



Sanitaire®

Dear Valued Partner,

These have been some challenging times and the Sanitaire team hopes that you, your families and businesses are doing as well as can be expected. The historically strong demand for consumer products has caused manufacturing and transportation costs to rise significantly. Key commodities such as copper, cold rolled steel, corrugated and resins have all had significant cost increases. Also, the increased demand for product has led to higher inbound and outbound freight costs. These costs are expected to continue to increase over the course of this year. The Sanitaire team has a robust cost and expense mitigation process as part of our normal course of doing business. Unfortunately, these increases are too significant to absorb.

Effective September 1, 2021 Sanitaire will be taking a weighted average price increase between 3% to 5%. Your sales representative will be contacting you with the specific details in the coming weeks. This action is necessary to ensure the ongoing investment needed to grow the Sanitaire brand. More to come soon and we appreciate your ongoing support of Sanitaire/BISSELL.

If I can be of any help, please do not hesitate to contact me.

Sincerely,

David Parkes

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GM- Sanitaire Brand
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