



Minimum Advertised Price (MAP) Guidelines

Human Active Technology, LLC, including its brands **HAT Collective** and **HAT Design Works**, has built a reputation for innovative design, product quality, and reliable performance over the past 40 years. We remain committed to delivering best-in-class engineering, manufacturing, and customer support to our dealers, partners, and distributors.

To protect our brand integrity and ensure a consistent marketplace experience, **Human Active Technology, LLC enforces a Minimum Advertised Price (MAP) Policy, effective June 8th, 2026.** This policy applies to all authorized dealers, resellers, and any parties selling Human Active Technology products through distribution channels.

What is MAP?

MAP represents the lowest price at which Human Active Technology products may be advertised or promoted. The advertised price includes any discounts, rebates, or value-added offers associated with the product.

Human Active Technology provides a MAP Price List outlining Manufacturer Suggested Retail Price (MSRP), MAP, and reseller cost for applicable products. This policy governs advertised pricing only. Resellers retain full discretion in determining their actual selling price.

MAP Guidelines

- Advertised pricing may not be more than **40%** below the published MSRP. Refer to the MAP SKU list for product-specific requirements; **products not listed are still subject to and must comply with the 40% MAP pricing guidelines.**
- This policy applies to all forms of advertising, including websites, online marketplaces, digital ads, email campaigns, social media, and print materials.
- MAP applies only to advertised prices and does not restrict final selling prices.
- This policy is enforced consistently across all distributors, dealers, and resellers.
- Strike-through pricing, “was/now” pricing, or any visual representation implying pricing below MAP is not permitted when a price is displayed.
- Resellers are responsible for ensuring compliance across all third-party marketplaces, websites, and affiliated sales channels.
- In the event of resale or shipment into Canada, resellers are responsible for complying with all applicable local laws related to advertised pricing and resale practices.

View the full [MAP Price List](#).

Compliance

Failure by Human Active Technology, LLC to enforce any provision of this MAP Policy shall not constitute a waiver of its right to enforce the policy at a later time.