

Steele Rubber Products - Partner Program Guidelines

Introduction

Welcome to the Steele Rubber Products Partner Program. This document outlines the terms, conditions, and guidelines for all authorized partners and dealers who purchase and resell Steele Rubber Products. The purpose of this program is to foster a successful partnership by providing clear expectations and benefits to our partners.

Business Requirements

To qualify as a partner or dealer under the Steele Rubber Products Partner Program, the applicant must be a registered business with a valid Federal Tax ID. The business must be actively engaged in offering and executing repair, custom fabrication, modification services, or reselling products for replacement, improvement, or repair.

Our Expectations

We expect all authorized partners and dealers to represent Steele Rubber Products professionally and be customer-focused in their operations. To maintain a positive relationship, we require our partners and dealers to meet the following expectations:

- All partners and dealers should represent Steele Rubber Products and our products in a professional and positive manner.
- Partners and dealers must take ownership of their customer relationships, handling customer service activities with minimal assistance from Steele Rubber Products.
- Partners and dealers are expected to maintain a knowledgeable, professional, and experienced sales and technical staff to best support our products.
- Partners and dealers should strive to provide value-added parts or services that complement our product line.

Legal Relationship

Partners and dealers operate independently of Steele Rubber Products. Steele Rubber Products is not bound to any agreement expressed or implied other than those described in these guidelines. There are no exclusive territory agreements unless otherwise specified by Steele Rubber Products. Steele Rubber Products reserves the right to refuse or terminate a partnership or dealer status for actions, practices, or statements deemed detrimental to our business. In the event of bankruptcy or liquidation, Steele Rubber Products reserves the right to make the first claim on items manufactured by Steele Rubber Products up to the amount owed.

No Annual Purchase Requirement

There is no annual purchase requirement to maintain partner or dealer status with Steele Rubber Products. We value our relationship with each partner and do not impose minimum purchase obligations.

Pricing Model

Our pricing model is designed to offer the best value from the start, without the need for additional discounts based on purchase volume or order size. Partner and dealer pricing is determined on a 'Per-Part' basis at the Stock Code Level. All pricing is proprietary and confidential between Steele Rubber Products and its partners and dealers.

Orders and Payments

Orders with Steele Rubber Products should be simple and straightforward. All orders are prepaid, unless other terms are approved by Steele Rubber Products. We accept Visa, MasterCard, Discover, American Express, and Bank Draft in U.S. Funds for international partners.

Minimum Advertised Price (MAP) Policy

Steele Rubber Products maintains a Minimum Advertised Price (MAP) Policy to preserve the value of our products and support our dealers. The key points of the MAP Policy are as follows:

- Minimum advertised prices are listed in your current price list, updated annually. Any changes must be reflected in your advertising immediately.
- The MAP Policy applies to all forms of media, including print, broadcast, and online advertising. Prices listed must be at or above the minimum advertised price.
- Prices listed online are considered "advertised prices" and must comply with the MAP Policy. The MAP Policy does not apply to the final selling price at checkout.
- Use of promotional codes, coupons, and offers that apply at checkout does not conflict with the MAP Policy. Free shipping, 0% sales tax, and free financing promotions are also permissible.
- Non-compliance with the MAP Policy may result in sanctions, including the loss of dealer status. Steele Rubber Products reserves the right to take further actions against violations.
- While the MAP Policy does not control the final selling prices at checkout, Steele Rubber Products reserves the right to review and take appropriate action if a partner or dealer is found to consistently undercut the MAP through non-advertised discounts that undermine the product's value in the market.

State Sales Tax

In compliance with State Tax requirements, sales tax will be collected on products sold in states where Steele Rubber Products has Nexus. To avoid tax collection, partners must provide a valid tax exemption certificate for their business. For drop shipments, a tax exemption certificate for the drop ship state is also required.

Returns and Refunds

Returns of purchased parts for defects or shipping errors on the part of Steele Rubber Products will be accepted at no charge to the partner or dealer. The partner or dealer must contact us to obtain a Return Merchandise Authorization (RMA) number before returning any items. For returns due to other reasons, a restocking fee of 25% will be incurred for returns made after 60 days from the original purchase date. All returns should include the part number(s) and sales order number(s) and be pre-approved by Steele Rubber Products. Returns received without an RMA number may be refused and returned to the sender at their expense.

Third-Party Marketplace Sales

Authorization to purchase or resell Steele Rubber Products does not include authorization to sell those products on third-party online marketplaces. Partners may not list or sell Steele Rubber Products on third-party marketplaces, including but not limited to Amazon, eBay, and similar platforms. Steele Rubber Products may address non-compliant marketplace listings as needed to maintain consistency across sales channels.

Shipping and Handling Charges

Shipping and handling charges are determined based on the chosen shipping method and the total value of each order. Partners may opt to use their own UPS shipping accounts for order fulfillment. For partners not using a personal shipping account, Steele Rubber Products caps standard domestic ground shipping charges at \$64.99 per order. Next Day Air and Second Day Air delivery options are available, but Steele Rubber Products does not guarantee specific delivery times.

Use of Logos, Trademarks, and Marketing Materials

Steele Rubber Products logos, trademarks, graphics, part photos, and catalogs are the sole property of Steele Rubber Products. Partners and dealers wishing to utilize any proprietary graphics or marketing materials must receive written permission from Steele Rubber Products. All graphic approvals are reviewed and renewed annually. The use of Steele Rubber Products logos, trademarks, and part photos on or for products not purchased directly from Steele Rubber Products is strictly prohibited. Any unauthorized use of Steele Rubber Products' logos, trademarks, graphics, part photos, or catalogs may result in the termination of the partner or dealer relationship, along with possible legal action.

Compliance and Enforcement

Steele Rubber Products reserves the unilateral right, but not the obligation, to monitor advertised pricing, sales channels and use of intellectual property for compliance with this policy.

If Steele Rubber Products determines, in its reasonable discretion, that a Partner has not followed the Partner Policy Guidelines, Steele Rubber Products may take one or more of the following actions:

- Issue written notice and require corrective action within a specified timeframe
- Suspend or revoke authorization to resell Products
- Restrict or terminate access to Products, pricing programs, discounts, or marketing support
- Take reasonable steps to address non-compliant marketplace listings

Enforcement decisions are made independently by Steele Rubber Products and do not require proof of intent, repeated violations, or uniform enforcement across all Partners.

No Waiver

Failure to enforce this policy in any particular instance shall not constitute a waiver of Steele Rubber Products' right to enforce this or any other policy at any time.

Modification

Steele Rubber Products reserves the right to modify, amend, or terminate this policy at any time. Continued purchase, advertising, or resale of Products after notice of such modification constitutes acceptance of the revised policy

Contact Information

For any inquiries or further information, please contact Steele Rubber Products at:

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Denver, NC 28037-9735

Phone: 704-483-9343 (Worldwide)

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