

Notification of Price Adjustment effective 16th May 2022

Dear Valued Distributor,

We're reaching out to advise you that there will be an approximate average price increase of 10%* across our range, effective Monday 16th May 2022. As a result, we would like to retract the price list sent to you on the 3rd March 2022.

Brady Australia continues to control expenses and absorb cost fluctuations where possible, but despite our best efforts we continue to experience unprecedented increases in cost of goods, raw material and logistic costs.

- Ongoing supply chain challenges, including global instability in freight and fuel costs has led to further increase on our inbound freight.
- Global shortages in raw materials, components and packaging have led to continual increases in the costs of goods and manufacturing.

As a result, we must pass on a portion of these increases, with an approximate average price increase of 10%* effective Monday 16th May 2022.

Please find attached the updated Brady Price List, effective Monday 16th May 2022.

Please use this notification period as time to adjust these prices accordingly in your system.

IMPORTANT: This price list does not include any contract pricing negotiated between you and your Territory Manager. Please contact your Territory Manager for information regarding any contract pricing.

As a reminder, you can instantly check your current distributor pricing by simply logging on to your Brady distributor account online, where you can not only check your pricing, but also track orders, and design & order custom products. Login at www.bradyID.com.au

If you have any further questions regarding this price increase, please do not hesitate to reach out to your local Brady Territory Manager. Alternatively, our Customer Service team is available on 1800 620 816 at any time to discuss these changes.

We greatly appreciate your continued business and support through this time of growth and change, and look forward to the continued development of our partnership.

Kind Regards,



Gerry Menna

Sales Director

Brady Australia Pty Ltd

*Please note the 10% increase is only an approximate average and some products have been adjusted outside of 10% due to higher increase of costs or some pricing re-alignments. If you have any questions please contact your local Territory Manager or Customer Service team to further discuss.

