

Caroline Langlois

From: INNOTEX® <marketing@innotexprotection.com>
Sent: Monday, December 18, 2023 4:44 PM
To: Caroline Langlois
Subject: Sales Bulletin: take advantage of competitive lead times!

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051-23 DECEMBER 18, 2023

WANT MORE ORDERS? ADVERTISE LEAD TIMES!

Remember earlier this year when we announced that we would be cutting lead times?

Great news: We've hit our targets!

We're now delivering:

- Custom turnout gear in 10 weeks or less
- RDG models in 4 weeks



A major benefit for fire departments and a serious edge over competitors. Announce your shorter lead times to generate more orders!

Even shorter lead times to come

We're on-track to hit even shorter lead times in Q1 2024:

- 6 to 8 weeks for custom ENERGY turnout gear, ENERGY Tech Rescue, and Tech Rescue EMS
- 15 days for RDG

Thank you for your patience as we've ramped up capacity. We are 100% committed to offering the industry's best lead times very shortly.



NEW SOCIAL MEDIA ASSETS ON THE DEALER ZONE

You now have new ready-to-use assets to promote INNOTEX gear and lead times on social media. You'll find a short video clip, images, and copy in the following file: Marketing/Dealer Advertising Tool Kits/Lead Times

Questions? Reach out to our marketing team:

marketing@innotexprotection.com

2024 PRICE INCREASE

As you know, we announced a few weeks ago that new gear pricing will roll out on January 10, 2024. More good news: the percentage price increase is lower than last year's – another advantage for you and your customers.

Our price increases will be as follows :

- **Turnout gear** (custom & RDG): 3 to 5 %*
- **ENERGY™ Tech Rescue** (custom & RDG): 2 to 4 %*
- **ENERGY™ EMS Tech Rescue** (custom & RDG): 2 to 4 %*
- **Vesta MAX glove**: 8 %
- **Gloves** (all other models) : 0 %
- **Regular hoods**: 1 %*
- **GRAY™ hoods**: 3 %*
- **GRAY™ hoods with Nomex Nano**: 0 %

* % varies by model.

Important: these increases apply to new orders only. Orders already in the system are at current pricing.

All 2024 price lists will be available on the Dealer Zone on January 9, 2024.

Thank you for your partnership, and we look forward to growing with all of you in 2024. As always, do not hesitate to contact your Regional Sales Manager if you have any questions.



NEW GEAR DELIVERY

Longmont Fire Department just received their brand-new ENERGY Tech Rescue sets in high viz yellow – thanks to our partner Becker First Responder Co.

WEEKLY LEAD TIMES

WEEK OF DECEMBER 18, 2023

Shipping times for submitted orders

SPECIAL NOTICE:

Material shortage

We are experiencing a material shortage for the following fabrics and therefore can't confirm an exact ETA for orders containing these materials: **Armor AP Gold, Defender M NP Brass, Titanium SL2i, Titanium with Nomex Nano**

911: TURNOUT GEAR AND TECH RESCUE

5 working days

Limited quantities each week, upon material availability & CSR approval. First come, first served.

Please note that the 911 service will be on hold for the next 2 weeks during the holiday season - the weeks of December 25, 2023, and January 1, 2024.

RDG

Rapid Delivery Gear (Turnout gear, Tech Rescue & Tech Rescue EMS)
4 weeks (January 8 to 12, 2024)

CUSTOM

INNOTEX® CLASSIC™ & INNOTEX® ENERGY™
10 weeks (week of February 19 to 23, 2023)

ENERGY™ TECH RESCUE

12 weeks (week of March 4 to 8, 2024)

ENERGY™ TECH RESCUE EMS

12 weeks (week of March 4 to 8, 2024)

GRAY™ HOODS

10 working days

REGULAR HOODS

10 working days

GLOVES*

10 working days

*Vesta Max with wristlet – sizes available for order:

64N, 64W, 64XW, 70N, 70W, 76N, 76W, 82N, 82W, 82XW

Please contact your Customer Service Representative or Regional Sales Manager with any questions.

These are estimated shipping times and are subject to change.

DEMOS, WEAR TRIALS & RECRUITS LEAD TIMES

RECRUITS

6 weeks

DEMOS & SIZING KITS

2 weeks

WEAR TRIAL

4 weeks

Please contact your Customer Service Representative or Regional Sales

Manager with any questions.

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