



*Serving our Customers with Tradition, Technology and Trust*

May 29, 2019

## **Straight Arrow Online Resale Policy and Guidelines**

Straight Arrow Products Inc. (SAPI) has been a leading manufacturer of high-quality human, equine, and small pet grooming products going on 50 years. Online, SAPI's brand integrity is linked to the quality of products shipped to consumers, which in turn affects online consumer reviews. In order to preserve our reputation and our brand integrity online, SAPI is unilaterally instituting this policy pertaining to the resale by its direct Distributors and Wholesalers to online resellers.

Any Distributor and/or Wholesaler who buys direct from SAPI and then sells to retailers that resell online needs to adhere to the below policy, as described below, to ensure that these online retailers meet SAPI guidelines with regards to SAPI's promotion, offerings, and shipping. SAPI's guidelines for online resale include:

- Items must be listed with approved images and descriptions provided by SAPI.
- Incorrect Categories for products must not be created, or participated in.
- Shipments must be e-commerce complainant (i.e. gripper sealed and boxed properly)
- Incorrect UPC's, intentional variations, multi packs/ bundles, mixing of other companies' brands with SAPI, etc. are strictly prohibited.
- Misleading sizes and images are strictly prohibited.
  - o I.e. Customer orders a 32oz and receives 2 16oz items.
  - o I.e. old labels, model numbers shipped in place of new products.
- Do not answer questions about SAPI items on any online forum.
- Follow established rules of digital domain (online) you are utilizing.

SAPI expects that its Distributors and Wholesalers will ensure that online resellers to whom it sells products meet these guidelines. To the extent SAPI learns that Distributors or Wholesalers are distributing to online resellers without the written authorization of SAPI or otherwise in violation of this policy, SAPI reserves the right to no longer do business with the Distributor and/or Wholesaler, to remove one or more benefits conferred on the Distributor and/or Wholesaler, or to revoke the Distributor and/or Wholesaler's permission to use SAPI's trademarks.

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