

2014 07 - 10 MB

## Price Adjustment – 4 August 2014

To enable you to grow your business with Franklin Electric and gain your support for our stability, quality, availability and reliability, we have maintained a stable pricing structure since 2008 on nearly all products over the past 5 plus years while we have substantially broadened our product range.

As you would be well aware from your own business, Franklin Electric continues to receive ongoing cost increases for many expenses such as freight charges, fuel, power and water increases, packing materials, insurances, rent, communications, cardboard cartons and general material increases from our suppliers as well as the big influence of raw materials and production cost increases over those 5 years in our manufacturing plants across the globe. While we at Franklin do our best to minimize these increases by innovating, working and purchasing smarter, there comes a time when things have to change.

While it is never an easy decision to increase costs prices, factors have now built up to warrant our review and subsequent action.

Effective from Monday 4 August 2014, all pricing will increase by approx. 4% by way of a discount change.

All orders received and dispatched on or after 4 August 2014, will be at the new pricing.

For all orders placed in July, we will honour the current pricing for dispatches up until 29 August 2014.

Due to ever increasing freight and fuel costs, we will be applying a \$20 freight charge against all orders under \$600 of value, a minimum order value of \$50 as well applying a freight charge for Solar arrays, VR and ISO single and multi-pump builds or Booster systems and where applicable a remote region freight surcharge. All other products remain Free Into Store (FIS)

We will also take the opportunity to revise some individual parts or products which may increase or decrease around that 3-5% to ensure that we maintain the value of Franklin Electric products to you.

Your Area Sales Manager will update you with your new discount structure after 20 July or you can contact us on 1300 FRANKLIN (1300 372 655) to speak with customer service about the update after this date.

We continue to be encouraged and enthused to grow your business and our own, as we strive to be Better For Your Business with our quality and valued products. Thank you for your support and trust.

Sincerely yours

Peter Richardson, Managing Director, AWS-AUNZ

**PUMPS | MOTORS | DRIVES | CONTROLS**