

Dear Valued Customer,

2021 is off to a strong start and, as an industry, we continue to see heightened demand across all product portfolios. In order to deliver the products you need, over the past year our team has worked very hard to increase the capacity of our overall supply chain.

While we are very optimistic about the state of our industry, global economic forces continue to drive up the costs of shipping and freight as well as critical raw materials, such as copper, aluminum and plastics. Many industries have been impacted by these increases and, unfortunately, the pool and spa segment has as well.

We have made every attempt to reduce our operational expenses in order to mitigate these increases, but despite our best efforts, the escalating prices have made it necessary to institute a price increase to partially offset these inflated costs.

As a result, we will be implementing a price increase to take effect on April 1, 2021. The increases average approximately 3% and will vary depending on the specific product category. Please see below for our updated 2021 price lists.

To help offset the price increase and for your planning purposes, we encourage you to take advantage of the attached **March Special Buy Program**.

We appreciate your understanding and, as always, your continued support. If you have any questions, please contact your local Fluidra representative.

Sincerely,



Scott Frost
Sr. Vice President of Sales