

# CFS BRANDS



## MINIMUM ADVERTISED PRICING (MAP) POLICY

*Last Updated: May 1, 2026*

CFS Brands, owner of Carlisle®, Araven®, Bar Maid®, Winco® Equipment, and G.E.T.® brands, is committed to supporting our Authorized Dealers and Resellers selling our products in the United States & Canada. This Minimum Advertised Price (“MAP”) Policy applies to all forms of advertised pricing.

The MAP policy applies to any advertising of select Carlisle®, Araven®, Bar Maid®, Winco® Equipment, and G.E.T.® products listed in the current MAP Price List. The MAP policy applies to designs in all media, including but not limited to, print advertising (e.g. magazines, catalogs, newspapers, posters, flyers, and direct mail), e-mail and facsimile advertising (e.g. broadcast campaigns, flyers, coupons, and similar inserts), internet or similar electronic media (e.g. Amazon, eBay, Google), in-cart or at check-out pricing, dealer websites, internet banner ads, social media blasts, social networks, search engine advertising and all other types of digital signage.

CFS Brands’ MAP policy is being unilaterally adopted and will be strictly enforced. If CFS Brands determines that any Reseller has violated this MAP Policy, then CFS Brands may within its sole discretion and without assuming any liability, cancel pending orders and may indefinitely refuse to accept new orders for Carlisle®, Araven®, Bar Maid®, Winco® Equipment, and G.E.T.® products.

CFS Brands may monitor advertised prices for Carlisle®, Araven®, Bar Maid®, Winco® Equipment, and G.E.T.® products in all channels, either directly or through third-party service providers. Third-party service providers retained by CFS Brands may engage in the monitoring of Carlisle®, Araven®, Bar Maid®, Winco® Equipment, and G.E.T.® product sales.

This MAP Policy is not, and is not intended to be, an agreement or understanding of any kind, express or implied, regarding the price at which a Reseller may sell Carlisle®, Araven®, Bar Maid®, Winco® Equipment, and G.E.T.® products (or any CFS Brands products). Each Reseller remains free to independently determine its resale prices. CFS Brands’ sales personnel have no authority to modify or grant exceptions to this MAP Policy. All questions regarding this MAP Policy, including requests for the current MAP Price List, should be directed to:

Carlisle®, Araven® Brands:

Bar Maid®, Winco® Equipment, G.E.T.® Brands:

[MAP@CFSBrands.com](mailto:MAP@CFSBrands.com)

[MAP@WincoUS.com](mailto:MAP@WincoUS.com)

CFS Brands reserves the right to modify, suspend, or discontinue this MAP Policy, in whole or in part, at any time, in its sole discretion, with or without notice.