



April 16, 2025

Dear Valued Customers,

We hope this letter finds you well. Like all of you we are closely monitoring and working through this dynamic tariff environment as the administration continues to negotiate programs with United States trading partners. While there is an ebb and flow to the negotiations with several countries, Chinese materials and goods are clearly impacted more than other countries. We have received increase notifications for products sourced directly from China as well as products that contain materials sourced from China. Additionally, while there is a pause in place with some countries, many reciprocal tariffs remain in place. We continue to work with our supplier partners to evaluate opportunities to minimize these impacts. Unfortunately, we will have to adjust the pricing on several categories as a direct impact of the current situation.

Please note prices in the following product categories will be increased by the listed amounts on the corresponding dates listed below:

- Therma Tru units will increase from 4% to 7% depending on the unit configuration effective May 19<sup>th</sup>.
  - Configured Units with Clear, Deco, or Privacy lights will be on the higher end of the increase.
  - Out of Warehouse components will increase by 4.5% effective April 21<sup>st</sup>.
- Therma Tru Directs will increase by 4.5% on orders placed after April 18<sup>th</sup>.
- Larson Storm Doors will increase by 5% effective May 19<sup>th</sup>.
- Emtek Hardware will increase by 5% effective May 19<sup>th</sup>.
- Simpson Imported Doors purchased out of warehouse will increase by 14% effective May 19<sup>th</sup>.
  - Simpson Special Orders will increase by 18% effective May 1<sup>st</sup>.
- Other Hardware will increase from 5-10% effective May 19<sup>th</sup>.
  
- Fypon will increase by 6%, effective June 16<sup>th</sup>.
- Imported Stile and Rail Doors will increase by 10%, effective on June 16<sup>th</sup>.

We are closely monitoring the situation with our supplier partners and will continue our efforts to minimize these impacts. We are expecting additional notifications from other supplier partners in the coming weeks.

In addition to this notification, our sales teams will collaborate closely with your respective teams on the details of these increases as well as any potential product options and available substitutions.

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At Reeb, we appreciate your support. We are dedicated to becoming your supplier of choice for all your Exterior and Interior Door needs and will continue working hard to earn and maintain that trust.

Reeb® is proud to be an SBP brand, uniting five reputable brands in the United States and Canada. Together, we offer unmatched availability, reliable consistency, and exceptional value, supported by one of North America's fastest-growing building materials suppliers.

Thank you for choosing us as your partner,

**Mike Crume**

Director of Sales

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