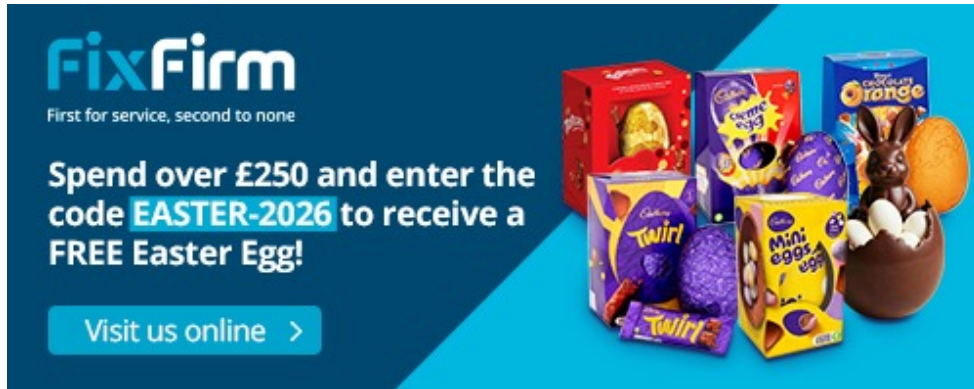


Kind Regards,

Liam Elsey | Buyer | T: 01522 500002 | E: liam.elsey@fixfirm.com

A promotional banner for FixFirm. On the left, the FixFirm logo is displayed in white on a dark blue background, with the tagline "First for service, second to none" below it. Below the logo, the text reads "Spend over £250 and enter the code **EASTER-2026** to receive a **FREE** Easter Egg!". A blue button with the text "Visit us online >" is positioned below the text. On the right side of the banner, there is a collection of various Easter eggs and chocolate boxes, including Twirl, Mini eggs, and Orange, set against a light blue background.

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From: Simpson Customer Care <uksales@strongtie.eu>

Sent: 30 April 2026 14:21

To: Purchasing | FixFirm <Purchasing@fixfirm.com>

Subject: Notice of Price Increase

[View as web page](#)

**PRICE INCREASE: FURTHER
INFORMATION**



Dear Customer,

Further to our previous communication dated 1st April 2026, we are writing to provide an update and to reinforce the upcoming price adjustment.

As outlined in our initial letter, we continue to experience sustained cost pressures across the steel supply chain. Since then, further developments in both market conditions and regulatory changes have provided additional clarity on the factors driving these increases.

UK Steel Trade Measures (Effective 1st July 2026)

The UK Government has confirmed the introduction of a new, more restrictive trade regime for steel imports. Under this system, tariff-free import quotas will be significantly reduced—by up to 60% across key product categories. Once these quotas are reached, imports will be subject to a 50% tariff.

For the types of steel central to our manufacturing processes, including cold-rolled and galvanised steel, this will reduce the availability of competitively priced material and introduce greater volatility in both supply and pricing. Availability is expected to become less predictable, with increased risk of short-term supply constraints as quotas are exhausted throughout each quarter.

Carbon Border Adjustment Mechanisms (CBAM)

Additional structural cost pressures are also emerging through environmental regulation:

- The EU's CBAM, effective from 1st January 2026, requires importers to account for the carbon emissions embedded in steel, increasing costs across European supply routes.
- The UK has confirmed its own CBAM will follow from 1st January 2027, and while not yet in force, market pricing is already beginning to reflect this future cost.

Wider Market Conditions

Alongside these regulatory changes, the steel market continues to experience upward

pressure driven by increasing production costs, energy pricing, and tightening global supply. Industry data indicates that European steel replacement costs have risen significantly since late 2025, with further increases anticipated throughout 2026.

Our suppliers have confirmed that raw material cost increases are expected to continue, and despite extensive efforts to mitigate these impacts, we are unable to absorb them in full.

Our Purchasing team has taken proactive steps to secure supply continuity, ensuring we can continue to support your business reliably during this period of change.

As previously advised:

All Products: 11% increase

This adjustment will apply to all deliveries from 1st June 2026. A revised price list will be issued in due course reflecting the updated pricing.

Orders of normal volume placed by close of business (12:00 noon) on 29th May 2026, for standard delivery, will be honoured at current price levels. We reserve the right to review and limit orders that significantly exceed normal purchasing patterns to ensure fair allocation of stock across our customer base.

We would like to take this opportunity to thank you for your continued partnership and understanding. We remain committed to supporting your business and maintaining a reliable supply of high-quality products during this period of market change.

Yours sincerely,

Cyndi Chandler – UK & IRE Managing Director

&

Arran Aris - UK & IRE Sales Director