

November 1, 2017



Addendum

435 Industrial Road, Savannah, TN  
38372

It has come to our attention we need date clarification for the initial price increase communication. We took this opportunity to adjust the dates to allow more time between final order and final delivery. Please review the cut off dates for orders on this updated price increase letter. The last day for orders to be accepted at 2017 pricing is Dec 01, 2017. The last date for shipments at old pricing will be December 22, 2017. These dates are in line with our previous increase timeline which allows time for deliveries before the Holiday shutdown. Thank you for your understanding. \* All orders in house for stock delivery, beyond the Dec 22 cut-off date will be affected. Extended lead time facilities will not ship at old prices beyond the Dec 22, 2017.

October 18, 2017  
\*Addendum November 1, 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%.  
\*Note: No change in Maax/Aker Brand Multipliers due to recent adjustments.
- SMC A<sup>2</sup> Product will be similarly affected.
- The last day for orders of product at the old price will be December 01, 2017. The last day for shipments at old price will be December 22, 2017.

Thank you for your continued support.

Sincerely,

Will Rice  
Executive VP of Sales



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