

Protecting Brand Integrity: Why MAP Policies Benefit Brick-and-Mortar and E-Commerce Retailers of LaneInnovative Dietary Supplements

In the supplement industry, **brand integrity**—the consistent perception of quality, trustworthiness, and value—is the foundation of long-term success. For LaneInnovative dietary supplements, a **Minimum Advertised Price (MAP) policy** is one of the most effective tools for preserving that integrity while supporting retailers, both in-store and online.

What is a MAP Policy?

A MAP policy sets the lowest price a retailer can publicly advertise for a product. Retailers may sell below MAP in-store or through private offers, but they cannot publicly list lower prices in ads, websites, or online marketplaces.

For LaneInnovative, MAP pricing is intentionally aligned with **MSRP on most of our line**. This means our minimum advertised price reflects the value of the product and helps all sellers—brick-and-mortar or e-commerce—maintain profitability while protecting the perception of our supplements as premium, research-driven products.

MAP and Brand Integrity for Brick-and-Mortar Retailers

1. Protects In-Store Margins

Without MAP, aggressive online discounting can erode profits and force local retailers into unsustainable price competition. MAP safeguards fair margins so stores can focus on delivering expert guidance and customer service—key parts of brand integrity in the health retail space.

2. Creates Fair Competition with Amazon

LaneInnovative maintains a **limited Amazon footprint** with a single exclusive reseller who prices **at or above MAP every day**. This means local stores aren't competing against dozens of online discounters. Instead, pricing stays consistent, reinforcing brand integrity and consumer trust.

3. Strengthens the Premium Perception

When customers see the same price in-store as online, it reinforces that LaneInnovative supplements are worth their MSRP. This consistency helps protect the brand from being perceived as a commodity, a crucial element in sustaining brand integrity.

MAP and Brand Integrity for E-Commerce Retailers

1. Prevents Price Wars

Online marketplaces are notorious for undercutting. By limiting Amazon sales to one trusted seller who follows MAP, LaneInnovative ensures price consistency, which protects margins and upholds brand integrity.

2. Supports Long-Term Profitability

Because LaneInnovative's MAP is set at MSRP, online retailers can maintain healthy margins without sacrificing customer trust. This supports the brand's premium standing while allowing retailers to invest in better online experiences.

3. Aligns All Sales Channels

From a customer's perspective, seeing stable pricing across Amazon, independent e-commerce stores, and brick-and-mortar locations reinforces the idea that LaneInnovative is a premium brand with consistent value. That consistency is the very essence of brand integrity.

Amazon Strategy: A Model for Brand Integrity

Many supplement brands lose control of their pricing—and brand image—on Amazon due to unauthorized sellers. LaneInnovative avoids this by:

- **Limiting Amazon Presence** – Only one authorized reseller.
- **Daily MAP Compliance** – No undercutting; pricing is always at or above MAP.
- **Channel Harmony** – Ensuring Amazon doesn't become a low-price benchmark protects brand integrity across all channels.

This approach reassures retailers that they won't lose customers to heavily discounted Amazon listings and keeps the brand's value perception intact.

Shared Benefits for All Retail Partners

1. Encourages Value-Based Selling

Retailers can focus on service, education, and building loyalty instead of discounting wars—activities that enhance brand integrity.

2. Reduces Price Confusion

Consistent pricing builds trust with customers and reinforces the premium nature of the brand.

3. Strengthens Partnerships

Retailers know LaneInnovative actively protects both profitability and brand integrity, making them more likely to invest in marketing and merchandising.

Best Practices for Retailers

- **Know the Policy** – Ensure your team understands how MAP supports brand integrity.
- **Monitor Listings** – Watch for violations that can harm margins and brand perception.
- **Report Violations** – Help maintain brand integrity by alerting LaneInnovative to below-MAP listings.

- **Add Value Beyond Price** – Offer education, loyalty programs, or bundling to enhance perceived value.

Final Word:

MAP enforcement is more than a pricing rule—it's a cornerstone of **brand integrity**. For LaneInnovative, it means protecting the reputation of our premium supplements, ensuring fair competition across all channels, and creating a stable foundation where every retailer—whether brick-and-mortar or online—can thrive. By aligning pricing with brand values, we protect both the retailer's bottom line and the LaneInnovative name.