

Proterial Cable America March 2025 Price Change Notification (Effective: May 15th, 2025)

March 31, 2025

Dear Valued Distribution Partners,

We hope this message finds you well! At Proterial Cable America, we remain fully committed to delivering outstanding service and supporting your continued success. As we look ahead to 2025, we want to share some important updates with you regarding challenges related to international trade policies, raw material costs, and increasing labor expenses. These factors have led to some significant pricing pressures, and as a result, we will be implementing a price adjustment, effective May 15th, 2025.

The new pricing will be as follows:

Copper Cable: Increases of 5% to 16%

Fiber Cable: Increases of 2% to 15%

We will honor project quotes until their expiration date. For any quote duration exceeding 30 days, we will conduct a review to ensure it aligns with the updated pricing structure.

You will receive a detailed price file directly from us by May 1st, 2025. Additionally, our updated Terms and Conditions will take effect on May 15th, 2025. Some of the key updates include:

The prepaid freight allowance will increase

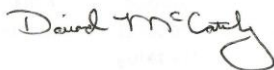
The minimum order threshold will increase

For a full overview of the updated Terms and Conditions, you can visit our website at www.usa.proterial.com after May 1st, 2025.

We truly appreciate your continued partnership and are excited to grow together in the coming year.

Thank you for your understanding, and please don't hesitate to reach out with any questions or concerns!

Warm regards,



David McCarthy
Vice President of Sales
Proterial Cable America

Proterial Cable America, Inc.

Performance Cable Systems & Materials Division
900 Holt Avenue, Manchester, NH 03109
Phone: 603.255.5795 | Toll Free: 800.772.0116
www.usa.proterial.com