



California Faucets®

From our hands to your home™

June 21, 2021

Dear California Faucets Select Dealer:

I trust I'm not alone when I say that we continue to live in unusual times. While there thankfully appears to be light at the end of the tunnel in terms of the health impact of the pandemic, we continue to navigate the chaotic aftermath in the marketplace. The good news is that demand remains robust. The bad news is that supply chains and labor shortages remain a serious ongoing challenge. As a result...

Due to the rising costs of materials, freight, and labor, there will be a temporary across-the-board price increase of 10%, effective July 15th.

We do not take this action lightly and have always avoided price increases unless truly necessary. Unfortunately, given today's circumstances, we have little choice. Of course, we will continue to evaluate market conditions for opportunities to readjust pricing to continue providing the best possible value to our customers.

This letter is designed to give you a month's notice so you can adjust accordingly. To help make this transition as smooth as possible, please note the following:

- An excel price sheet will be delivered to you shortly by your rep so you can update your systems. It will also be available for download via the dealer portal on our website. If you need any additional help, feel free to contact webhelp@calfaucets.com.
- We've asked our local reps to assist by applying "Add 10%" stickers to all showroom catalogs.
- An additional note reminding you of the increase will appear on all order confirmations and invoices beginning July 15th.
- We will be sure to send additional courtesy reminders as the price change date nears.
- To help avoid stock out of roughs, effective immediately, we will not be accepting stocking orders for roughs prior to July 15th.

As always, we greatly appreciate your partnership and patience, especially given the extended lead times caused by the factors described above. Unfortunately, this situation will not resolve quickly, so please anticipate extended lead times for the foreseeable future.

While I know that we are not alone in experiencing these unprecedented challenges, the cliché that "misery loves company," provides little solace. We've always prided ourselves on our delivery and service, so as you can imagine, the delays do not sit well with us. Please know that we are working as hard as possible to deliver the product and service you expect and deserve from us. That has always been and will remain our mission.

Thank You,

Jeff Silverstein
C.E.O.