



AWAY FROM HOME CHANNEL

March 17, 2020

To: KIK Custom Products Away from Home Customers

Fr: Todd Myers

Re: **KIK Custom Bleach – How to Order Today 3/17/2020**

With the concern over Coronavirus, KIK Custom Products would like to share an update on where we stand with production related to the surge of demand on bleach. ***This update replaces communication prior to 3/17/2020.***

Low Strength Bleach (LSB) -

As previously communicated we will prioritize Germicidal bleach orders over Low Strength bleach orders. In a pandemic this is a logical decision. We hope you agree.

I am not suggesting you don't order 101 or Private brand Low Strength Bleach (LSB) and we are not communicating that we won't make it ever again. **Under Force Majeure we will not produce LSB until the current demand for germicidal bleach becomes more manageable.**

How to Order –

We suggest placing orders for germicidal bleach and other NON LSB KIK cleaning products in straight or mixed trucks. In this way your order will **NOT** be delayed when we have to tell you that we are not offering Low Strength Bleach (LSB). **This eliminates the need for you to make a Purchase Order Revision.**

In a few areas, like the Northeast, where LSB is a significant selling item, we suggest ordering what you need in GERMICIDAL and then place separate straight truck orders of LSB. Worst case scenario is the LSB order is cut – but again, if it's on a separate PO, you won't delay your germicidal/mixed products truck load.

Lead Times -

We are ruining our plants 24/7. We have great capacity and to this writing have not had to push out lead times. My belief is that the next step we may see is longer lead times. We have ask production and Customer Service to forecast and communicate **REALISTIC** delivery dates. I would rather KIK tell you that it's going to be there on 3/31 then "try" to get it to you on 3/26 and miss the delivery.

So we are, to the best of our ability, going to give you realistic lead times based on production schedules.

Raw Material -

We are not seeing interruption from our raw material suppliers. We will continue to monitor the Supply Chain.

Commitment -

We are committed to keeping you informed and are doing our very best to provide you product in a timely fashion. Thank you in advance for your patience and your support of KIK Custom Products!

A handwritten signature in blue ink, appearing to read "Todd", is written over a horizontal line.