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April 17, 2025

RE: Important Pricing Announcement from All-Flo

Dear Valued Channel Partner.

Thank you for your business and on-going support of PSG and All-Flo!

The US and other governments have enacted additional tariffs on goods, including raw materials and components, impacting many countries. As a global company with a global supply chain, PSG sources materials from suppliers, who we believe, provide the best quality and the best value for our customers. With that in mind, we are announcing new prices on select products to offset the tariff dynamic.

We will be implementing an All-Flo price increase of 13% for all products. The price increase will be effective on all orders placed <u>on and after May 19, 2025.</u> This price increase is in addition to any increases that have previously been announced in 2025. This increase represents an average for the product line and may vary depending on the product selected.

We reserve the right to limit order quantities and delivery schedules for orders placed prior to the price increase based on historic order volumes.

The changes will be reflected in the following ways:

- PSG-ePortal
- CHOICE
- Published Price Books

We greatly appreciate your business and partnership. We will continue to monitor this dynamic situation and may make further pricing adjustments that are consistent with the US Government Policies regarding tariffs.

If you have any questions, please contact your PSG Regional Sales Manager.

Sincerely,

James Farley

**Product Management Director** 

James Faily