

# CIFIAL

## MEMORANDUM

TO: Cifial Customers  
FROM: Cifial Management  
RE: 2011 Plumbing Price Change  
DATE: January 2011

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This letter serves as your 30 day notice that Cifial USA will adjust plumbing prices effective January 17, 2011.

A limited number of new plumbing price books will be distributed to each customer during January 2011. At that time you may request additional copies from Cifial USA or your Cifial Representative.

We have added some exciting new products to the 2011 price book. The new Techno 35 collection is a new "bend" on the original Techno Collection that makes an interesting new look. Simply Brass is gone; replaced by the Sea Island collection. This new collection offers a very clean traditional look at a very competitive price. We have added sinks and furniture to our offerings. The new S1, S2, and S3 stone sinks are unique and beautifully styled, the complementing furniture and legs are designed to enhance to beauty of the sinks.

One of the most notable changes we are making for 2011 is in the Weathered Finish. It will no longer be a living finish. We have developed a matte lacquer coating that does not alter the attractive look of our W15 finish but offers the durability of chrome. You will see the new designation in the price book as W30.

There is a long list of other new additions and changes to this price book that your Cifial Representative will be happy train all of your showroom sales personnel.

If you have outstanding quotations based on previous pricing, please notify us so that we can quote those jobs using current prices. For quotes that expire in 2011, we will continue to honor pricing until its expiration date or January 31, 2011.

Cifial Management