



## THANK YOU FOR CONSIDERING MARTELLI

We only accept active accounts with direct contact with buyers. Our products are so unique that we have found face to face training and question answering is the way to go. We have a very few authorized web dealers for such as Amazon. We are doing everything we can to reduce any others which do not support our pricing policies.

So, is your business a direct face to face customer contact business? Thanks for understanding our need to support our brick and mortar shops.

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If you qualify as a face-to-face customer contact business, simply follow these detailed but easy instructions to start your direct order wholesale online account with Martelli Enterprises.

To establish your Martelli direct order wholesale online account.

- a. Please Navigate to <https://shop.martellinotions.com/>
- b. Click "My Account" at top right of the page
- c. Click "Register" at gray rectangle center right
- d. Enter the Email Address to be used for business emails
- e. Enter and confirm your password (Must contain at least one letter and one number or punctuation character) for this Martelli account
- f. Fill-in as much of the other requested information as is applicable
  - i. Required fields are: Last Name; Phone Number; Address; City; and Zip Code
  - ii. The State/Province will be "Outside USA" if shipping to Canada
  - iii. If shipping outside the USA, the Country will be Canada. Other than Canada we do not ship outside of USA
  - iv. If "Bill To:" address is the same as your shipping address then click the box "Same as Shipping"
  - v. When Successful you will see a banner display "Your new account has been created. Please click here to start shopping". DO NOT CONTINUE TO THE ORDER AND CHECKOUT! YOUR ACCOUNT IS A STANDARD CUSTOMER ACCOUNT AT THIS POINT.



## Martelli Enterprises

5450 North W Street, Pensacola, FL 32505 • Ph# 850-433-1414 • Fax# 850-433-9952

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Now please

- 1) Make a copy your **Sales Tax Exempt Certificate**
- 2) Print out our latest **Map Agreement (below) and sign** after review. (You may also simply “Copy & Paste” this into your email to Sales below with the words “I accept the MAP agreement” and your name.)
- 3) Find the Latest MAP Pricing guide (From this folder) and print for reference in your pricing.
- 4) Email us at [sales@martellinotions.com](mailto:sales@martellinotions.com) to let us know you have successfully registered your on-line direct order account, and to send copies of the above forms along with your business phone number, and your input is DONE!

We will change your online billing code to Wholesale within 48 hours. From then on your online orders will get our great Wholesale pricing!

In this introduction period there is no minimum order.

Orders will receive the same great discounted shipping prices Martelli has earned.

MAP Agreement starts below...



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## MINIMUM ADVERTISED PRICE (MAP) AGREEMENT

**Undersigned Wholesaler**, hereafter referred to as **Wholesaler**, has determined that its interests are best served by joining with Martelli and adopting a minimum advertised price ("MAP") policy and in so doing to:

- 1) support the Martelli Enterprises, Inc. (elsewhere "Martelli") brand as a premium offering
- 2) avoid destructive intra-brand channel conflict
- 3) provide a level of profit sufficient to assure the level of customer service and customer education we expect for our products.

## POLICY COVERAGE

This MAP policy covers all "store front" and Internet resellers of Martelli products. Martelli will, without assuming any liability, impose sanctions as described in this policy against resellers who advertise any Martelli products at prices below those herein. MAP applies only to minimum advertised prices and does not apply to advertised prices higher than the minimum resale price established by Martelli from time to time.

## MINIMUM ADVERTISED PRICE

The products and MAP may be changed from time to time at Martelli's sole discretion. Martelli resellers are responsible for remaining current with MAP policy, products, and pricing.

Martelli products not yet specifically identified in this policy are still covered by this MAP policy. Any advertised price of these products should receive prior approval from Martelli.

The MAP policy applies to all advertisements and offers of sale of covered Martelli products in all media including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, internet or similar electronic media, television, radio, and public signage.



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From time to time, Martelli may permit resellers to advertise MAP Products at prices lower than the MAP price herein. In such events, Martelli reserves the right to modify or suspend the MAP price with respect to the affected product(s) for a specified period of time by providing advance notice to all resellers of such changes.

## **Failure to comply with the MAP Policy**

At the sole discretion of Martelli, intentional and/or repeated failure to abide, may result in the loss of your ability to purchase all Martelli products both direct as well as through Distributor channels.

Martelli places great value on the efforts of all resellers to represent our products and support their customers. Our MAP policy is intended to encourage competition for the sale of Martelli products in a manner that is consistent with the long-term interests of our customers. We are sure that you share our commitment to customer satisfaction and as such, we ask that you acknowledge by signing this MAP confirmation agreement.

Thank you for your prompt attention to this matter, and your continued support for Martelli products.

Acknowledged by: \_\_\_\_\_

(Printed Name \_\_\_\_\_)

Title: \_\_\_\_\_, Company \_\_\_\_\_

Date: \_\_\_\_\_

Email Address: \_\_\_\_\_ Telephone: \_\_\_\_\_

Edward (Skip) Hardaway

Director of Global Sales Development

Martelli Enterprises

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