

Distribution	Open Distribution
Bulletin #	2023PB016A
Date	October 31st, 2023
From	Brad Martin – Director, Product Management
Subject	Important Announcement: 2024 Senstar Product Price Adjustments

Dear Valued Customer,

We appreciate your continued support and loyalty to Senstar Products. It is our commitment to provide you with the highest quality products and exceptional service.

Over the years, we have strived to maintain the quality and affordability of our products despite various economic challenges. However, we regret to inform you that due to significant increases in production costs, raw materials, and other operational expenses, we find it necessary to adjust the prices of our products.

Effective January 1st, 2024, certain products within our range will see a price increase. An updated price list will be made accessible in November 2023. We have thoroughly evaluated our pricing structure to minimize the impact on our valued customers while ensuring the sustainability and growth of our business.

We are committed to providing you with the best value for your investment, and we will continue to focus on delivering top-quality products, outstanding customer service, and ongoing product innovation.

Please note that all outstanding quotes issued to your company will remain valid until December 31st, 2023. This grace period will allow you to finalize any pending projects or orders at the existing pricing, helping to minimize the immediate impact of the price adjustment.

We understand that open communication is crucial during times of change, and we are here to assist you with any questions or concerns you may have. Please do not hesitate to contact your local sales representative, who will be happy to provide further information and address any specific needs you may have.

We truly value our relationship with you and appreciate your understanding as we navigate these challenging market conditions. We remain committed to providing you with the best products and services, and we look forward to continuing to be your trusted partner in the future.

Thank you for your continued support and loyalty.

Sincerely,

Brad Martin, Director, Product Management
 Senstar Corporation
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