



Schlage Lock Company, LLC

## United States KRYPTONITE® Minimum Advertised Price Policy

Effective: January 1, 2018

Schlage Lock Company, LLC, through its Kryptonite Division (“Kryptonite”) has determined that certain advertising practices undermine Kryptonite’s trade reputation, brands, and premium image within the target consumer population and discourage Kryptonite Resellers (as hereinafter defined) from investing in the Kryptonite product lines and providing the best possible service and support to consumers. Accordingly, to protect the integrity of the Kryptonite brands, Kryptonite has adopted this unilateral Minimum Advertised Price Policy (“MAP Policy”), which applies to all distributors, wholesalers, retailers, and other resellers who are recognized as Authorized Sellers, Authorized Resellers or Authorized Retailers by Kryptonite (collectively, “Resellers”) of Kryptonite products in the United States of America.

The MAP Policy applies to all products listed on the Kryptonite MAP Schedule (“Covered Products”). Kryptonite is solely responsible for establishing the minimum advertised price (“MAP”) for each Covered Product and will communicate the MAP for each Covered Product to all Resellers through the Kryptonite MAP Schedule.

This MAP Policy is not intended as, nor is it to be construed as, an attempt by Kryptonite to set advertised or resale prices or an agreement between Kryptonite and any Reseller or other party. In addition, Kryptonite will not accept any assurances of compliance with the MAP Policy from any Reseller. Each Reseller must independently choose whether to comply with the terms of this MAP Policy. This MAP Policy is not negotiable and will not be altered for any individual Reseller. This MAP policy is strictly limited to advertised prices and does not affect the prices that Reseller may charge for Covered Products.

### Guidelines

Although all Resellers are free to advertise and sell all Kryptonite products at any price they deem appropriate, it is a violation of the MAP Policy for a Reseller to advertise any Covered Product at a price lower than the MAP. Such advertisements include, but are not limited to:

- I. Offering coupons, discounts, reseller rebates, credits, or other inducements that, when applied, result in a net advertised price lower than the MAP, including through use of a storewide sale, promotional code, or other similar provision that can be applied to Covered Products.
- II. Bundling Covered Products with other products or services (whether made by or provided by Kryptonite or another entity) in a manner that implies below-MAP pricing for the bundled Covered Product.
- III. Strikeouts or strikethroughs of pricing information, “see price in cart,” or other statements that suggest that a lower price for a Covered Product may be found at the final online checkout stage.

Direct or indirect attempts to circumvent this Map Policy also violate this MAP Policy; however, it is not a violation to advertise that a customer may “call for price,” “text for price,” or “email for price” as long as no price is listed and no automated call, text message, or “bounce-back” email is used in response. Additionally, offering free shipping, 0% holiday tax promotion, or free financing is not a violation of this MAP Policy.

For purposes of this MAP Policy, the terms “advertise” and “advertisement” include all promotional or pricing information displayed via any type of media, including, but not limited to, newspapers, catalogs, magazines, flyers, brochures, television, radio ads, billboards, signage (except signs displayed within a brick-and-mortar selling location), websites, blogs, social media, affiliate marketing networks/comparison shopping engines, Reseller-initiated text messages or emails to customers or prospective customers, mobile/smart phone applications, banner

ads, online product ads, paid search ads, pay-per-click ads, display ads, mobile ads, product listing ads, sponsored links, ads in any other media in a digital format that is communicated or conveyed via the Internet, and any other marketing or promotional materials, whether displayed online or through broadcast or other media.

Notwithstanding the foregoing, pricing information displayed at the final online checkout stage of a transaction is not considered “advertising” under this MAP Policy. The “final online checkout stage” is the stage when the Covered Product is put into a shopping cart that contains the customer’s name, shipping address, email address, and payment information. Pricing information in the “shopping cart” or “checkout” stages must be obscured technically so that it is not retrievable by shopping and pricing engines, and not displayed on search page results within the Reseller’s own website.

From time to time, Kryptonite may announce MAP holidays or other authorized promotions that are applicable to all Resellers, during which periods a Reseller that advertises a Covered Product in accordance with the terms of the authorized promotion will not be deemed to have violated the MAP Policy. Kryptonite will notify all Resellers of any such authorized promotions through direct communication or through the Kryptonite MAP Schedule.

## Enforcement

Kryptonite will take the following actions against any Reseller that fails to comply with this MAP Policy with respect to the advertisement of any Covered Product:

**First Offense:** Reseller will receive notice of the violation.

**Second Offense (within the preceding 12 months):** Reseller will be placed on a DO NOT SHIP list for all Kryptonite Products for a period of thirty (30) days.

**Third Offense (within the preceding 12 months):** Reseller will be placed on a DO NOT SHIP list for all Kryptonite Products for a period of forty-five (45) days.

**Fourth Offense (within the preceding 12 months):** Reseller will be terminated by Kryptonite or placed on a DO NOT SHIP list.

Although Kryptonite is not directing any Reseller to require that its customers comply with the MAP Policy, a violation of the MAP Policy by any such third party will constitute a violation by the Reseller.

## General terms

1. The MAP Policy will be enforced by Kryptonite in its sole discretion and without notice. Resellers have no right to enforce the MAP Policy.
2. No Kryptonite employee, vendor, supplier, or sales representative is authorized to, nor shall they, modify, interpret, or grant exceptions to this MAP Policy; solicit or obtain the agreement of any person to this MAP Policy; or otherwise discuss any aspect of this MAP Policy with any Reseller, including that Reseller’s or any other Reseller’s compliance with the terms of the MAP Policy.
3. Any questions concerning the MAP Policy must be submitted in writing and directed to Kryptonite’s MAP Administrator at [kryptonite.online.reseller@allegion.com](mailto:kryptonite.online.reseller@allegion.com).
4. Kryptonite reserves the right to unilaterally modify, change, suspend, terminate, reinstate, or update the MAP Policy at any time with advance notice in its sole discretion. Kryptonite shall make any such modifications available to all Resellers.



MAP Policy in effect from  
10.5.20 thru 12.31.20

## 2020 Kryptonite Security Products - MAP

2119 E Kansas City, Olathe, Kansas

Item Description	Item #		2020 MSRP	2020 MAP
<b>LOCKS</b>				
<b>U-locks</b>				
<b>New York U-Lock Series</b>				
New York FAHGETTABOUDIT Lock	720018	002178	\$124.95	\$124.95
New York Standard	720018	002154	\$114.95	\$114.95
New York LS <i>NEW to MAP!</i>	720018	002161	\$119.95	\$119.95
<b>Evolution U-lock Series</b>				
Evolution Standard w/ FlexFrame-U bracket	720018	002130	\$89.95	\$89.95
Evolution LS w/ FlexFrame-U bracket <i>NEW to MAP!</i>	720018	002147	\$94.95	\$94.95
Evolution LITE Mini-6	720018	002093	\$79.95	\$79.95
Evolution Mini-5 w/ FlexFrame-U bracket	720018	002062	\$69.95	\$69.95
Evolution Mini-7 w/ Flex Cable & Flexframe Bracket	720018	002079	\$77.95	\$77.95
Evolution Mini-9 w/ FlexFrame-U bracket	720018	002086	\$77.95	\$77.95
Evolution Messenger Mini+	720018	002116	\$89.95	\$89.95
<b>Kryptolok U-lock Series</b>				
Kryptolok Standard w/ FlexFrame-U bracket	720018	002031	\$54.95	\$54.95
Kryptolok Standard w/ Flex Cable & Flexframe Bracket	720018	001966	\$58.95	\$58.95
Kryptolok LS w/ FlexFrame-U bracket <i>NEW to MAP!</i>	720018	002048	\$56.95	\$56.95
Kryptolok ATB w/ FlexFrame-U bracket	720018	002055	\$56.95	\$56.95
Kryptolok Mini -7 w/ FlexFrame-U bracket	720018	001980	\$51.95	\$51.95
Kryptolok Mini-7 w/ Flex Cable & Flexframe Bracket	720018	001973	\$55.95	\$55.95
Kryptolok Mini-7 w/ FlexFrame-U bracket (COLOR-WHITE)	720018	000200	\$51.95	\$51.95
Kryptolok Mini-7 w/ FlexFrame-U bracket (COLOR-MERLOT)	720018	002024	\$51.95	\$51.95
Kryptolok Mini-7 w/ FlexFrame-U bracket (COLOR-LT.BLUE)	720018	002017	\$51.95	\$51.95
Kryptolok Mini-7 w/ FlexFrame-U bracket (COLOR-LT.ORANGE)	720018	001997	\$51.95	\$51.95
Kryptolok STD & Avenue R-20 COB Tail Light (USB) Combo Pack	720018	003915	\$63.95	\$63.95
Kryptolok Combo Std. w/bracket	720018	110415	\$52.95	\$52.95
<b>Keeper U-lock Series</b>				
Keeper 12 STD w/bracket	720018	004196	\$36.95	\$36.95
Keeper 12 LS w/bracket	720018	004202	\$38.95	\$38.95
Keeper Mini-6 w/bracket	720018	004189	\$33.95	\$33.95
Keeper 12 STD w/4' Flex	720018	004370	\$40.95	\$40.95
<b>Chain Locks</b>				
<b>New York Chain Series</b>				
New York FAHGETTABOUDIT Chain 1410 (14mm x 100cm) with NY Disc 15mm Shackle	720018	999485	\$159.95	\$159.95
New York Chain 1210 (12mm x 100cm) with EVS4 Disc 14mm Shackle	720018	999515	\$119.95	\$119.95

New York Cinch Ring Chain 1275 (12mm x 75cm) with EVS4 Disc 14mm Shackle	720018	999539	\$109.95	\$109.95
<b>Messenger Collection Chain</b>				
Messenger Chain & Moly	720018	001669	\$89.95	\$89.95
<b>Integrated Chain Locks</b>				
<b>Evolution Chain Series</b>				
Evolution 1055 MINI Integrated Chain 21" (10mm x 55cm)	720018	000792	\$80.95	\$80.95
Evolution 1090 Integrated Chain 35.5" (10mm x 90cm)	720018	000808	\$92.95	\$92.95
<b>Kryptolok Chain Series</b>				
Kryptolok 955 MINI Integrated Chain 21" (9.5mm x 55cm)	720018	000822	\$57.95	\$57.95
Kryptolok 995 Integrated Chain - 37.5" (9.5mm x 95cm)	720018	000839	\$69.95	\$69.95
Kryptolok 990 Combination Integrated Chain (9.5mm x 90cm)	720018	003267	\$74.95	\$74.95
<b>Keeper Chain Series</b>				
Keeper 755 Mini Integrated Chain - 21" (7mm x 55cm)	720018	001690	\$34.95	\$34.95
Keeper 785 Integrated Chain - 32" (7mm x 85cm)	720018	000853	\$39.95	\$39.95
Keeper 785 Integrated Chain - 32" (85cm) -(COLOR-RED)	720018	001591	\$39.95	\$39.95
Keeper 785 Integrated Chain - 32" (85cm) -(COLOR-GREY)	720018	001607	\$39.95	\$39.95
Keeper 785 Integrated Chain - 32" (85cm)- (COLOR-PURPLE)	720018	001614	\$39.95	\$39.95
Keeper 790 Combination Integrated Chain (7mm x 90cm)	720018	003281	\$52.95	\$52.95
Keeper 585 Integrated Chain - 32" (5mm x 85cm)	720018	004912	\$27.95	\$27.95
<b>Folding Locks</b>				
<b>KryptoLok Folding Locks</b>				
Kryptolok 685 Folding Lock	720018	004097	\$89.95	\$89.95
Kryptolok 610 Folding Lock	720018	004103	\$99.95	\$99.95
<b>Keeper Folding Locks</b>				
Keeper 585 Folding Lock	720018	004110	\$64.95	\$64.95
Keeper 510 Folding Lock	720018	004127	\$74.95	\$74.95
Keeper 585 Combination Folding Lock	720018	004837	\$76.95	\$76.95
<b>Ring Locks &amp; Plug-In Chains</b>				
Ring Lock w/ Flex Mount	720018	002321	\$39.95	\$39.95
Ring Lock w/ 5.5mm plug in & Flex Mount	720018	002291	\$51.95	\$51.95
9mm Plug In Chain	720018	002277	\$42.95	\$42.95
5.5mm Plug in Chain	720018	002260	\$32.95	\$32.95
<b>LIGHTS</b>				
<b>Incite Series</b>				
Incite X3	720018	005018	\$54.95	\$54.95
Incite X6	720018	005025	\$74.95	\$74.95
Incite X8	720018	005032	\$144.95	\$144.95
Incite XR	720018	005049	\$27.95	\$27.95
Incite XBR	720018	005056	\$39.95	\$39.95
Incite X3 & XR	720018	005063	\$74.95	\$74.95
Incite X6 & XBR	720018	005070	\$99.95	\$99.95
Incite X8 & XBR	720018	005087	\$164.95	\$164.95
<b>Street Light Series</b>				

Avenue F-65 - USB 1 LED Front	720018	003649	\$25.95	\$25.95
Avenue R-30 - USB 1 LED Rear	720018	003656	\$25.95	\$25.95
Avenue F-65 & R-30 Set - USB 1 LED Set	720018	003823	\$49.95	\$49.95
Avenue F-70/R-35 Dual - USB 2-in-1	720018	003687	\$29.95	\$29.95
Avenue F-70/R-35 Dual Set - USB 2-in-1 Set	720018	003670	\$57.95	\$57.95
Avenue R-45 - USB 2 LED Rear	720018	003663	\$28.95	\$28.95
Avenue F-100 - Basic USB COB Front	720018	003700	\$34.95	\$34.95
Avenue R-50 - Basic USB COB Rear	720018	003717	\$30.95	\$30.95
Avenue F-100 & R-50 Set - Basic USB COB Set	720018	003694	\$64.95	\$64.95
Avenue F-150 - Medium USB COB Front	720018	003731	\$44.95	\$44.95
Avenue R-75 - Medium USB COB Rear	720018	003748	\$44.95	\$44.95
Avenue F-150 & R-75 Set - Medium USB COB Set	720018	003724	\$88.95	\$88.95
Street F-150 - Basic USB To See Front	720018	004479	\$32.95	\$32.95
Street F-150 & Avenue R-30 Set - Basic USB To See Set	720018	004486	\$56.95	\$56.95
Street F-300 - Basic USB To See Front	720018	004493	\$36.95	\$36.95
Street F-300 & R-30 Set - Basic USB To See Set	720018	004509	\$61.95	\$61.95
Street F-500 - Medium USB To See Front	720018	004516	\$44.95	\$44.95
Street F-500 & Avenue R-45 Set - Medium USB To See Set	720018	004523	\$72.95	\$72.95
Alley F-650 - Premium USB To See Front	720018	003816	\$60.95	\$60.95
Alley F-650 & Avenue R-50 Set - Premium USB To See Set	720018	003809	\$90.95	\$90.95
Alley F-800 - Premium USB To See Front	720018	004530	\$77.95	\$77.95
Alley F-800 & Avenue R-50 Set - Premium USB To See Set	720018	004547	\$105.95	\$105.95