



PILIPUF GRIST
& ASSOCIATES
enlighten



FOCAL POINT®

October 3, 2011

Attention Focal Point Distributors

In response to the escalating costs of raw materials, components and transportation, Focal Point is announcing a general price increase of 3-5% for most products effective November 1, 2011. Please note that this increase does not affect the recently reduced pricing for ID LED.

- Orders must be released prior to November 1, 2011 for shipment prior to December 31, 2011 to hold current price levels.
- Pricing for current Quotations and Hold for Release orders expires on November 1, 2011.
- Effective immediately, quotations for projects expected to release after November 1, 2011 will reflect the increased price levels.
- Due to uncertainty in cost and availability as a result of the ongoing rare earth phosphor shortage, we are unable to offer standard adders for lamps at this time. Lamps will have to be quoted on a job per job bases. **Focal Point will only be able to supply GE lamps at this time.** We appreciate your patience as the industry copes with this fluorescent lamp situation. We are optimistic that improvements are coming and will notify you when we can resume providing factory installed lamps from Philips and Sylvania.

Please contact your Pilipuf Grist quotations or customer service department with any questions pertaining to specific projects.