for the items withheld, above, after a six (6) month uninterrupted period of compliance with this policy.

F. **Compliance Monitoring.**

- 1. Owens Corning monitors its Sellers and expects its Sellers to monitor their business customer resellers, for compliance with this MAP policy. Non-compliance by a Seller's business customers, resellers, franchisees, etc., shall be treated by Owens Corning as non-compliance by the Seller.
- 2. Third parties with information about a violation of the MAP policy may report it to Owens Corning by visiting [www.owenscorning.com/MAPpolicy](http://www.owenscorning.com/MAPpolicy) and following the appropriate link. However, Owens Corning will not discuss allegations of compliance with or enforcement of this policy with anyone other than an authorized representative of the alleged non-compliant Seller.
- 3. Only authorized Owens Corning personnel may communicate with a Seller about that Seller's actual or alleged violations of this policy,
- 4. Individual exceptions to this MAP policy are not permitted.

**Owens Corning MAP Products**  
(As of October 2019)

Model Number(s)	Product long code	Description	MSRP	MAP
GD01	500824	Garage Door Insulation Kit	\$89.95	\$67.98
AS2	541799	Attic Stair Insulator	\$63.97	\$47.98
MPLS, A85P	514486	R-6.7 EcoTouch Pink Multi-Purpose Roll	\$5.48	\$4.70