



# AIRLIFT DOORS, INC.

Manufacturing, Sales & Service – Garage Doors and Operators  
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To: Airlift Doors, Inc. Customers  
Date: May 1, 2021  
Re: June 1, 2021 Price Adjustment

The past year has brought on a lot of unexpected challenges for all of us. Supply chain shortages, labor shortages, transportation delays, and rising prices are just a few of the disruptions to normal business that are now all too common.

We are making every effort to limit these disruptions to our customers. Listed below are a few of the actions we have taken to combat these challenges:

- First and foremost, we are working with our employees to keep them safe and healthy. Like other businesses, we still have some people working remotely, but for those to which this is not an option we are making sure we have the proper safeguards in place to maintain clean and socially distanced working areas.
- We are ordering raw materials well ahead of typical reorder points to allow for delays in production or delivery from our vendors.
- We are issuing blanket orders well above our typical quantities in hopes that we will have material waiting when releases are required.
- We have filled our warehouse with inventory that is available now to prevent potential shortages or delays in the near future.
- We are constantly building stock levels where possible in an effort to reduce our production and shipping lead times. We hope that quicker lead times will help to offset any delays in transportation times that may occur and get product to our customers faster.

Although we feel we are taking the necessary steps to battle these current challenges, we are also faced with continuous price increases from our vendors. Airlift Doors, Inc. has not had a general price increase for two years. Our intention was to hold out as long as possible to see if these price increases would stabilize. However, without knowing when they will level off or if they will continue to rise, there is no choice but to follow suit and implement a price increase of our own.

Effective, June 1<sup>st</sup> 2021 Airlift Doors, Inc. will be implementing a 6% overall price increase on all products. Although the price of some materials such as pvc, steel, and aluminum have increased over 15-20% over the last 6 months we are confident that an overall increase will offset some of the higher increases we have received. There are a few individual parts that will receive higher than the 6% increase, but they will be limited and only implemented where deemed necessary.

We are in the process of updating our price lists and will have these available to all customers as soon as they are completed. We will honor the pricing on any quotes done on or before May 31<sup>st</sup>, 2021 if the order is placed and paid for by the end of June 2021. All other quotes should be updated to current prices.

We greatly appreciate your business and continued support. Please feel free to reach out to our sales staff with any questions regarding pricing or lead times.

Sincerely,

Josh Hart  
President