



**Associated Equipment Corporation**

5043 Farlin Avenue

St. Louis, MO 63115

[www.associatedequip.com](http://www.associatedequip.com)

(314) 385-5178 (800) 949-1472 FAX (314) 385-3254

April 1<sup>st</sup>, 2021

To Our Valued Customers:

Associated Equipment Corp. manages our product material and labor costs to absorb market fluctuations and minimize price adjustments. Like many US manufacturing companies, we are impacted by cost fluctuations for freight, materials, utilities, employee health insurance as well as other manufacturing and business costs that result from being a manufacturer of equipment here in the United States. In addition, we are seeing Covid-19 related supply and demand issues that continue to impact cost and availability of components. We choose to build high-quality product here in the US and are committed to paying a fair wage to our skilled labor force. We primarily utilize domestic suppliers who also employ many Americans in this essential industry. Unfortunately, we too are impacted by the cost of increased supplier lead-times as a result of the current pandemic crisis from both our US and global suppliers.

Associated Equipment is committed to providing best-in-class quality products, best-in-class warranty and best-in-class customer service. Our customers know that when they call Associated, they will talk to one of our experienced representatives directly, not an impersonal automated phone system. We believe our customers value the quality and service Associated provides along with our commitment to continue manufacturing our products in the US as we have done since 1948. Associated Equipment continually strives to minimize the impact of labor, material and shipping cost fluctuations; however, Associated Equipment is not immune to current economic pressures and must periodically adjust prices to mitigate ongoing cost pressures on our business and to sustain the level of innovation and service, required by and deserved by our customers.

While we continue to absorb costs on many of our products, it is necessary to give our customers advance notice of an impending selective price adjustment on some of our product offering effective July 1, 2021 – June 30, 2022. As a company, we are sensitive to the impact of price changes on our customers so we give our customers as much advance notice as possible (90 days) while trying to maintain the pricing for (12) twelve months. An excel version of the revised price sheet, effective July 1, 2021, is attached for your convenience.

Please feel free to contact us if you have any questions at [customerservice@associatedequip.com](mailto:customerservice@associatedequip.com) or 314-385-5178 extension 0.

Best Regards,

Darnett Porter  
Customer Service Manager