



Potter Electric Signal Company • 1609 Park 370 Place • St. Louis, MO 63042 • P: (800) 325-3936 • F: (800) 768-8377 • www.pottersignal.com

March 2, 2011

Dear Lou,

All of us at Potter Electric Signal Company work diligently to offer you, our customer, the highest quality products with unmatched service at the lowest possible prices. Not unlike you we are facing increasing cost at all levels. Because of those cost increases we are forced to implement a price increase ranging from 6% to 9%, effective May 1, 2011. Your net price sheet will follow in a few weeks time under separate cover.

I want to take this opportunity to say 'Thank you for your business!' and for choosing Potter Electric Signal Company as your supplier of sprinkler monitoring products. We look forward to serving your needs in the future.

Sincerely,

Bruce LaRue
President
Potter Electric Signal Co.
Fire Sprinkler Monitoring Division

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