



**Proud Member of Georgia Association of Fire Safety Equipment Dealers**

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Dear Valued Customer:

At Swift Fire Protection, Inc. our primary goal is to offer each and every customer the best level of service you have grown to expect at an affordable price. To insure that our customers continue to receive our best in sales & servicing, we are working diligently to maintain the most efficient operations possible. Initially, as fuel prices began to move upward we made numerous adjustments and modifications within our business to improve efficiency and avoid implementing rate increases or fuel surcharges to cover our rising costs. However, along with the petroleum rises, the fire protection industry continues to deal with many other escalating prices as listed below. The Monoammonium Phosphate, ABC Dry Chemical has skyrocketed with a 300% increase alone and some metals as much as 30%. So after considerable analysis and deliberation, we have determined that it is necessary to implement some rate increases to remain viable and continue to offer our same level of service.

- ❑ Petroleum – Oil-supply constraints have sent crude oil futures surging, resulting in rising fuel and transportation prices. Oil prices have hit a record high (one of the many this year) above \$138 a barrel and continues to rise.
- ❑ Phosphates – Monoammonium Phosphate (MAP) is the chemical used in the extinguishing agent of an ABC Fire Extinguisher. Rising sulfur prices (sulfur is used to make MAP) have hurt the phosphate fertilizer business causing a worldwide demand from a limited supply.
- ❑ Steel/Aluminum – Raw materials are the main reason for the sharp rise in steel prices. Last year's increase of only 9.5% led steelmakers to raise their product prices 17% - 20% and some as much as 30%.
- ❑ U.S. Currency Flux – The weakening U.S. dollar is another source of concern. Not only is it pushing up the cost of American imports, it's transmitting inflation to the dozens of economies that link their currencies to the U.S. dollar.
- ❑ Global Market Conditions – "An increasingly global economy may also be a culprit. The economic rise of china, India and the former Soviet Union helped expand the global work force and increase manufacturing capacity, holing down the prices of many goods. But this boom also means...boosting the prices rich countries pay for imports."

As our valued customer, we thank you for your continued support and pledge to you our best efforts in navigating today's challenging marketplace. Customer satisfaction will remain our number one goal, as we continue to bring you the quality products and services you have trusted us with.

With sincere thanks we are,

Merrill Franklin

Jason Franklin