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January 15th 2021

MARCH 1st 2021 FULL PRICE RISE NOTIFICATION

Dear Valued Customers,

Electra Cables would like to advise of a full price rise of all of our cable items that will come into affect on the 1st of March 2021.

As copper prices have continued to rise consistently through 2020 and now also 2021, we find that this has put us in a predicament where we must increase our pricing across the board. The rise in the cable pricing will be between 5-10% depending on the copper content of the item.

Electra Cables will continue to provide monthly specials for all of the top selling items that your store would require and we will endeavour to be as competitive as we can in the current market environment.

We at Electra Cables value your business and appreciate your loyalty and trust in Electra. These upward adjustments will ensure Electra Cables continue to be a viable supplier to our industry.

Should you have any enquiries, please do not hesitate to contact your local Sales Executives.

Yours Faithfully,

Management at Electra Cables.