

February 10, 2021

Dear valued Rollese Acmeda customer,

Effective April 12th, 2021 and July 12th, 2021 respectively, we will be implementing a two-step price increase at Rollese Acmeda for our Automate[®] Motorization range of Lithium-Ion and DC powered motors.

Pricing Change Summary

Product Category	Effective Date	Price Increase
Li-Ion and DC 25mm & 28mm Motors	April 12th, 2021	+6.5%
Li-Ion and DC 25mm & 28mm Motors	July 12th, 2021	+6.5%

Price increase clarification

At a time when our business is facing new and historic challenges, we have seen our material costs rise dramatically, as well as shipping costs reaching up to three times the cost as compared to prior year. At Rollese Acmeda, we have largely been able to shield our customer base from these rising costs, but now need to change that stance due to the expiration of a tariff exemption on our Automate[®] motor range.

On December 31st, 2020, the exemption of Section 301 Tariffs that had previously been in place in 2019 expired, and a new 25% tariff has been placed on products that utilize Lithium-Ion and DC powered motors manufactured in China.

Rollese Acmeda was one of 3,000 companies that participated in suing the US Federal Government in order to try and hold the tariff exemption but were unsuccessful in doing so. Thus far in 2021, we have shielded our customers as best we could from those cost increases, but now have to pass some of the burden along while continuing to absorb the brunt of the impact.

We are hopeful that the tariff will be lifted in the near term, and therefore are splitting the price increase into two stages with hope that before the second installation on the July 5th date. In the event that the tariff has not been lifted by that date, a second price increase of +6.5% will come into effect.

Ordering logistics

Orders placed on or before April 12th, 2021 with immediate release, characterized as released for immediate shipment, will be invoiced at current prices. In order to support our customers as fairly as possible, we will use our discretion to allocate inventory for orders placed between now and April 12th based on allocated existing inventory capable of shipment within this timeframe. We reserve the right to not accept orders that are extraordinary in volume or otherwise materially out of the ordinary.

Orders placed on or before April 12th without immediate release will be invoiced at the new prices. All orders, irrespective of quotation date, entered or released after April 12th will be invoiced at the new prices.

Orders placed ex-China being received into countries unaffected by Section 301 Tariffs including China, Mexico or Canada are excluded from this price increase.

We are committed to our partners and customers and will continue to invest in new and innovative window covering solutions. We value your business and thank you for your continued support and patience as we navigate through these dynamic changes in the market.

For additional information, please contact your local Rollese Acmeda sales lead.

Sincerely,

Mike Schratz

VP Sales & Marketing