



Dr. Vinyl & Associates

C O R P O R A T E H E A D Q U A R T E R S

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February 2, 2024

From: Sem Products - Sales & Marketing

To: Dr. Vinyl Interior Repair Technicians

Re: 2024 Price Adjustment

SEM has worked to attempt to minimize the impact of raw material costs and general inflation on our customers; however, at this time price adjustments are necessary to offset increasing costs. SEM is focused on providing industry-leading innovative products and programs and services. To maintain this commitment, **SEM is implementing a weighted average of 4.4% price adjustment to SEM product lines effective Monday, March 4, 2024.**

As always, thank you for your business and continued support.

Dr. Vinyl received the above announcement from SEM Products in late February and should have sent it out at that time. I do apologize for not sending this memo out before then. I'm sorry for any inconvenience this may have caused.

Tony Rende
Dr. Vinyl Parts Department