

17th March 2026

Price Change Notification

GSM Electrical (Australia) Pty Ltd – Trader
Effective Date: 1st June 2026

We are writing to inform you of an upcoming adjustment to our pricing structure. Effective **1 June 2026**, our trading operations intend to implement a price adjustment across selected product categories.

This decision has not been made lightly, and reflects a combination of rising cost pressures across our business, including:

- Significant increases in operating expenses, including logistics and energy
- The impact of rising raw material & metal import costs.
- Ongoing inflationary pressures across our supply chain

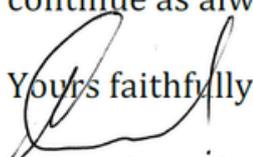
We remain committed to delivering high quality products and reliable service, and this adjustment ensures we can continue to meet your expectations sustainably. We appreciate your understanding and continued partnership.

The new file will be released to our wholesale partners on Friday **1 May 2026**, to allow time for you to upload the adjustments into your system. Some of our product ranges have been impacted more by these cost increases than others and the detail of the changes will be worked through over the coming weeks.

If you have any questions regarding the price adjustment, please contact our Customer Relations Team on 1300 301 838 or via e-mail to service@gsme.com.au. Alternatively, you can contact your Trader Partner.

The Passion, Flexibility and Partnership that is synonymous with Trader will continue as always and we look forward to building your business with you in 2026.

Yours faithfully,


Simon Gerard
Managing Director
GSM Electrical (Australia) Pty Ltd



100 Years of Gerard Electrical Tradition

