



SUPERIOR SIGN SERVICE

410 North Avenue Millvale, PA 15209

IMPORTANT PRICING UPDATE

Dear Valued Customer:

We have been pleased to hold pricing at Superior Sign Service for more than a decade, however, current market conditions have resulted in increased input costs. With the uncertainty of the past 18 months we have experienced everything from material shortages to multiple inflation-related price increases. Throughout this unprecedented time, we have battled to avoid raising prices on all our services to continue offering our customers our great service for the same price. We have faced numerous increases not just on materials, but also fuel and labor. To address these and maintain our business, we will be implementing a price increase of \$4.00 on installations and removals for a net total of \$8/ per listing. This change will be effective beginning January 1, 2022.

This is our first price increase for this service offering in more than a decade, and while this is not what anyone wants, it is a must for our business to maintain employees and provide the service level our customers deserve. We will continue to try to exceed your expectations. We do not intend on instituting multiple price increases throughout the year. As the markets stabilize, we would hope to reduce our costs again and reduce our price.

We appreciate your business and look forward to continuing to work and grow with you.

Sincerely,

Frank Tigano