



April 1<sup>st</sup>, 2022

TO: All Customers, Regional Sales Managers, and Representatives

**RE: Ideal Tridon Group Price Increase Effective May 2<sup>nd</sup>, 2022**

Due to ongoing, upcoming, and continuous increases in raw materials as well as rapidly increasing logistics costs that are well beyond our control, the Ideal Tridon Group is announcing a price increase that will go into effect on May 2<sup>nd</sup>, 2022. This price update will range from an average of 9.5% to 15% on all products contained within our ZSI-Foster and Hydra-Zorb product brands. Given the rapid and unprecedented rise in transportation costs we must also institute a focused effort to stave off even higher and farther-reaching price increases. As a result of this focused effort, both brands will no longer be offering any freight subsidies on any orders.

Orders placed for any products within these brands before the May 2<sup>nd</sup>, 2022, effective date will be shipped and billed at the current prices which were effective June 1<sup>st</sup>, 2021. Any orders placed after that date will be shipped and billed with the new pricing no matter whether you have received an updated price sheet or stock quote.

Our Florida Strut, Versabar, and Wesanco product brands pricing will be increasing by 10% on all channel items but will remain at the June 1<sup>st</sup>, 2021, price levels on fittings. To retain these levels on these brands for as long as possible they will be subject to the new Freight Policy shown on page 2 of this announcement that will go into effect May 2<sup>nd</sup>, 2022, for the same reasons as stated above.

Project quotes for all product brands will be honored with their current expiration dates. Stock quotes that have not been able to be updated prior to the effective date of the increase will be updated to the May 2<sup>nd</sup>, 2022, price levels upon receipt of any new orders placed after that date. Price sheets in both excel and .pdf format will also be available for distribution prior to the effective date of the increase.

As always, we sincerely thank you for your continued support and look forward to continually providing you with the innovative products and brands of the Ideal Tridon Group.

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