January 14, 2021

Price Increase: MC Products effective Tuesday, January 19, 2021

Dear Valued Customer:

After an unprecedented year managing through the effects of a pandemic and a unique hurricane season that have impacted aspects of our supply chain, from pricing and availability of raw materials to transportation capacity and freight cost, Southwire continues focus on providing the best value to our customers despite the challenging market conditions.

As a result, throughout the past year, Southwire has incurred substantial cost increases not only in metals, with copper and steel increasing more than 30% and aluminum over 12%, but also in polymeric insulation and jacketing materials up to 25%, wooden packaging rising 10-15%, as well as freight. After a year bearing these cost increases in addition to labor inflation, we have reached a position where it is necessary to increase our prices to support our business and continue delivering quality products to our customers.

Based on the above, Southwire will implement the following price increases effective with any orders booked on or after January 19th, 2021.

- Copper MC products 5% 12/2 price of $380
- AL MC products 5%
- Flex & Liquid-Tight products 10%

Southwire values the resilient relationship with our customers and remains committed to diligently work to support our business partners to successfully navigate this uncertain and transforming business conditions with the best quality product, service, and solutions.

New price sheets will be posted to reflect these changes. Please contact your inside salesperson for assistance with any questions.

Sincerely,

Laura Helms

Product Director, MC Flex and LT