

2793 W. Meyer Road
Foristell, MO 63348



(636) 463-7211 Main
(661) 793-7212 Fax

July 30, 2021

Recently we mailed our Summer 2021 catalog and, as Murphy's Law would have it, within two weeks we received notice of price increases from several major companies. All of the companies have noted the following reasons for the increases; raw materials for their products, world wide shipping delays in getting materials and higher freight costs.

The prices of many of the items shown in our 2021 catalog are now higher. Most items have only increased a small amount – 3% to 5% in most cases. Unfortunately, a few have increased by as much as 10%. You can find the updated prices for these items on our website at www.spanishlake.com/catalog.

In an effort to keep your supply costs as low as possible, we offer a **Customer Loyalty Discount Program**. The amount of the discount you receive ranges from 3% to 10%, based on purchases from the prior year. Details of the program can be found on our website and on page 68 of the 2021 catalog. Taking advantage of this program may help offset price increases.

Additionally, you can reduce the cost of some supplies by buying boxes or cases of shoes, nails, rasps, etc. rather than individual quantities.

Costs in many industries have increased in the past six months, including the fuel you use for your vehicle and forge. This may be a good time to review the prices you are charging for your work. While it is difficult for any business to raise prices, it is essential you earn enough money to cover all of your business expenses and your family/household expenses. Planning for retirement cannot be overlooked either.

I have included a worksheet that can aid in determining your actual, monthly expenses. After you have the total monthly money requirements, decide the number of horses you can shoe each month, divide the monthly expenses by the number of horses and you will know what you must charge per horse in order to cover your expenses. I found this useful in my days as a farrier and I think you will, as well.

As always, we appreciate your business and will continue to provide you the best products at the best value. If we can help with your supply planning and purchasing, please don't hesitate to call us at 636-463-7211.

Best Regards,

Bob Schantz