

General Data Healthcare, Inc. 4043 McMann Road • Cincinnati, Ohio 45245-1667 Phone: 1-844-643-1129 Web: www.general-data.com/healthcare

June 3, 2021

## **Dear Valued Customer:**

Over the course of the past few months General Data Healthcare has been keeping a close eye on all of the raw material and supply chain challenges that are currently impacting the global economy. We have diligently worked with our suppliers and logistics partners, as well as implementing internal productivity and cost reduction initiatives, to minimize the impact on our customers while continuing to consistently provide the high quality products that General Data Healthcare is known for.

General Data Healthcare has intentionally held our LaserTrack™ cassette market prices stable for over 12 years without the need for a price increase to our customers. Unfortunately, over the past year we have incurred significant raw materials cost increases for many components of our LaserTrack cassette products, including resins and packaging materials. In addition, domestic and ocean freight costs have steadily risen (up 20% and 30% versus 2020) and are expected to continue.

Going forward, we can no longer absorb these increased costs. **Effective July 1, 2021, General Data Healthcare will increase pricing for all LaserTrack cassette products.** The increases will range from 3% to 7% depending on the SKU, with the average being 5%.

Your General Data Healthcare account manager will be contacting you in the near future to discuss the specifics of this price increase, and how we can work together to minimize any disruption and impact it may have on your facility and operations.

As always, General Data Healthcare is committed to providing our customers with unparalleled quality in our products, customer service and support, and we thank you for your continued business as we navigate these unusual times together.

Sincerely,

Robert Walker
Director of Product Management
General Data Healthcare