



Date: December 2, 2024
To: Nichiha Customers
From: Michael Russo, Commercial Sales Director
Kenny Collins, Residential Sales Director
Anthony Pucci, Channel Sales Director

Re: Price Increase for Nichiha Commercial Products (Architectural Wall Panels) and Metal Accessories

Dear Valued Customer,

As part of our ongoing commitment to quality and service, Nichiha USA will implement a 5% price increase on our Architectural Wall Panels and associated metal accessories, effective **February 3, 2025**. This decision was made after careful consideration of current market conditions and internal enhancements. The rationale includes:

1. **Enhanced Packaging** -- We've invested in advanced protective packaging, reducing product damage during transit drastically to ensure your materials arrive in excellent condition.
2. **Maintaining Stability** -- This is our first price adjustment since February 2022. While we've absorbed rising production costs to support our customers, this update is necessary to maintain service quality and product availability.
3. **Rising Costs** -- Key raw material costs have increased significantly since 2022, reflecting broader trends in rising costs across the building materials industry.

All orders received on or after February 3, 2025, will reflect the new pricing.
Updated price pages will be available by mid-January 2025.

If you have any questions or require further clarification, please don't hesitate to reach out to your territory sales manager. We thank you for your continued support and look forward to serving you in the coming year.

Sincerely,
Nichiha Leadership Team

Note: Nichiha prices are determined based on competitive pricing within the fiber cement siding industry, freight costs, and other strategic considerations. Product information can be found on our website at www.Nichiha.com.