



27th March 2026

Mr Arne Francis
Merchants House (rear Entrance)
Great Yarmouth
NR31 0NT

Dear Arne,

Price Increase Notification – Middle East Conflict

In February we advised that, despite our continued focus on operational efficiencies, we were unable to fully absorb the increases in our cost base. Since then, the conflict in the Middle East has created significant volatility in energy, raw material, and additive markets, further increasing the cost of manufacturing and delivering our products across the UK. Raw material prices rose sharply in March and are expected to rise again significantly in April.

As a result, a **9% price increase** will apply to all products in our brand portfolio on orders placed from Wednesday 8th April or invoiced on or after Monday 13th April.

Our operations and supply chain teams continue to monitor the situation daily and are working to minimise inflationary impacts wherever possible. We will keep you informed of any further changes with as much notice as we can reasonably provide. At this stage, we cannot confirm that additional price increases will not be required.

Swish Building Products remain well positioned to support our customers through this period of uncertainty and have implemented measures to manage supply chain unpredictability. As a precaution, we are closely monitoring customer orders against typical purchasing patterns to ensure responsible stock management.

Our team is fully committed to maintaining the high levels of service, product quality, and support you expect during this challenging time.

If you have any questions, please contact your local Area Sales Manager, a member of the Swish Building Products Management team, or myself directly.

Thank you for your cooperation, support, and continued custom

Yours sincerely,



Jonathan Boland

Sales Director

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