



FIRENZECOLOR®

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To Our Valued Customers,

This past year was very hard for many families in various ways. Our hearts and sympathy go out to all of you who suffered personal losses due to the global pandemic. If you were one of our customers that were affected negatively, we hope this year will bring hope and encouragement to you.

During this pandemic, many consumers became used to long delivery times, back ordered items, and increased shipping costs. We are proud to say that because of good planning, ordering early and consistently, Firenzecolor was able to continue to supply all of you, our valued customers, with minimal issues.

The year 2021 was an amazing year for all of us from a business standpoint. Customers have told us that many of their projects had to be scheduled months in advance, since they had so many projects. This was reflected in much of the home improvement sector.

Over the more than 25 years we have been serving many of you, our strategy at Firenzecolor has been to absorb the yearly price increases we received from our suppliers, with the goal of keeping prices stable. We want to continue that strategy to show our appreciation for your loyalty to us.

However, I would like to briefly explain the reality of what suppliers are facing. To give you one example, the shipping price for a 40-foot container used to cost us about \$8,500.00 pre-pandemic. The price we pay presently is over \$12,500.00. That price reflects an almost 50% increase! Please note, that is only the cost of the empty container without product. Additionally, transit times for ocean freight from Europe increased from about 6 weeks to sometimes more than 3 months.

Despite challenges such as these we are determined to continue to absorb most of these increases and keep the prices stable for our customers the best we can. That being the case you may see some slight price increases on some of our products on our website. If you have any concerns about any these, please contact me personally by email at paul@firenzecolor.com

Sincerely,

Armand Paul Hoafat

President

Firenze Enterprises, Inc.

Firenze Enterprises, LLC