

To: All Data Aire Representatives & Distributors

Re: **NOTICE of Price Increase**

Dear Colleagues,

With the global supply chain straining as economies work to come out of the COVID-era recession, Data Aire continues working hard to mitigate the impacts of those strains. Nonetheless, as I am sure you have experienced, those impacts are real and are wide-spread with significant increases in steel, aluminum, copper, silicon, lumber, and logistics. Additionally, for reference, Data Aire's last price increase took effect February 2019.

It is therefore, not only prudent, but necessary for an increase at this time. Prices will **increase between 4 and 8%, depending on the product family.**

"DAM" mini and "DAP" mini-plus models	<b>4%</b>
"DRCU" and "GHCU" condensing units	<b>7%</b>
"GU" gForce Ultra models	<b>8%</b>
ALL other products including Parts only sales	<b>6%</b>

The pending increase will take effect per the following schedule:

- Effective March 31st, all **newly created** quotes will reflect the new prices.
- **Effective May 1st, all quotes and orders will be increased by the stated amount.**
- As always, **quotes older than 90 days are subject to an increase.**

Please feel free to reach out to your Regional Manager or myself with any questions or concerns.

I appreciate your understanding and, as always, we appreciate you bringing Data Aire to market in your territory.

Eric Jensen



VP/GM

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