

Allied Air Enterprises LLC

Internet Sales Policy (US)



Allied Air Enterprises LLC (“Allied Air”) is a leading manufacturer of heating, ventilation and air conditioning (“HVAC”) products. Allied Air makes a significant investment in a consistent brand image, emphasizing high quality, reliability, and performance. Allied Air expects that the sales activities of its independent distributors, through whatever form, will not diminish the value of the Allied Air brands.

This Internet Sales Policy (this “Policy”) sets forth guidelines for the online sale of HVAC equipment manufactured by Allied Air. This Policy has been established to enhance our existing efforts, to protect the legacy of Allied Air, and to share the benefits of that legacy with distributors. All distributors must comply with its requirements, which will be updated from time to time and published at www.alliedair.com and secure.alliedair.net. If a distributor fails to comply with this Policy, Allied Air may choose to terminate its business relationship with the distributor.

Distributors of Allied Air-Branded Products

To ensure that all Allied Air equipment is installed correctly and to meet performance and reliability expectations of both contractors and end consumers, distributors of commercial and residential HVAC equipment manufactured by Allied Air and sold under the Allied Air™, Armstrong Air™, AirEase™, Concord™, Ducane™, Allied™, Magic-Pak™, and Allied Commercial™ brand names (“Allied Products”) may sell Allied Products online subject to the following conditions:

- Any distributor of Allied Products will sell Allied Products only to qualified HVAC contractors and will implement reasonable measures to ensure compliance with this requirement. Allied Air recommends distributors establish and maintain a customer verification process to ensure only qualified HVAC contractors can access pricing and place orders online.
- Any distributor of Allied Products will abide by all terms and conditions between the distributor and Allied Air, including, without limitation, defined goods and trading areas.
- Dealer private-labeled HVAC equipment (i.e., Allied Products rebadged by a dealer under a dealer private label agreement) is treated by this Policy as an Allied Product and subject to the applicable terms and conditions.

Distributors of Private-Labeled Products

Distributors of private-labeled HVAC equipment manufactured by Allied Air (“Distributor-Labeled Products”) may sell Distributor-Labeled Products online subject to the following conditions:

- Any distributor of Distributor-Labeled Products will provide Allied Air with a list of all URLs of the websites through which it will promote and sell the Distributor-Labeled Products (each, a “Distributor Website”).
- Any distributor of Distributor-Labeled Products will include a clear and conspicuous disclaimer on each Distributor Website as follows:

HEATING AND AIR-CONDITIONING SYSTEMS, AS WELL AS INDOOR AIR QUALITY EQUIPMENT, MUST BE INSTALLED ADHERING TO THE MANUFACTURER’S INSTRUCTIONS AND SAFETY GUIDELINES AND IN COMPLIANCE WITH ALL APPLICABLE FEDERAL, STATE, AND LOCAL LAWS, REGULATIONS, CODES, POLICIES, AND LICENSING REQUIREMENTS. FAILURE TO PROPERLY INSTALL A SYSTEM WILL INVALIDATE THE EQUIPMENT WARRANTY. IMPROPER INSTALLATION OR SERVICE OF HVAC EQUIPMENT MAY CAUSE PROPERTY DAMAGE, SERIOUS INJURY, OR DEATH.

- Any distributor of Distributor-Labeled Products will include an acknowledgment on each Distributor Website requiring each online consumer affirmatively acknowledge the website’s terms and conditions that include the above disclaimer before completing their purchase of the Distributor-Labeled Products.
- Any distributor of Distributor-Labeled Products will provide each online consumer access to tools to contact qualified, trained, and licensed (if required by law) HVAC contractors in the consumer’s geographic area.
- Any distributor of Distributor-Labeled Products will abide by all terms and conditions between the distributor and Allied Air, including, without limitation, defined goods and trading areas.
- Distributor-Labeled Products may not be sold through online third-party shopping marketplaces or auction sites (i.e., Amazon, eBay, penny auction sites, etc.).
- Any distributor of Distributor-Labeled Products may not bid on any advertising keywords that are trademarks, model numbers, or product names of Allied Air, Lennox International Inc., or any of their affiliate companies.

Each Allied Air distributor must comply with all applicable federal, state, and local laws and regulations applicable to its business and the promotion, sale, handling, or distribution of Allied Products and/or Distributor-Labeled Products, including, without limitation, all applicable laws and regulations pertaining to the security and use of data, and operate in a professional and ethical manner. Distributors must not engage in any unlawful, unfair, misleading, or deceptive practices.