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Date: 04/09/2025

Subject: Tariffs, Price Increases, and Market Instability

To: Our Loyal Customers, Friends, and Business Partners

Dear MaximMart Enthusiasts,

BLUF: 14% Original, 20% new, and additional "reciprocal" 34% tariff pricing will hit our products **Monday, April 14th, 2025**. We will not yet be implementing the additional 50% which goes into effect today, April 9th. Average price increases across all products will be between 5-19% (because we always are lower than our competition).

It is with a heavy sorrow that we have to make this post. We at MaximMart pride ourselves with giving you the exact same products, or better, at a lower price. It has always been our motto to provide the same for less and we will keep our promise. Despite the old administration's aluminum tax hikes, despite the new administration's trade war with most of the world, we are actively looking for ways to produce microfiber at the highest quality for the lowest price.

We won't get into politics. We will not blame anyone. We want to be as transparent with you over our prices as when we are on the phone with you recommending products. We wish life to return to normal soon, but soon cannot come soon enough.

Eerily resembling the COVID pandemic we have been active in preventing this: we stocked up in the prior year and early this year, we have new products such as the twist loop towels and disposable mops, and since the start of this year we have been sending warning letters in our supply check emails (which all of our sales reps take time to write to each and every one of you), about potential price increases due to tariffs. What we didn't expect was a trade war.

We hope to be as transparent as can be moving forward. Starting next Monday, April 14th 2025, we will increase our prices (eating up over 50% of the tariff ourselves) to reflect the total 68% tariff prior to today's newest 50% additional tariff. This will result in approximately 0% to 20% price increases on every product. We will not be including the new 50% tariff because today is only the first day for what looks to be a total trade war. We will unfortunately have to include any additional tariffs into the future, and we will make another post and update on that prior to introducing them.

We want to keep you informed. We want you to not panic as we will do our best to no stock out. We want you to feel included. As we always say: do not hesitate to call. Ask us anything and we will do our best to answer and help you.

Yours truly,
MaximMart