



AWAY FROM HOME CHANNEL

## Coronavirus Update March 11, 2020

Dear KIK *Away from Home* Customer,

KIK Custom Products is experiencing a significant increase in demand in response to the COVID-19 pandemic. This has created a surge in consumer purchases in the marketplace. This unprecedented demand, resulting from the pandemic, constitutes **a force majeure**.

KIK's manufacturing facilities and distribution centers will continue to operate at maximum output. In order to meet the increase in demand and mitigate the effects of the force majeure, however, we will need to institute the following product supply priorities:

1. **Order Quantities** will be restricted to a 20% increase over your historical monthly volume. KIK Customer Service and your KIK Key Account Manager will help determine that order quantity.
2. **Label Priority** – we will prioritize orders for germicidal bleach to current KIK Customers.
  - a. Pure Bright Germicidal and Private Label Germicidal Bleaches
  - b. 101 Low Strength Bleach and Private Label Low Strength Bleach
3. **Verticals** - We will prioritize supply to the following verticals based on traditional buying patterns and label requirements.
  - a. Medical Supply Distribution
  - b. Food Service Distribution
  - c. Redistribution
  - d. Janitorial/Paper Distributors

As a result of this force majeure announcement directly related to the pandemic, and for the duration of the force majeure, **KIK's deliveries shall not be subject to fines, deductions, or charges**. As this situation continues to evolve, we will adapt and communicate any further changes in direction. We appreciate your cooperation in focusing your orders as needed based on these directions. Thank you for your continued partnership!

Sincerely,

Steve Olinger  
President, KIK Custom Products

Cc: T. Myers