



April 9, 2025

Dear Valued Customer,

The recent tariff announcements on global imports have introduced ongoing trade uncertainty. As conversations around new tariff policies continue to unfold, we at ADG Promo Products want to provide a clear and honest update on how we are approaching this evolving situation—and more importantly, what it means for you.

Current Impact

While we strive to keep your costs down, some items will incur a price increase. Specific changes affecting your pricing will be communicated to you as they arise.

How we are minimizing the impact on you, our valued customers

We understand that tariff-related cost increases can impact on your budget, and we want to assure you that we are proactively minimizing these effects. Here is our approach to addressing this challenge:

Deep inventory items

Over the past 24 months, we have increased production capacity as well as inventory on-hand of our products. We will continue to focus on deep inventory to avoid cost increases on incoming inventory.

Made in the USA

Strategies are in place to amplify our commitment to US investments with our proprietary products as well as with our domestic suppliers.

Supply Chain Ownership

While we will streamline production and logistics to reduce costs when able, we'll also explore alternative suppliers and sourcing options not affected by tariffs and work with our overseas supply chain to reduce costs.

Stability

ADG is backed by one of the nation's largest privately held companies with deep relationships and financial stability that affords us better buying terms we pass along to you.

Amid supply-chain uncertainty, we're committed to supporting you and helping you find opportunities for growth. Our goal remains to provide you with high-quality products and exceptional service, even in the face of these challenges. We deeply value your business and appreciate your understanding as we navigate these changes.

Should you have any questions or need further clarification, please feel free to reach out to your account representative.

Sincerely,

Darryn Cross
ADG
Director of Sales