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Wednesday, 22 October 2008

Dear Valued Customer,

Each year after producing our Bellbird catalogue we have endeavoured to absorb price rises wherever possible to keep pricing as advertised as long as possible.

This task is difficult each year and seems to be a problem that all companies have when producing a yearly catalogue. However in the past we have managed it well.

This year under the current market climate, the Australian dollar falling and the effect it is having on wholesale pricing, we are finding unusual and frequent price rises, more than we have experienced in previous years. This activity seems to be across a large range of our suppliers.

One supplier comes to mind and has had 3 price rises since June 2008. We have not moved on the last 2 price rises.

However we have now been left with no option but to increase some pricing. All pricing on the Bellbird web site will be honoured at the time of ordering and will be maintained to ensure you are given the most up to date and accurate pricing available.

We thank you for your support during these trying times ahead of us all and assure you that as quick as the prices go up, should the market change we will also drop them as quick.

Acting on your behalf, it is, and always will be our policy to provide you the best price available, whilst delivering you the best service and quality products. This means the advertised brands may in fact change supplier due to better pricing with equal quality.

We thank you for your understanding and look forward to passing the savings on to you once the market changes for the better.

Cheers

*Stuart Coleman*

Stuart Coleman  
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