

To Vitraform Showrooms:

For the first time in 23 years we are forced to discontinue products in our line. With the slow economy, some of our Vendors are either not making or not stocking raw materials we use in our line. I have been holding off on the printing of our Price Lists due to the changes we need to make in our offering. Please see attached Vitraform price lists that have been posted online with a Date of JUNE 1, 2012 on both covers. Your Showrooms have a 30 day notice to get orders placed before JULY 1, 2012 at the current prices. No exceptions.

The imported Cristal, Cristal Antique, White, Amethyst and Amethyst Antique are all made by the same factory in Germany. The list below outlines information on how the change in production will affect our product line:

White Glass: White will no longer be produced in the thickness we need for our process. This color is now discontinued from the line. We have a small amount of stock which we will offer only for Engraved sinks until it is gone. Please have your showrooms check with our office to verify availability before offering it for sale. We have left it in our price list for the time being.

Amethyst and Amethyst Antique: Amethyst in both textures has been removed from our line and deleted from our price list. We have used all of our available stock and do not expect this color to be produced again in the near future. If in the event the raw material becomes available again, we will notify you and put it back in the line.

Cristal and Cristal Antique: Cristal in both textures may be produced later this year. We have a small amount of stock which we will reserve for Gilded Basins and Pedestals. We have been notified that due to the difficulty of producing Cristal in 10mm thickness, our cost of the raw material has gone up 40%. In response we have increased our Group 3 prices to reflect that increase.

In addition, the existing glass we have in stock has a much higher percentage of flaws and irregularities than we have ever seen in prior shipments. Our production yield on CounterSinks and even CounterTops have been so low that we cannot continue to offer Cristal on these products. We have removed Cristal and Cristal Antique from the pages for these two products.

We hope to have a new shipment of this glass in the Fall. Depending on quality, we will notify you if we feel we are able to use it for CounterSinks and Countertops again.

You will also see price increases in the Gilded Price List for Vapeur, Cubiste and Matte designs, all of which use Cristal Antique to achieve their textured pattern.

Cobalt and Blue: These two colors are also in price Group 3 from this source. We have small quantities of these colors in our stock, however our use of these colors is low enough that we should have enough material for some time.

Display: Please audit your showroom display of White, Black+White engraved bowls and any Amethyst glass items. These displays should be sold off and will hopefully give you an opportunity to order replacements to refresh your Vitraform displays. If you send me a list of what you have in White and Black+White engravings, we will keep them on record in case we receive requests for them. If you have White engraved or Black+White engraved bowls in perfect condition, I will credit the basin price you paid in trade for new display.

Hopefully this will be the end of changes to the line for a while. I should be ready to print the attached price books shortly.

Very, very regretfully,
Sheila Fein

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