



---

1042 Cleveland Road • Colona, IL 61241 • Phone: 309.792.5780 • Fax: 309.792.5781  
Toll Free Order Line: 866-980-ROCK (7625) • [www.rockriverarms.com](http://www.rockriverarms.com)

November 13, 2020

## **RE: Price Increase Retraction for Existing Orders**

Dear Customer,

We are listening, we hear you and we agree. Yesterday we announced a price increase that would take effect to all existing, new, and future orders. We made the decision based solely on business. We have all suffered during these difficult times, however, we, as a family owned business, are retracting our price increase on all existing orders.

As we said previously, this year has presented many challenges and we have worked to overcome them as best as possible. We truly do appreciate you standing by our side, working through these challenges and supporting our American manufacturing company.

While our increased costs due to COVID prevention measures, hiring employees, working extended hours and additional shifts, expanding our suppliers, and purchasing new equipment and increased commodity prices have not changed, we will continue to absorb these costs for all existing orders, however, to offset these rising costs, we are forced to implement a price increase on all new orders effective December 1, 2020.

At this time, please be patient with us as we re-evaluate our pricing structure in attempt to mitigate the increases to the best extent possible. We appreciate your continuous support as we work through these difficult times.

Lester C. Larson, Jr.  
President  
Rock River Arms, Inc.