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April 30th, 2021

Subjects: Price Increase Announcement

Dear Valued Customer,

West Coast ports, customs and shipments are being delayed due to Covid labor restrictions and increased demand due to the economic recovery. This is creating major delays in processing containers, transit and delivery times. We're seeing unpredictable 20-45 day increases in receipt of shipments. Because of this, the PULSEROLLER team has decided to air freight all roller raw materials to USA manufacturing in order to maintain our production capabilities and ensure reliable lead times.

This pivot to air freight shipments increases the landed cost and sale price of our products. As a result, any orders received on or after May 17th, 2021 will reflect a 6.5% Markup on roller prices. (Applies to USA manufactured Motor Rollers only, until this situation fully resolves.)

Additionally, the global shutdown has impacted the global supply chain. Steel prices have set record highs, and the semiconductor industry has increased costs by 20-30%. Packaging costs, plastic costs and almost every manufacturing consumable cost have increased over the past year. The PULSEROLLER team has worked diligently to ensure availability of consumables and sub-components while maintaining our existing customer pricing model, however we have reached the point where we must include these additional costs. Effective June 15th there will be an incremental 10% Price Markup (On all products moving forward.)

We appreciate your business and continued interest in PULSEROLLER products and solutions, please feel free to contact us with any questions.

Kindest regards,

Steve Inabnit

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