



June 9, 2017

To Our Valued Distributors:

Despite our diligent efforts to hold the line on pricing, due to continued cost increases in certain raw materials and competitive conditions we are announcing an **August 1, 2017** price increase.

Prices will be increased effective August 1, 2017 for most products in the following categories. Note that certain residential products could exceed 4%.

- Residential Tank Type Water Heaters Up to 4%
- Commercial Gas and Electric Water Heaters Up to 4%
- Specialty Products and Storage Tanks Up to 4%

ORDER POLICY AND GUIDELINES

- In order to guarantee shipments by **August 1, 2017** we need to receive your orders for **immediate shipment** no later than **Friday, June 30, 2017**.
- All Shipments made after July 31, 2017 will be invoiced at the new price levels, regardless of order date.
- To insure all customer product requirements are met, American Water Heaters reserves the right to limit orders to your normal monthly purchases.

Attached you will find your updated Zone Price Sheets. National Price Books will be mailed to you at a later date.

Please contact your local Sales Representative, Regional Sales Manager or me if any questions.

As always, thank you for your business and continued support.

Sincerely,

James Margoni
Sr. Vice President Wholesale Sales