



FEBUARY 24, 2021  
CONELY COMPANY  
4000 SOUTH WEST TEMPLE  
SALT LAKE CITY, UTAT 84107

Dear Ward:

Due to Government regulation changes to components used in **303® Fabric Guard**, we are required to make changes to the formulation within the next couple of months. Gold Eagle strives to always bring you, and consumers best-in-class formulas and products. We want to ensure you that with this change, our Fabric Guard formula will continue to perform as well as our current products, if not better! Extensive testing has been performed, as well as approved, by *Sunbrella®* to deliver the same great protection to fabrics.

To obtain the highest standard of performance with our new formula, it requires a significantly higher concentration rate of components. As a result, the formulation cost will be impacted. We have continued to reduce overall costs as much as possible without affecting performance of the product, but we are unable to sustain current pricing.

This letter is to inform you that pricing on all **303® Fabric Guard** branded items that you currently purchase from Gold Eagle will be adjusted as a result of this cost increase, effective **June 1, 2021**.

The 303® Fabric Guard item numbers and new pricing are attached to this notification.

Also included are the new recommended MSRPs for each item. These prices have been validated to remain within a 303® Fabric Guard consumer's price tolerance threshold. It's recommended that you adjust your pricing accordingly to maintain your margins.

**NOTE: Effective now through May 31<sup>st</sup>, customers will be limited to purchase quantities that are consistent with historical purchase quantities. Please coordinate with your Gold Eagle National Sales Manager to clarify your historical purchase quantities.**

Gold Eagle Company, an ISO 9001:2015 certified manufacturer, operates in a lean environment where non-essential and non-value added costs are eliminated or mitigated and where our formulas are regularly evaluated to ensure a balance between optimum performance for the consumer and maximum value for the customer. Unfortunately, there are some costs that are beyond our control despite the best efforts of our Supply Chain Team.

Attached is the adjusted price sheet, effective **June 1, 2021**.

If you have any questions, please do not hesitate to contact your Gold Eagle National Sales Manager.

Sincerely,

*Howard Donnally*

Howard Donnally  
President, Gold Eagle Brands