

CLARITY®

COPIERS

(HIGH WYCOMBE) LTD

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Buckinghamshire
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<http://www.claritycopiershw.co.uk>
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27 February 2009

Dear Customer,

WE CAN'T HELP IT - BUT WE WILL STILL DO OUR BEST!

The deterioration in the banking industry has presented us all with conditions of one kind or another that we have never faced before, not least the huge impact in the devaluation of currencies has had on equipment and consumable prices, following are two excerpts from letters recently received from two of our major manufacturers, SHARP ELECTRONICS (UK) Ltd and RICOH UK Ltd.

SHARP

SHARP ELECTRONICS (U.K.) LTD.
4 Furzeground Way, Stockley Park,
Uxbridge, Middlesex UB11 1EZ
Telephone: 0208 734 2000

29th January 2009

The actual details will be sent to you during the next few weeks but we will increase all products by between 12 and 15%. These increases are far below the actual devaluation of the currency, and well within the average increases already announced by our major competitors.

If we are unable to deliver goods in February, due to stock shortage, credit approval or late placement of orders, then they will be subject to the new pricing. In anticipation of high demand we may have to allocate some consumable items in order to preserve adequate stocks going forward.

Date: 20th January 2009

Leo Whittington
Clarity Copiers
Denbury Road
TQ12 6BY

RICOH

RICOH UK LIMITED
Ricoh House
1 Plane Tree Crescent
Feltham, Middlesex
TW13 7HG
Tel: 020 8261 4000
Fax: 020 8261 4004
www.ricoh.co.uk

Dear Customer,

I am writing to formally advise you that due to economic factors beyond our control, namely the currency values of the £ vs the euro and the Yen vs the euro, we will be increasing our selling prices and our RRP's from the 1st March 2009 by between 12% and 18%.

N.B. The full versions of these letters are posted on our website- www.claritycopiershw.co.uk

P.T.O.

SHARP

Panasonic

OKI

RICOH

Company Registration No. 4319356 · Registered Office: Somers, Mounts Hill, Benenden, Kent TN17 4ET.

ARGYLL · BARNSTAPLE · BIRMINGHAM · BODMIN · BOURNEMOUTH · BRISTOL · CAERPHILLY · COVENTRY · DERBY · GLOUCESTER · HARROGATE · HIGH WYCOMBE
LEEDS · LEICESTER · LONDON – TEDDINGTON · LONDON – WEMBLEY · MANCHESTER · NEW MILTON · NEWTON ABBOT · NORTHAMPTON · NORWICH · PLYMOUTH
PORTH · SHEFFIELD · SOUTHAMPTON · SWINDON · TAUNTON · WORCESTER · WORTHING · WREXHAM · YORK

Significantly these increases bear no relationship to RPI or inflation figures, and you will note in the letters, there maybe further increases in the near future.

Regrettably this will have a significant and unavoidable affect on future equipment pricing and consumables, such major increases will have a serious effect on the market generally and of course increase our companies servicing and consumable budgets.

Whilst this adds another unwanted problem to an already difficult trading climate, as a longstanding and valued customer we wish to assure you that our product pricing will remain competitive, and service standards maintained at their normal high levels.

Finally, we would confirm these increases will have no immediate affect on your current servicing costs, as we will be absorbing these increases, however, in the interests of good management and economies, we would seek your cooperation in avoiding all unnecessary call outs, and over ordering of toner, we would also remind you that user damage to equipment is not covered under the service and supplies agreement, and therefore any parts needing replacement are of course chargeable.

If you have any queries or require further information on the content of this letter please do not hesitate to call us.

Assuring you of our best attention at all times.

Yours faithfully,

Clarity Copiers