

November 1, 2024

RE: Americo's Pricing Updates Effective January 1, 2025

Friends and Valued Customers:

We are writing to inform you of upcoming adjustments to our price structure. To maintain our high standards and continue providing exceptional value, prices on our products will increase by 2.9%, effective January 1, 2025.

This change reflects the challenges posed by the continued "creep" in overall costs across several key areas, notably rising operational costs and persistent RM (chemical) increases. While we continuously strive to offset these pressures through efficiency improvements, the scope and persistence of these increases necessitate a modest adjustment to sustain the quality and service levels you expect from Americo.

We recognize the added strain this change presents for you and your customers, and we are committed to supporting you through this transition. Should you have any questions or require further information, please reach out to your sales representative.

We appreciate your continued partnership. Thank you for entrusting us to deliver the value, quality, and service you expect.

Warm regards,

JR Baccus
President