



**Kenneth R. Bopf**  
Vice President, Sales

**TO: ALL SIMKAR DISTRIBUTORS**

**FROM: KEN BOPF**

**DATE: JANUARY 18, 2011**

**RE: PRICE INCREASE**

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In response to significant cost increases in virtually all commodities, especially steel and aluminum, coupled with rising transportation costs, we are compelled to initiate a price increase effective 3/21/ 2011.

Price increases will effect all product categories with increases ranging from 5% - 7%. Please review the following for quotations and order entry. Also, be advised that we are working diligently to provide you and our local representatives all price matrixes needed well in advance of the 3/21/11 effective date.

- all orders received on or before 3/18/11 for immediate release will be honored at current prices.
- all orders placed 3/21/11 and after will be entered / invoiced at new prices.
- all current outstanding quotations will be honored at quoted prices and under the terms of original quote.
- New quotations for product to be released for shipment after 3/21/11 will reflect new pricing levels unless otherwise noted.

As always, we remain steadfast in our commitment to provide you the best lighting value in the industry. We will continue to do everything possible to minimize these increases and to assure you that these changes will be handled efficiently so as to be non-disruptive to your business.

All of us at Simkar wish you continued success and thank you for your ongoing support.