



**SEYMOUR  
MIDWEST**

STRUCTRON SEYMOUR KENON Toolite MIDWEST RAKE LINK HANDLES

## RE: Seymour Midwest Updates

To Our Valued Partners,

Global demands and supply disruptions are continuing to escalate rapidly and are impacting all manufacturers' capabilities across all sectors. Seymour is not alone and experiencing unprecedented raw material increases and supply shortages from our most trusted partners creating the same challenges seen by most domestic manufacturers.

The following continue to negatively impact our business and market segments.

- COVID-19 Hits March 2020
- Global Demand and Demand for Long Handled Tools Surge
- Factory Shutdowns Due to COVID Restrictions
- Worst Hurricane Season in Years
- Deep Freezes in TX & LA Decimated Refining and Chemical Operations
- Global and Domestic Logistics Overwhelmed Creating Rising Freight Costs
- Commodity Costs Continue to Escalate Rapidly with Cold-Rolled and Hot-Dipped Steel Prices Hitting All-Time Highs
- North American Ash has Become Almost Non-Existent Resulting in Wood Shortages and the Need for Hardwood Substitutions
- Rising Costs of Labor and lack of Available Workers

Therefore, Seymour Midwest must implement a mid-season price adjustment of **4.85% effective May 15, 2021**. A link to your price guide is below. We are allowing our partners a short window to make necessary adjustments. During this window, Seymour will accept normal orders and will be unable to accommodate any large stocking orders to take advantage of the price adjustments. Large stocking orders will be at the new price increase if entered prior to May 15. As the market uncertainties continue, additional price adjustments will be warranted when 2022 prices are communicated.

The other purpose of this email is to address current extended lead times. As a result of the extremely high demands for Seymour Midwest products, our lead time has extended well beyond the acceptable 7-10 business days with a current lead time of 5 weeks for in-stock products. Some high-volume products have been identified as **stressed items** with a longer than 5-week lead-time. Those items state the next available date in the line-item descriptions of the sales order confirmations.

Seymour Midwest has earned the business of many independent partners throughout this challenging time for many reasons, not to mention:

- **Product Availability:** Seymour will continue producing all brands/series shown in our catalog.
- **Lead Times and Service Levels:** Although not up to the Seymour Standard, we understand Seymour is better than most.
- **Backorders:** That is correct, if Seymour cannot supply all the products on the order, we will back order that item and ship the product when it becomes available.
- **Competitive:** Seymour's prices and programs are market competitive even with this adjustment.
- **Breadth of Offering:** Seymour is the only company able to offer the same breadth of products the larger competitors offer.
- **Partnership:** Seymour is committed to growing our business by partnering with the Independent Distributors we have served for decades.

To mitigate the challenges most manufacturers are realizing in this unprecedented market; Seymour is making progress on the following fronts:

- **Staffing:** We continue to hire and plan to hire more personnel.
- **Multiple Shifts:** As staffing increases, multiple shifts are being added to the most stressed production lines.
- **Overtime:** Seymour has and will continue with overtime, if necessary.
- **Machinery:** Investments have and will continue being made in equipment to increase efficiencies, mitigate cost increases, and produce more products.
- **Raw Materials:** Relating to wood, Seymour is taking action with our hardwood suppliers to ensure we continue to receive the volume necessary to meet our customer demand.
- **Import Products and Raw Materials:** Seymour has provided our global partners with purchase orders into early Q4 of 2021.

Seymour Midwest understands these are difficult and challenging times for everyone and we do not take this action lightly. However, we are left with no reasonable choice at this time of compounding supply shortages and raw material price increases. If you have any questions, please feel free to contact your local representative or your Account Managers.

Thank you for your understanding, partnership, and most of all patience during these challenging times. We appreciate the opportunity to serve your needs.

Sincerely,



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