

27th April 2026

Exceptional Price Increase Notification

Dear Customer,

At Naylor, we take immense pride in maintaining a strong customer focus and supporting our partners through challenging market conditions. The ongoing situation in the Middle East, and its impact on global oil markets has created sustained and significant increases in raw material and fuel costs across our industry.

Over recent months we have worked hard to absorb these rising costs wherever possible, delaying any price adjustments in the hope that markets would stabilise. However, the continued volatility and upward pressure on input costs mean that we are no longer able to sustain this position without compromising the long-term stability of our business, as such we must instigate an additional price increase over and above our already published 3%.

As a result, we must implement an exceptional price increase of 14.5% across all product lines effective from the 18th of May. For our Land Drain range which uses a higher proportion of recycled materials, we will apply a reduced increase of 12.5% reflecting the comparatively lower—though still significant—cost pressures associated with these inputs.

We fully recognise that this is a challenging time for businesses across our sector. By delaying this adjustment for as long as possible and communicating it with as much notice as we can, we hope to support you in planning and managing these changes within your own operations.

Importantly, this increase is considered exceptional. We remain committed to reviewing our pricing as market conditions evolve and will look to reduce these increases as soon as it is financially viable to do so.

We value your continued partnership and understanding during this period.

Yours sincerely,
Chris Ainger
Managing Director