



Kidde
1016 Corporate Park Drive
Mebane, NC 27302

Date: April 19, 2021

Subject: 2021 Price Increase for Kidde Products

Dear Valued Customer,

Thank you for being part of Kidde. As an industry leader of fire safety products, Kidde, through its design and manufacturing processes, makes continuous enhancements to our product offerings. As a result, Kidde's customers can use our high-quality products with ease when they are most needed. This supports our mission to protect people and property from fire and related hazards.

Similar, to other businesses, we have been closely monitoring the changes that have occurred in the world marketplace over the past year. The global economy has returned to an environment with rising raw material commodity prices, increased logistics costs, and unprecedented capacity constraints in many areas.

After a careful internal review of our fire extinguishers, detectors, and other products. The effected product groups in the following categories are as follows:

	Average List Price Increase Percentage
Detectors	5%
Fire Extinguisher	10%
Other	10%
Escape Ladders	25%
Average List Price Increase	6%

The effective date of this change is **July 19, 2021**. This increase applies to all pricing. Please note that due to market constraints with some raw materials, Kidde reserves the right to limit purchases of select products on a sku basis.

Please note, July 18, 2021, will be the last day to receive orders at current invoice cost. All orders received on July 19, 2021 or later will be invoiced at the new list price.

These price changes include all Special Packs and Display SKUs.

Kidde prides itself on being an industry leader with our UL Listed smoke alarms, carbon monoxide alarms, and fire extinguisher products. We continue to invest in innovative products with exceptional value and are excited about our new product introductions in 2021.

If you have any questions, please contact your salesperson.

Thank you for your continued loyalty and support.

A handwritten signature in black ink, appearing to read "Brad Nohr". The signature is fluid and cursive, with the first name being more prominent.

Brad Nohr
Managing Director, Kidde
Mebane, NC