



Tools for
Advancing
Innovation

June 18, 2025

Dear Valued Aven Partner,

I hope this message finds you well.

As you know, we are committed to providing high-quality products and maintaining strong partnerships built on trust and reliability. However, due to ongoing tariff changes, rising labor expenses, and increasing material costs, we are faced with a situation that necessitates a price adjustment.

Despite our best efforts to absorb these cost increases and delay any changes, the sustained upward trend in expenses has made it increasingly difficult to maintain current pricing levels. After careful consideration, we find it necessary to implement a 6% price increase across the board, effective July 18, 2025.

This decision was not made lightly. We have worked diligently to mitigate the impact on our partners, seeking alternative solutions to maintain stability in pricing. However, given the current economic landscape, a price adjustment is the only viable path forward to ensure continued product availability and service excellence.

We truly appreciate your ongoing support and partnership. If you have any questions or need further clarification, please don't hesitate to reach out. We value our relationship and look forward to working together to navigate these challenges.

Thank you for your understanding and cooperation.

Best regards,

Mark Kanpurwala

VP- Sales & Marketing