



Dear Valued Customer,

I hope this email finds you well as we start the new year.

At Watercare, we are committed to providing you with class-leading filtration systems, pumps, and spare parts, all backed by exceptional service. We have always strived to absorb rising costs and maintain our competitive pricing. However, like many others, we find it necessary to adjust our prices due to sustained increases in raw material and operational costs.

Effective February 1st, 2025:

- Our manufactured lines – including but not exclusive to - CTU/AUTOSOFT/COMBIPUMP/FLOWBOOST (excluding IX V3 products) will see a 3.5% price increase.
- All IX V1&V2 new system prices will increase by 15% and will be made obsolete to purchase from April 2025.
- The IX V1&V2 refills will be subject to a 3.5% increase, and will remain available to purchase
- Third-party products will adjust in line with supplier price changes.
- Our service division will see pricing for services increase by 6%.

This decision was not made lightly, and every effort has been taken to minimise the impact on you, our valued customers. Several global factors have necessitated this adjustment:

1. Supply Chain Disruptions: Ongoing global supply chain challenges, including geopolitical tensions and post-pandemic impacts, have significantly increased raw material and transportation costs.
2. Economic Inflation: Rising industry inflation rates have added to cost pressures.

We understand that price increases are never welcome news, and we sincerely appreciate your understanding and continued support. These adjustments are essential to ensure we can continue delivering the high standards of quality and service that you expect from us.

If you have any questions or need further clarification, please don't hesitate to contact your dedicated Account Manager or our customer service team at 01279 780 250.

Thank you for your continued loyalty and partnership.

Warm regards,

Andy Slark

Andy Slark | Managing Director
European WaterCare Ltd