

October 18, 2017



435 Industrial Road, Savannah, TN
38372

Dear Valued Customer,

December 18, 2017 Pricing Update Event

2017 has been a productive year with American Bath Group successfully integrating three new companies into the family of brands. FiberFab, Maax and Swan each bring unique characteristics to our brand portfolio which will enhance the ABG mission. Part of that mission is to control costs. And to that end, we have worked hard to realize synergistic savings throughout the portfolio. Although many synergies have been executed, the raw material and freight headwinds have remained significant. The stated intention of ABG is to have a modest price adjustment on an annual basis to cover these costs. Regardless of the increased headwinds, we feel confident an annual modest adjustment is still the best price strategy to help keep our markets stable. The 2018 price adjustment will address our new costs and continue to perfect our parity process to develop consistent market pricing among brands.

All net pricing to customers will be adjusted to address the concerns raised above. However, some net pricing to wholesale customers may also be adjusted additionally through the parity process

For all stock Nets & Job Quotes on Acrylx/gelcoat and cast acrylic:

- Pricing will be adjusted approximately 5%. (Aquatic, Bootz, Bathcraft, Aquarius, Clarion, Hamilton, MAAX, Aker).
- Multipliers for non-net sheet pricing calculated from list will also increase 5%.
- SMC A² Product will be similarly affected.
- All orders placed on or after Monday, December 18, 2017 will be subject to these changes.

Thank you for your continued support.

Sincerely,

Will Rice
Executive VP of Sales

*Note: No change in Maax/Aker brand multipliers due to recent list increase.



AMERICANBATHGROUP.COM