



Workwear Outfitters, LLC IMAP Policy

Frequently Asked Questions

1. What happens if an unintended error results in a failure to comply with the Policy?

The Policy will be applied regardless of whether the failure to comply was intentional or not.

2. What about advertising for my brick and mortar stores?

The Policy applies to Internet advertising only and does not apply to traditional brick and mortar advertising such as print, billboards, radio, flyers, catalogs and newspaper.

3. How will updates to the IMAP Policy or the price list be communicated?

We will communicate via email. Where we do not have email addresses, we will communicate via USPS.

4. What about branded products not listed on the attachment?

This Policy only applies to those IMAP Products listed on the IMAP Products & Prices schedule.

5. How will I be notified of a failure to comply with the Policy?

You will receive a communication via email. Where we do not have email addresses, we will communicate via USPS.

6. Our site requires a secure login for B2B contracts where we supply branded products for companies' employees via contract. Do these prices have to comply with your IMAP Policy?

The Policy does not apply to this type of business (e.g. bids, programs, contracts, vouchers) where our customers are selling to employees of a company as a solution for safety or image purposes. Password-protected website portals specific to contract business or government sales are not included within the scope of this Policy.

7. Does this IMAP Policy apply to employee discounts?

No. If you have an employee discount policy where your employees may purchase product for his or her personal use and not for resale, they may continue to do so per your company policy.

8. The IMAP Policy provides that it applies to any listing or offering of a price until a customer reaches the "final on-line 'checkout' stage" of a transaction. Please provide some examples of non-compliant activity.

Examples include without limitation: (a) a strike-through of any IMAP Price regardless of whether one or more other prices are shown or (b) the failure to show a price for each of the IMAP Products depicted, described or to which a reference is otherwise made.

9. Our first failure to comply was for a Red Kap IMAP Product. Will we receive a notice of second failure to comply if we advertise a Bulwark IMAP Product below the IMAP Price?

No. In this case, you would receive a first failure to comply notice from Bulwark and as a result, be at a first failure status for each brand.

10. Our second failure to comply notice was for a different IMAP Product than the IMAP Product in our first failure to comply notice. Shouldn't we have received another first failure to comply notice since this was the first time we advertised this particular IMAP Product below the IMAP Price?

No, your second failure to comply can be for any IMAP Product of the brand at issue in your first failure to comply notice. Example: If the first failure to comply is identified with Red Kap SKU SP14NV and second failure to comply is identified with Red Kap SKU PT20NV, the PT20 style will be restricted for three (3) months.

11. If there is a second or third failure to comply, what will happen to my unshipped orders of the product(s) at issue?

If there is a second failure to comply within six months of the first failure, then all unshipped orders for the specific IMAP Product (including all color and sizes for product style at issue) in the second failure to comply will be canceled. In addition, we will discontinue sale of those specific IMAP Product(s) (including all color and sizes for product style at issue) to you for three (3) months. If there is a third failure to comply within six months of the second incident, then all unshipped orders for the involved IMAP Product(s) (including all color and sizes for product style at issue) for the brand at issue will be canceled. In addition, we will discontinue sale of the involved IMAP Product(s) for the brand at issue to you for six (6) months.

12. If there is a third failure to comply, will I be terminated as an account of Workwear Outfitters?

Per the policy, we will discontinue selling you the specific IMAP Product(s) (including all colors and sizes of that product style) for the brand at issue for six (6) months and all unshipped orders will be canceled. No new orders for the involved IMAP Product(s) for the brand at issue will be accepted. As noted in the Policy, Workwear Outfitters reserves the right to discontinue business with any account at any time.

13. What happens if I advertise below the IMAP price again after I have already received a notice of a third failure to comply?

The six (6) month period will be restated to start as of the date of the latest violation which means that the specific IMAP Product(s) (including all color and sizes for that product style) for the brand at issue will be withheld for six (6) months as of that latest date.

14. What happens if I am a Distributor that operates an industrial laundry and Internet site and I am currently at a second or third violation status on a specific IMAP Product? Will I also lose access to that product for my industrial laundry customers?

Yes, if you have lost access to an IMAP Product style due to two or more prior Internet advertising violations, then your access to the IMAP Product(s) (including all color and sizes for product style at issue) for the brand(s) at issue will be blocked across all of your distribution channels.

15. What happens if Workwear Outfitters adds colors to the specific IMAP Product style and I am currently at a second or third violation status on that specific IMAP Product? Will my access to those products be blocked as well?

Yes, if you have lost access to a specific IMAP Product style due to prior violations, any new colors added to that style will also be blocked.

16. Does the IMAP Policy apply internationally?

This policy currently applies to the United States and Canada only. Any extension internationally will be announced appropriately.

17. Am I allowed to ship outside of the country or to freight forwarders (with US address)?

No, you are not allowed to ship Products outside of the country or to freight forwarders or other third parties that ship Products outside your authorized country and its territories.

18. I sell products on third party marketplaces (e.g. Amazon, eBay). Can I sell your branded products on these marketplaces?

No, unless authorized in writing. You may only sell our branded products via third party marketplaces after your Authorized Website(s) are approved in writing by WWOF. Selling product via online auction is prohibited.

19. How do I become an Authorized Online Dealer for KT?

Please contact your Account Executive (AE) to receive the **Authorized Online Dealer Application**. This form will request information regarding how you would like to do business online (e.g. direct website, marketplace storefront). We will then confirm in writing whether you are authorized to sell branded products online.

20. I have been approved to sell online and have recently added a new Domain/Seller Name. Do I need to re-apply or is it automatically approved?

New Domain/Seller Names are not automatically approved. If you want to sell branded products on a new Domain/Seller Name, contact your Account Executive. The new Domain/Seller Name will be reviewed and an email will be sent with the final decision.

21. Who do I talk to if I have questions regarding the IMAP Policy?

We believe the IMAP Policy is clear and along with these questions and answers above, you should have sufficient information to understand the requirements of the Policy. That said, should something be unclear, questions should not be addressed to your sales representative or any other representative of Workwear Outfitters. Any questions must be directed to the Policy Administrator at:

Email: policyadmin@wwof.com