



Havis, Inc.
75 Jacksonville Road
Warminster, PA 18974
T: 800.524.9900 F: 215.957.0729
havis.com

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Dear Valued Customer,

Over the past several weeks, our approach to managing tariffs has been influenced by their ongoing volatility. This led us to treat them as temporary cost fluctuations, which in turn created mixed perceptions around how and when tariff adjustments were applied.

Today, the tariff environment continues to evolve. While rates are now less volatile, they have become a more permanent fixture in the cost structure. In light of this, it is the right time to simplify our approach.

Rather than making periodic adjustments tied to tariff changes, we will be reflecting these costs directly in our MSRP of the specific items affected.

- If your company is currently able to process tariff surcharges, the surcharges will remain in effect until September 1, 2025.
- If your company cannot process tariff surcharges, the MSRP updates will go into effect immediately.
- Either way, these MSRP changes will be effective for everyone on September 1, 2025.

This shift provides greater price stability and makes it easier for you to accommodate these factors in your own planning. By incorporating tariffs into MSRP, we can offer more predictable pricing, reduce the need for incremental changes, and continue a more straightforward purchasing experience.

We appreciate your continued partnership and remain committed to transparent communication as we adapt to the changing tariff landscape.

Best regards,

Christopher Buck | Chief Revenue Officer

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