

CHAMPION

September 19, 2016

To Whom It May Concern:

This letter is to notify you of an unavoidable price increase for the 2017 evaporative cooler season.

Effective October 31, 2016 pricing on all metal evaporative coolers and all metal evaporative cooler parts will be increased 3.5%.

During this current year, we have experienced some significant price increases on raw materials and key component items made out of steel, exclusively because of the major increase on foreign import steel tariffs.

Through new production efficiencies, cost cutting, and purchasing activities, we have done our best to mitigate these rising costs internally. However, the significance of these cost increases necessitates that we pass along a small portion to our customers.

Please know that there will be NO price increases for any of our plastic units:

- CP35 (portable)
- CP70 (portable)
- MCP44 (slim line window unit)
- MCP59 (slim line window unit)
- MCP44 Accessories

We thank you for your understanding in dealing with this matter. New 2017 evaporative cooling pricing sheets will be sent out by October 15, 2016 (if not sooner).

Your continued support and brand loyalty is greatly appreciated in the growth of our ongoing partnership!

Respectfully,
Chris Michaelis

VP Sales & Marketing
Essick Air Products / Champion Cooler / AIRCARE