



Brilliant Lighting (Aust) Pty Ltd
A.B.N. 37 006 203 694
956 Stud Road (off Kingsley Close)
(P.O. Box 2529)
Rowville, Victoria, Australia, 3178
Ph: 03 9765 2555
Fax: 03 9765 0277
Email: sales@brilliant-lighting.com.au
Web: www.brilliantlighting.com.au

31/08/2018

Dear Brilliant Lighting Customer,

Subject: New 2018 October Price List and price changes

In the last 12 months, due to a number of factors, Brilliant has been impacted with a considerable amount of cost increases to its business. This is due in no small part to a number of economic and legislative factors out of our control, from Australia and our suppliers overseas. As Brilliant strives to provide the best possible prices for its customers we have absorbed the majority of the impact to date, however, we are now in the position where we cannot sustain these extra costs. Hence, we are notifying you of the implementation of a price rise as of 1st October 2018.

Some of the impacts on our pricing have included:

- A\$ depreciating against US\$ from approximately US\$0.79 cents to currently US\$0.73 cents. This equates **over 8.0% currency devaluation** or **nearly 8.0% increase** in our costs.
- Price increase from China caused by "tariff conflict with US" and subsequent increases in raw material costs.
- Increased shipping and distribution costs, both locally and internationally.

Summary of price file changes:

- 710 total Brilliant Skus
- 224 products have seen **no change in price**
- 84 products have seen a reduction in price, average decrease of approx **14%**
- 374 products have seen an increase in price, average increase of **approx 5.0%**

Savings in new price list:

- LED Ceiling Lights have dropped by **an average of 9.5%**
- Denver Range has dropped by **an average of 16%**
- Hardy Bunkers have dropped by **an average of 25%**
- Concorde Fan range has dropped by **average of 13%**

This new price list is to become **effective as of October 1st 2018**, and all **contract pricing agreements** will need to be reviewed with your Brilliant sales support contact in anticipation of the pending price rise.

Please note we will honour any current quotes received within the last 30 days, and also any contractual implementation periods for price changes where applicable. (as per trading agreements).

We do suggest though, that for all volume and project quotes going forward, you seek updated pricing from your Brilliant Representative.

We trust that you understand and accept this action. We thank you for your valued support and we will continue to provide you the latest products at the most competitive prices.

EDI Price File managers: Could you please confirm acknowledgment and confirmation of file updates will be effective October 1st 2018, to our National Sales Support Manager Jared Thompson via email: jared.thompson@brilliantlighting.com.au

****NOTE: the October 2018 Price list will supercede all previous price list files.**

Regards,

James Thompson | National Sales Manager