

September 21, 2021

To: All Data Aire Representatives & Distributors

Re: **NOTICE of Price Increase**

Dear Colleagues,

With the continued material cost increases, along with freight increases impacting in-bound parts and raw materials, Data Aire must implement a 9% increase at this time.

The pending increase will take effect per the following schedule.

- Effective immediately, all **newly created** quotes will reflect the new prices
- Effective immediately, all quotes older than 60 days will be subject to the new prices

As a reminder, following is the Data Aire pricing policy:

PRODUCT/SERVICE	NET VALUE TO DATA AIRE	
Series	\$1 - \$49,999	\$50,000 AND UP
Data Aire, gForce, Mini/MiniPlus, Large Ceiling Shelf & Data Cool series	0.32	0.29
Stand-alone heat rejection units (condensers, dry coolers, etc.)	0.40	0.40
Job-specific multipliers	Apply only to a specific scope of work <u>and</u> total price for 60 days from the date approved by Data Aire Sales Management	
Engineered-to-Order (aka "Specials")	Quotes are valid for a specific scope of work <u>and</u> total price for 60 days from the date approved by Data Aire Sales Management	
Warranty / Services	Quotes are valid for specific scope of work <u>and</u> total price for 60 days from the date quoted by Data Aire Sales Management or Service Department	

**Note: gForce series includes Ultra, InRow, and GT models in addition to "GF" models*

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
Data Aire, Inc.



Stay Connected!

Join #DataAireCommunity to stay connected and show your support!

[Follow Us on LinkedIn](#)



230 WEST BLUERIDGE AVENUE, ORANGE, CA 92865
© Copyright 2018 Data Aire, Inc.