



July 7, 2025

Dear {First Name}

As you know an additional 25% blanket tariff on all aluminum imports was reinstated in March. Coupled with the initial tariffs, aluminum has experienced a cumulative 50% tariff. The additional tariffs have caused ripple effects throughout the market, disrupting supply and escalating the Midwest Premium.

After monitoring the impact on our operations, we are forced to announce a price increase that will take effect on all orders **shipped on or after August 15, 2025**. The increase will be **8-12%** on all Steel and Aluminum products including trim coil.

To ensure consistent service and meet demand, we reserve the right to limit order quantities based on historical purchases.

For details on the updated pricing in your area, please contact your local sales representative or our Customer Service team at 1-800-521-2930.

We appreciate your continued support and look forward to serving you in 2025 and beyond.

Sincerely,

A handwritten signature in black ink that reads "Mike Svehla". The signature is written in a cursive, flowing style.

Mike Svehla
Director of Sales