



Dear Lighting Customers,

As our industry continues to go through rapid technological advancements and change we are seeing demand for lighting products with legacy technologies (HID) soften which has put further cost pressure on these legacy technologies. Our business has felt the cumulative impact of increased costs on materials & components, transportation, packaging, wages, and benefits including healthcare.

Despite our ongoing and aggressive productivity improvements and cost reduction efforts, we are unable to offset these cost increases and are announcing a general price increase for our legacy (HID) lamp and ballast products. Effective July 16th, prices for these products will increase by an average of 8 percent. Excluded from this price increase will be our LED products.

- All orders entered on or prior to July 16th 2018 and calling for immediate release will be honored at current prices.
- Orders entered on or after July 16th 2018 will be invoiced at the new prices as noted above.
- Previously quoted projects will be honored as per the originally quoted terms and conditions.
- Effective July 16th, 2018 all new quotations will be issued using new prices.
- A Venture Lighting sales representative will supply you an updated distributor net price file.

Venture Lighting continues our commitment to provide quality, flexibility, speed, customer service, and expansion of our LED product portfolio and world class leading legacy HID products in the most cost effective way. We value your business and thank you for your continued support.

Sincerely,

Dan Phalen
President - the Americas
Venture Lighting International

Mark D'Antonio
Vice President, Sales
Venture Lighting International

A DIFFERENT WAY OF LIGHT