



JUNIPER[®]

PRICING TRANSPARENCY PROMISE

UPDATED DECEMBER 2025



PRICING TRANSPARENCY PROMISE

OUR PROMISE TO YOU, OUR CLIENT, IS THAT WE WILL ALWAYS PROVIDE FAIR, EQUITABLE, AND TRANSPARENT PRICING. AS A DIRECT-TO-CONSUMER BUSINESS, NOT REPRESENTED BY SALES REPS OR LIGHTING AGENTS, WE ARE ABLE TO PUBLISH OUR MAXIMUM ALLOWABLE PRICE (MAP). THIS IS DESIGNED TO ENSURE YOU ARE NEVER ASKED TO PAY QUESTIONABLE AND UNINTENDED MARKUPS. IF A RESELLER QUOTES HIGHER THAN OUR ALLOWABLE PRICE, YOU, THE CUSTOMER, WILL ALWAYS HAVE THE RIGHT TO PURCHASE DIRECTLY FROM JUNIPER AT OUR PUBLISHED PRICE.

OUR PROMISE IN DETAIL:

1. **Public Pricing:** Pricing for all our products is consistent, transparent, and made publicly available to everyone, either upon request or directly from our website.
2. **Fair Pricing Pledge:** We promise no preferential pricing. All similarly placed resellers will receive the same discounts.
3. **Custom Fixture Pricing:** Upcharges for custom or customized fixtures will be quoted separately and made available to you upon request should it not be clearly itemized on a quotation.
4. **No 'Packaging':** Customers receiving packaged or bundled pricing from resellers can request itemized fair pricing directly from Juniper.
5. **No Overages:** Overage is the practice of splitting excess profits between a manufacturer and a lighting agent when a product is sold to a client above the quoted manufacturer's price. This practice has never and will never be employed at Juniper.
6. **Cost-Plus Pricing Model:** We employ a cost-plus pricing model, ensuring that reductions in cost due to improved design or increased production efficiencies are passed on to the client in the form of lower prices.
7. **Direct Sales Model:** We do not pay commissions tied to the sales of our products. We sell direct to you and to the trade (designers and distributors), ensuring we provide the best solutions while keeping prices aligned with customer value.

This is more than just a promise, it is intended to protect our clients from inflated shadow pricing that affects our industry. By employing a transparent pricing practice and direct-to-consumer business model, we play our part in tying prices to value and reducing the uncertainty surrounding the project budget, while also providing an open door for direct client consultation and quality service.