

May 10, 2019

Dear Valued Customers,

On October 17, 2018, Elite Lighting communicated its intent to increase prices of all products by 10% on November 15, 2018 and proposed a second increase of 15% by January 1, 2019. The January 1 increase was postponed relative to the USTR’s delayed implementation of incremental tariffs.

On Wednesday May 6, 2019, the Trump Administration, through The Office of the U.S. Trade Representative (USTR), announced that tariffs across a yearly import value of \$200 billion worth of goods from China will rise as of Friday May 10, 2019.

Considering this week’s announcement, **we must unfortunately administer the previously delayed 15% price increase to offset the new tariffs and increases in material costs. Please be advised that we will increase prices on all products effective Monday the 20th of May of 2019.** All orders placed and released by Friday May 17, 2019 may still be honored with current price levels, subject to market demand and/or product availability. Hold orders with a release date on and past May 20, 2019 will incur the price increase. Open job quotes are also subject to these price increases, depending on the date we receive the PO and the product family, please contact Elite Lighting for more details on job quotes.

We will continue to surveil communications from the USTR and will update our customers promptly should tariffs rates change. We are committed to servicing our customers’ needs and object to these increases that pose a large disruption to the lighting industry. Our hope is this sector of our economy stabilizes so we may continue to provide our customers with the same excellent quality products at the price levels we are known for.

We appreciate our customer support through these dynamic market conditions. If you have any questions regarding these price changes, please contact your assigned sales representative.

Sincerely,

Bob Doust

Bob Doust
Vice President & General Manager