



Boen is committed to providing our customers with the highest quality hardwood flooring and best service in the industry. To protect that mission, Boen products are sold through a network of authorized Boen resellers, including dealers and distributors.

The Internet can be a useful tool for researching companies and the products they manufacture. When it comes to the final purchase, there is no substitute for personal, professional service and installation only offered by traditional retailers and contractors. Flooring is a substantial investment, and we require that consumers purchase flooring from an authorized Boen reseller to get the best service both during and after the sale.

We recognize that some consumers may choose to purchase their flooring online and accordingly, we are establishing guidelines regarding online purchases and communications regarding pricing. In general, communications containing pricing fall into two broad categories: advertisements for distribution / sale (any act of communication for distribution via electronic or physical media beyond a brick-and-mortar store intended to induce people to buy or use a product) and store signage (physical or virtual display of pricing at a brick-and-mortar store indicating a price which a product may be purchased).

- Boen and its distributors will not sell to online retailers who do not have a physical brick-and-mortar retail location. If a retailer is not listed on our website, please contact us for verification as to whether they are authorized to sell Boen hardwood floors
- Should a Boen floor be purchased from a non-authorized dealer, all warranties shall be null and void
- Boen is unilaterally establishing minimum advertised pricing for all products. Failure to meet this minimum pricing may result in the revocation of rights to sell Boen hardwood flooring products.
- Boen branded Chalet, Chaletino, and all Boen branded Sports Flooring (Boflex, Actiflex, etc) are not eligible for online sales nor are they eligible for advertised pricing.
- Communications or advertisements for advertising any Boen product MUST include a price and MUST NOT be at a price below the Minimum Advertised Price (“MAP Price”). A table containing this pricing is within this document.
- This policy does not require our customers to sell at any particular price and sellers remain free to determine their own retail prices. This policy simply regulates the minimum at which Boen products may be advertised both virtually and physically.
- For online sellers, product pricing given “in the cart” that is lower than MAP price will be considered a violation of this policy even if the product pricing published on the “front page” or “product page is otherwise in compliance with the MAP policy
- Discontinued product advertised pricing is not regulated by this policy



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The following table outlines the Minimum Advertised Price for each of our product collections and is inclusive of species and grade. Any products not listed within this table are not eligible for online pricing and may only be purchased through a physical location or reseller authorized by Boen. All pricing below is in U.S. Dollars.

Product Collection	Grade	Wood Species	Minimum Advertised Price (per sq ft)
Prestige	Nature	Maple	\$13.99
Prestige	Nature	Oak	\$12.59
Prestige	Baltic	Oak	\$11.99
Longstrip	Pop	Maple	\$12.99
Longstrip	All Other Grades	Oak	\$7.69
14mm Plank 138	Andante / Nature	Ash	\$13.99
14mm Plank 138	Andante / Nature	Maple	\$19.99
14mm Plank 138	Andante / Nature	Oak	\$12.69
14mm Plank 138	Smoked / Semi-Smoked	Oak	\$15.99
14mm Plank 138	All Other Grades	Oak	\$9.99
14mm Plank 138	Select	Walnut	\$23.99
14mm Plank Castle	Andante / Nature	Oak	\$16.99
14mm Plank Castle	Smoked / Semi-Smoked	Oak	\$19.99
14mm Plank Castle	All Other Grades	Oak	\$13.29
20mm Plank Chaletino	Nature / Andante	Oak	Not Eligible for Advertised Pricing
20mm Plank Chaletino	All Other Grades	Oak	Not Eligible for Advertised Pricing
20mm Plank Chalet	All Grades	Oak	Not Eligible for Advertised Pricing
All Sports Flooring (Boflex, Actiflex)	All Grades	All Species	Not Eligible for Advertised Pricing

We urge you to consider the following points before you make a Boen hardwood flooring purchase:

- Professional installation is key to the long-term performance of hardwood flooring, and key to the customer's satisfaction. The number one cause of consumer dissatisfaction with flooring performance and appearance is poor installation. Boen distributors and retailers have access to a network of professional installers who are proficient in installing all our flooring products.
- Online resellers may not be well versed in the technical attributes of hardwood flooring. We strongly recommend that customers visit a physical retail location to select and purchase our hardwood flooring products.
- When having a hardwood floor installed, Boen strongly recommends the use of NWFPA (National Wood Flooring Association) certified installers. To find an installer in your area, follow this link: <https://www.woodfloors.org/certified-professional-search.aspx>
- Should you need additional information, contact us at (877) 638-3078 or sales@boen.com



Frequently Asked Questions regarding MAP Policy

Q: Does a reseller need to list pricing on products that it is selling over the phone or email?

A: Yes. Any sale in any media outside of a physical showroom, including advertising where a reseller's website or digital property is used to encourage customer contact must list MAP pricing or above without exception.

Q: Can a reseller state, "Add floor to cart to see price?"

A: No. The price must be listed on the product page where no other action is needed for a consumer to see the price.

Q: Can a reseller state something like, "Call for best pricing?"

A: No. Any statements that may lead a consumer to believe that they will get a better price by contacting a reseller is a violation. This also includes wording similar to call for "awesome"/ "special"/ "secret"/"sale"/ "mystery"/ "X" pricing. Any wording used to lead a consumer to believe they may receive a price different than what is listed online is a violation. This also applies to "Email for pricing," "Chat for pricing," or any similar action that a consumer could take to receive a better price is a violation.

Q: Can a reseller use promotional pricing when advertising Boen flooring products?

A: Promotional Pricing can be used only if the promotional pricing is at or above MAP.

Q. What are some examples of advertising language that is prohibited under the policy?

A. Below is a list of examples advertising wording and concepts that are deemed violations of the policy. Please note that this is not a comprehensive list but illustrative of language that is a violation.

- Call for Price and/or Pricing
- Text for Price
- Chat for Price
- Call for Sale Price
- Email for Price
- Call for Best Offer
- Call for Best Price
- View pricing in cart
- Price crossed off
- Get Coupon
- Lucky Price
- Clearance Sale
- Lowest Price
- Lowest Price Guarantee
- Request a Quote for Best Price
- Found a better price? Ask us to Beat it
- Our prices are lower than anything you have seen listed online.
- Language intended to circumvent the policy, including expressing displeasure with the policy. For example, "Due to our manufacturer's pricing restrictions, we are not able to advertise our low prices on



Boen products” or “Click through our shopping cart or call toll-free XXX or e- mail XXX for the lowest prices on the web. You’ll save up to 30% off retail prices!”

Additional concepts that constitute violations:

- Price matching
- Discount
- Different pricing in cart
- Coupons

Q. Can a reseller request that a customer “Call/Email/Chat for a complete quote” or projects which may include moldings, underlayments, sundries, or other installation items or accessories?

A. Yes, in order for a reseller to provide a full quote to complete an entire job/project. Additional requests that are permitted under such circumstances include: “Call for Assistance,” “Request Quote,” and “Call for Quote”

Q. Can a reseller list MAP Pricing and also state, “Call for Price”?

A: A reseller cannot say “Call for Price;” however, it may say “Request for Quote”. In addition, a reseller cannot use price matching.

Q: Can a reseller list MAP pricing but ultimately sell at a different price?

A: Resellers are free to sell Boen products at any price they choose subject to any of Boen’s other pricing policies, including its Minimum Resale Pricing Policy.

Q: Does MAP pricing apply to discontinued products?

A: Products that have been discontinued by Boen are not subject to MAP pricing guidelines.

We acknowledge and thank the resellers who have reached out to us and have made the appropriate changes to be in compliance with the policy. We appreciate your time and efforts to work within our policy. We appreciate your support of helping Boen to maintain our strong brand in the market. And, last but not least, we appreciate your business and partnership.

If you have any questions regarding the policy, please email us directly at sales@boen.com