



Date: October 2, 2025

To: Nichiha Customers

From: Kenny Collins, *Director of National Accounts & Residential Sales*
Anthony Pucci, *Director of Channel Sales*
Mike Vorobev, *Director of Business Development*
Michael Cobb, *VP of Sales*

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 price increase on our Architectural Wall Panels, hardware and associated accessories, effective January 1, 2026. This decision was made after careful consideration of current market conditions and internal enhancements. The rationale includes:

1. **Elimination of Freight Surcharges** – We will eliminate all freight surcharges on orders invoiced over \$5,000. Freight on orders invoiced under \$5,000 will be charged a flat fee of \$600.
2. **Enhanced Packaging** - We've further invested in advanced protective packaging, reducing product damage during transit drastically to ensure your materials arrive in excellent condition.
3. **Rising Material Costs** - Key raw material costs have increased significantly as a result of tariffs, reflecting broader trends in rising costs across the building materials industry.

All orders received on or after January 1, 2026, will reflect the new pricing.

All orders must ship within the first quarter of 2026; otherwise, they will be subject to the new pricing.

The price increase will average 10% across products, with some SKUs adjusted slightly higher or lower than current pricing. Updated price pages will be available by early November.

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.