



PRODUCT INFORMATION BULLETIN

Date: October 23, 2017
Number: 12242
Division: Genie®
Product Family: All Residential and Commercial Product
Product Series: All Residential and Commercial Product
To: All Genie Customers (All Business Channels)
Re: IMAP UPDATE: New Items Added to Internet Minimum Advertised Price Policy

The Genie Company previously established an Internet Minimum Advertised Price (IMAP) 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.

Please click [HERE](#) to find and review the full policy document. The most current established set of items and IMAP values can always be found in Attachment A inside the policy document. As noted in the original IMAP announcement, additional items are planned to be added over time.

Below is the current IMAP listing which includes changes and additions as of Nov 1, 2017:

No.	Item Number	Description	IMAP Value
1)	39438R	Garage Door Opener LED Light Bulb, LEDB1-R	\$ 9.95
2)	39437R	Garage Door Opener LED Light Bulb, LEDB1-R	\$ 9.95
3)	37218R	3-Button Dual Frequency Remote, G3T	\$ 29.99
4)	37330R	3-Button Dual Frequency Remote, G3T	\$ 29.99
5)	37344R	3-Button Dual Frequency 9/12 Master Remote, GM3T	\$ 29.99
6)	37335R	3-Button Dual Frequency 9/12 Master Remote, GM3T	\$ 29.99
7)	38501R	1-Button Dual Frequency Remote, G1T	\$ 25.99
8)	37332R	Wireless Keyless Entry Pad, GK	\$ 36.99
9)	37224R	Wireless Keyless Entry Pad, GK	\$ 36.99
10)	39142R	Aladdin Connect™ w/Door Position Sensor, ALKT1	\$ 119.00
11)	39279R	Door Position Sensor for Aladdin Connect™, ALDPS	\$ 36.99
12)	37220R	Safe-T-Beam® System, GSTB	\$ 37.97
13)	37334R	Safe-T-Beam® System, GSTB	\$ 37.97
14)	36359R	Intellicode® Universal Receiver w/Remote, GIRUD	\$ 65.00
15)	39165R	Wall Console Series II, GBWCSL2	\$ 25.00
16)	37517S	3-Button Single Frequency Remote, G1TR-3	\$ 27.99
17)	39654R	2-Button Dual Frequency LED Flashlight Remote, GL2T	\$ 34.99