

9/9/24

To our loyal customers,

At Imperial, our commitment lies in providing high-quality products, outstanding service, competitive pricing, and clear communication. We greatly appreciate your business and eagerly anticipate our ongoing collaboration and achievements in the year ahead.

Notifications regarding price increases from our suppliers have started to arrive, with the majority indicating an implementation date in early September. To assist you for the rest of the 2024 season, we will maintain current pricing on all **in-stock items until September 30, 2024**. Changes to the affected distribution products will take effect on or around October 1, 2024 and will be published to our B2B platform.

Upcoming early buy programs will be introduced shortly, providing you with options to offset the anticipated price increases from various suppliers. Below is a preview of the forthcoming adjustments from several leading manufacturers. For details on specific pricing changes from other vendors, please reach out to your local Imperial Sales Representative.

Manufacturer	Manufacturer's Effective Date	Average % Increase	Imperial Effective Date
Hayward	September 9	Finished goods 4%-6% Parts 7% - 10%	October 1
Pentair	September 2	3% - 6%	October 1
Fluidra	October 7	2% - 6%	October 7



Remember, we are always accessible! Our E-Pool Marketplace operates around the clock, 24/7/365, providing immediate access to reliable products and brands. Our advanced B2B platform features competitive pricing, comprehensive product navigation, search capabilities, and real-time inventory updates.

We look forward to your ongoing success and are thrilled to be your preferred partner for 2025 and the years to come. Should you have any questions or concerns, please do not hesitate to contact your local branch or sales representative.

Sincerely,

Gregory J. Wille
Director of Distribution

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