



Hey Randy

You've probably heard that tariffs on certain imported goods just took a massive jump. We're talking a shift from 29% to 145% for China and percentile increases of 300% to 1000% on other countries as the US tries to decouple from China and reduce our trade deficit.

We won't sugarcoat it. This impacts the cost of doing business for all of us, and it's going to be felt across the industry. But here's the thing: Patrick and our team built Sterling to serve lighting professionals, and we're not about to let short-term challenges derail our long-term mission.

So what does this mean for you?

- Yes, you'll see some price changes.
- But we're working overtime to soften the blow wherever we can and give you plenty of time to buy at the current pricing while we work to adjust our supply chains.
- And most importantly, we're still committed to delivering the same quality, service, and partnership you've come to expect from us.

We're navigating this storm with you, not from the sidelines. If you want to talk through how this might affect your upcoming jobs or inventory needs, give us a ring. We'll make a plan—together.
Adversity is more fun with friends.

Damien Sanchez

Co-Founder & COO

Sterling Lighting