



P.O Box 2348 • Burlington, N.C. 27216
(336) 222-9258 • Fax (336) 227-0110
www.atlasled.com

May 17, 2019

Atlas Sales Partners,

The U.S. Department of Commerce and U.S. Trade Representative (USTR) has implemented the previously announced 15% tariff on Chinese-manufactured components and finished goods effective May 10, 2019. This increases the total tariff on these items to 25%, resulting in many lighting companies announcing another 15% price increase.

You have a strategic advantage. **As an AMERICAN Lighting company**, Atlas not only designs and tests in the US - **the majority of our products are manufactured in the US** as well. By leveraging our US manufacturing plants and global sourcing from non-tariffed markets, Atlas can minimize the impact to you and our customers. **Many products will NOT see a price increase** and we anticipate the average price increase to be less than 7%, effective May 24th, 2019.

- Atlas will honor current pricing for all orders entered for immediate release by May 24th, 2019. New prices will be visible in AMP by May 24th, 2019.
- We are analyzing our prices versus the market and we are constantly making changes to remain more competitive. At the same time we are working to institute multiple product modifications designed to improve performance over the next 60-90 days. As such there may be additional price adjustments in the near future.
- For previously quoted projects that cannot be released by May 24, 2019, please contact your sales representative to update your quote with new prices.
- Orders received after May 24, 2019 will be requoted and entered at the new prices.

While our US manufacturing allows us to offset much of the tariff impact, we recommend submitting all new orders now, and release for immediate shipping all previously quoted projects, to avoid the necessary increases on May 24.

Atlas remains committed to ensuring you have the products and prices needed to be successful in each of your markets. Thank you for your support as we continue to navigate these ongoing changes in our industry. We believe representing an American lighting company gives you a competitive advantage to write more business.

Best regards,

Seth Walters
President
Atlas American Lighting