

No. 20180501-07
May 1, 2018

To: Franklin Electric Outdoor Living Partner

Subject: Steel and Aluminum Tariff- related Price Increase

On March 8, 2018, the US government announced import tariffs on steel and aluminum into the United States, under Section 232 of the Trade Expansion Act providing for additional import duties for steel mill and aluminum articles, effective March 23, 2018. For the countries that are covered, the steel imports will now carry a 25% tariff and aluminum imports carry a 10% tariff.

The implementation of these tariffs has impacted the costs of our raw materials and components used in the production of Franklin products. As a result, we will be implementing a 3% price increase on all products effective **June 1, 2018**. All orders received on or before **May 31, 2018** for immediate shipment will receive current pricing.

Thank you for your continued business and support. Franklin Electric's focus remains on our key factors which we believe separate us from our competitors: Quality, Availability, Service, Innovation and Cost.

Excel and PDF files of our price list will be available through your Franklin Electric sales representative prior to the effective adjustment date.

If you have any questions, please contact your sales representative.

Sincerely,

Ken Keene
Vice President, Sales US/Canada

Mark Heflin
Vice President, NAWS Product Marketing