



PRODUCT INFORMATION BULLETIN

Date: September 27, 2016
Number: 10702
Division: Genie®
Product Family: All Residential and Commercial Product
Product Series: All Residential and Commercial Product
To: All Genie Customers (All Business Channels)
Re: Introducing “IMAP”: Internet Minimum Advertised Price

The Genie Company has established an Internet Minimum Advertised Price policy to support the Genie brand as a high value premium brand and also to support Genie product Resellers by encouraging them to make the investments necessary to provide appropriate levels of product availability and service to consumers of Genie products in order to compete effectively with Genie’s competitors.

Genie will provide (for an established set of items) the lowest price allowed to be displayed online for that product. *While each Reseller is free to set their own resale prices on any and all Genie products*, it is the expectation of this policy that Genie’s Resellers will do online advertising only at prices which are at or above the listed minimum advertised price for each given product.

Key takeaways:

- Genie will establish IMAP prices at its discretion for a set list of product. The first item is the light bulb and other products will be added over time.
- It is the expectation of this policy that Genie’s Resellers will do online advertising only at prices which are at or above the designated IMAP value
- Non-compliance with this policy allows Genie (at its discretion) to take enforcement action with the Reseller.

Please click [HERE](#) to find and review the full policy document. The most current established set of items and IMAP values can be found in Attachment A inside the policy document. The first item is the light bulb and other products will be added over time.



The first item that has been put on the IMAP listing is the Genie Garage Door Opener LED Light Bulb.

Part Number: 39438R

Model Number: LEDB1-R

Description: Garage Door Opener LED Light Bulb

Established IMAP: \$9.95