

Date: 12th January 2026

Customer Update

We are writing to inform you of a forthcoming upward price adjustment of 3% that will take effect from 1 May 2026.

We recognise the importance of careful cost management across the supply chain and are committed to being transparent about the drivers behind this change. The main factors are the national living wage increase of 4.1%, effective from 1 May, and the general inflation rate of 3.2%, both of which have added cost pressures across the business. Despite this, Naylor will implement a below real-cost increase, meaning the adjustment remains below the prevailing rate of inflation. This has been made possible through the proactive measures Naylor has undertaken throughout 2025, as outlined below.

During 2025, Naylor has focused on rightsizing and modernising the business through the implementation of a revised organisational structure, placing emphasis on customer engagement, responsiveness, and flexibility. This has been supported by investments in new technologies and the adoption of strategic supply chain techniques, all designed to enhance our focus on customer satisfaction. Initiatives have included increased customer engagement and the delivery of operational and supply chain efficiencies, ensuring we remain competitive, resilient, and capable of supporting our customers reliably. These actions have allowed us to minimise the level of price increases required, despite ongoing cost pressures.

We are providing this notice well in advance to support your planning and supply-chain continuity, and to provide sufficient time to reflect this change within your own forecasts.

We appreciate your continued partnership and support. Should you have any questions, or wish to discuss this further, please do not hesitate to contact **Beth Beaumont** on **0330 056 3355** or via email at **beth.beaumont@naylor.co.uk**.

Yours sincerely,



Chris Ainger
Managing Director