



Phoenix Manufacturing Inc.  
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To: All Phoenix Manufacture Inc. Reps

From: Robert Ortega, Sr. Manager Sales and Marketing – Phoenix Manufacturing Inc. (PMI)

Date: April 13, 2021

Re: 2021 Price Increase

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Dear Valued Customer,

Due to continued unprecedented increases in the price of steel (up to 100% since January) along with zinc, plastics, wire, petroleum, and wood products that have been widespread through the Industry, PMI has been forced to implement another price increase and make changes to our normal program.

Effective April 26, 2021 Phoenix Manufacturing Inc. will suspend all meet comps if given in your territory and increase all pricing 10%. Volume rebates for those that qualify at the end of the season will be based on pricing from Jan 1, 2021.

PMI has and will continue to work very hard to improve processes, control costs, increase efficiency in manufacturing and reevaluate various components and material to minimize the impact to our customers. You will start to see some changes in the way PMI products are being delivered as well as minor changes to cabinets without compromising the quality that Phoenix Manufacturing Inc stands for. We understand that we are partners and will continue to maintain our lead times and supply product to our customers.

Example of some immediate changes that are being made are, we will no longer be adding cardboard sleeves to all commercial units, they will now have a top, 4 corner post and stretch wrap. All residential AEROCOOL units will no longer come with the plastic liner, they will have a solid bottom and be sprayed with our Plastisol Sealant while maintaining the same warranty.

Phoenix Manufacturing Inc. appreciates your continued support and will continue to supply you with a quality product and superior customer service that you deserve. If you have any questions, please feel free to contact me directly. You are an important customer, and we thank you for your continued partnership.

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