



February 4, 2021

Dear Valued Customer:

Southwire recognizes that this past year has spurred several unprecedented events that played large roles within the supply chain of our wire and cable products. These events have led to a higher cost to serve our valued customers. Although we have seen increases in both copper and aluminum, Southwire has incurred substantial cost increases for non-metal raw materials as well. These raw materials range from both insulating and jacketing materials, packaging materials, as well as increases in freight.

- PVC Resin: 25%
- Plasticizer: 14%
- EPDM: 13%
- CPE: 26.5%
- Packaging Materials:
 - 10% Wooden Reels
 - 13% Plywood
 - 4.5% Corrugated

As a result of these recent changes, Southwire will be implementing the following price increases for the OEM/Industrial/International wire and cable products on purchase orders placed on or after March 1st, 2021.

Product Group	Increase
Lead Wire	4 - 8%
Flexible Cord (Rubber/TPE/Plastic)	4 - 6%
Industrial Cord (DLO/W/G-GC/SC/Etc.)	3 - 6%
Tray Cable	4 - 6%
Medium Voltage (Armored and Non- Armored)	3 - 5%
PV Wire (Copper and Aluminum)	3 - 5%
Mining Cable	3 - 5%
Transit	3 - 5%

Southwire remains focused on supporting our customers’ needs and delivering quality products and services while remaining competitive in the market. Thank you for your business and your continued support of Southwire.

Your Southwire salesperson will be in touch with you to discuss the details around this upcoming price increase.

Sincerely,

Richard Oglesby
Senior Vice President
Industrial, OEM and International