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Dear Customer,

Thank you for your continued patience while we continued to work on our SKU level pricing update. While the original implementation was scheduled for January 1, 2026, we announced a postponement on November 12 to allow additional time for review and refinement, with a new effective date of February 1, 2026.

Several factors required resolution before we could finalize pricing, and we're pleased to share that the outcome was positive. Although we initially projected a 10-12% increase, we were able to reduce this to an average of only 8%.

Our deliberate, data-driven approach, particularly in response to tariff-related pressures has enabled us to limit adjustments to only what is necessary and avoid placing undue burden on our customers.

While some uncertainty remains about the pricing and market landscape in 2026, we're optimistic that, through continued partnership, we can navigate these challenges together and drive mutual growth.

Sincerely,

Sean Hewes
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