

Unilateral Minimum Retail Price (MRP) Policy

In an effort to protect the long-term interest of not only Truly Horrible Things, but also all of our retailers and customers, we have unilaterally adopted a Minimum Retail Price Policy for selected products. This policy is to ensure the quality of Truly Horrible Things products, the product value, and to properly establish the brand and reputation of these products in the appropriate market segment.

Although retailers remain free to establish their own prices, Truly Horrible Things will, without assuming any liability, cancel all orders and refuse to accept any new orders for a product for which a MRP is specified in the current Truly Horrible Things MRP List ("MRP Product") from any reseller or retailer that has advertised, offered, or sold such MRP Product at a net retail sales price less than the MRP established and announced by Truly Horrible Things.

Any discounting of the MRP for a MRP Product, including, without limitation, advertising, offering, or providing coupons, gift cards, rebates, free accessories, bundling with additional products, or payment of sales tax for the customer – will be regarded as a violation of the MRP Policy if the net retail price for the MRP Product is less than MRP after deducting the value of the coupon, rebate, gift card, accessory, bundled product or covered sales tax.