

Wildkin MAP Policy

Wildkin is committed to enforcing policies which allow our resellers to maintain healthy margins through the sale of our products. As such, Wildkin has an established Minimum Advertised Price (MAP) Policy that all Authorized Retailers must follow.

Wildkin prices, including MAP (where applicable), can be found in our Item Master. Please click the link to our Dropbox on the Retailer Page to find this file. The price of Wildkin products for sale by you must be at or above MAP at all times, unless a short term exception is granted in advance, and in writing, by Wildkin.

Steps Wildkin will take if failure to comply with our MAP policy:

First offense: You will get a warning and it will need to be corrected.

Second offense: Your account will be suspended for a week.

Third Offense: Your account will be suspended for a month.

Fourth Offense: Your account will be terminated indefinitely.

Our MAP policy is intended to encourage competition for the sale of Wildkin products in a manner that is consistent with the long-term interests of our customers. Thank you in advance for sharing this commitment.

Please contact us if you have any questions.



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