

Gamblin
Minimum Resale Price Policy
Effective January 1, 2025

Why does Gamblin has a MAP Policy?

For over 40 years, Gamblin has given artists the correct materials at an honest price and with robust support. We deeply appreciate your efforts – in many cases over decades – to help us grow as a colorhouse and to help build our brand. We want to ensure that our Retail Partners market our products in ways that are consistent with our brand and are able to provide a high level of support to artists “in the aisle”.

We believe this is best accomplished by having a financially healthy network of Retail Partners committed to engaging, supporting, and inspiring their communities of artists. In order to achieve these objectives we are as committed as ever to our minimum advertised price policy (“MAP Policy”) that applies to all U.S. retail partners and to all Gamblin materials.

Gamblin Minimum Advertised Price Policy

This policy establishes suggested minimum resale prices for Gamblin products advertised and/or sold in stores, catalogs, direct mail, on websites, through Amazon, and internet listings or elsewhere. Because Gamblin adopted this minimum resale price policy unilaterally, we do not ask for, nor will Gamblin accept, any assurance of compliance or agreement from any Dealer regarding this policy.

Moreover, Gamblin will not discuss any conditions of acceptance related to this policy. Nothing in this policy is intended to be, nor shall be construed to be, an agreement between Gamblin and any Dealer as to the prices at which the Dealer advertises or resells Gamblin products.

You must determine independently, and at your sole discretion, the price at which you sell Gamblin products to your customers.

If Gamblin determines that a Dealer has advertised or sold Gamblin products at less than the suggested minimum resale price established by this policy, Gamblin may, in its sole discretion: reduce or simply eliminate any agreed-upon co-marketing, refuse new orders, and cancel all outstanding orders.

MAP for Oil Painting Materials, Excluding Gamblin 1980

For all Gamblin oil painting materials (including tools such as our Gamvar Varnish Brush, Ground + Gesso Blades, and our Studio Knives but excluding Gamblin 1980 oil colors) the following are the current suggested minimum resale prices.

- Everyday minimum resale price: 25% off List Price
- Promotional Period minimum resale price: 40% off List Price

Gamblin oil painting materials (excluding Gamblin 1980) may be sold at Promotional Period minimum resale prices during the periods below.

- Fall Back-to-School: August 1 thru September 30
- Winter Back-to-School: January 1 thru February 28
- Spring Sale: April 1 thru May 31

MAP for Oil Painting Sets and the Must Haves Set

Gamblin Artist Grade Oil Painting Sets and our Must Haves Set may be discounted in-line with the MAP for Gamblin Oil Painting Materials above. In addition, these sets may be discounted up to 40% off List during November and December.

MAP for Gamblin 1980 Oil Colors

Gamblin 1980 oil colors have an everyday minimum resale price of 40% off list, year-round. This includes the Gamblin 1980 Introductory Oil Painting Set.

MAP for Gamblin Printmaking Materials

Gamblin Printmaking Materials have an everyday minimum resale price of 15% off list, year-round.

If you have any questions regarding this policy, please direct them to me at 503-459-6543 or pete@gamblincolors.com

Always forward. Together.

A handwritten signature in black ink, appearing to read "Pete Cole". The signature is stylized and cursive, with the first name "Pete" and last name "Cole" clearly visible.

Pete Cole
Owner + President
Gamblin