



DELANY PRODUCTS P.O. BOX 411
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Date: February 28, 2013
To: Our Valued Customers
From: Tony Wasch, Jr., VP of Marketing

Delany Products Announces a Price Increase
Effective Monday, April 01, 2013

Due to the higher cost of healthcare insurance under the new government Healthcare Bill, transportation costs and increases in normal day to day operational costs in order to be in compliance with all the new governmental requirements, **Delany Products** has no choice but to implement a price increase averaging 5% which will become effective on **Monday, April 1, 2013**. All Flush Valves and Parts discount multipliers “PW” and “PS” will remain the same.

Price Protection policy:

- a) All new orders received by us on or after 4/1/2013 will be processed at the new price levels.
- b) Orders for immediate shipment currently on file with us are protected and will be invoiced at the old March 01, 2011 pricing when shipped.
- c) Orders for future projects marked for shipment “When Advised” that are currently on file with us, will be price protected at the March 01, 2011 prices but must have a release date for the complete shipment no later than Monday, July 01, 2013.
- d) Coverage orders for future projects on which plumbing bids were submitted prior to April 01, 2013 will be accepted by us at the March 01, 2011 prices provided these orders have the name and location of the job and arrive at our office no later than the close of business on Friday, March 29, 2013. These orders must be shipped complete no later than Monday, July 01, 2013.
- e) No coverage orders will be accepted for REPLACEMENT PARTS orders.

We are making every effort to communicate this increase to all of our customers. Also in line with our published company policy, the new List Prices will be posted on our company website, www.delanyproducts.com. Your **Delany Products** Representative is knowledgeable of our new pricing changes and is prepared to make the necessary changes to any existing job quotations you might have. Please feel free to contact your local **Delany Products** Representative or you can call us directly at (888) 566-7784 with any questions you might have about this pricing increase.

Delany Products does not take making price increases lightly. We understand the competitive climate of our industry, but in order for **Delany Products** to operate efficiently these changes are necessary. We will continue to work to improve everyday in order to provide to you the best customer service and product available.

Each and every day we deeply thank you for your business and continued support of ***Delany Products***. It is only with your support that we can reach our goal of being the best.