

Tariff Update

To our valued customers,

As conversations around new tariff policies continue to unfold, we want to provide a clear and honest update on how we're approaching this evolving situation—and more importantly, what it means for you.

At S&S, we're already absorbing certain market cost increases related to these tariff changes. But more than just monitoring the impact, we've made the proactive decision to hold pricing for the next two weeks—not because we're waiting to see what happens, but because we believe our customers deserve time, clarity, and support to navigate this together.

We're fortunate to have a global network of manufacturing partners, many of whom are actively working to shift production and assess the broader implications of the new landscape. Our product portfolio, now spanning over 100 brands, gives you access to a wide range of cost options—so you can make the best decisions for your business without sacrificing quality or style.

We also want to highlight something that's not getting enough attention: access to credit. As prices move, so can financial pressure—but we're committed to standing with you. That's why we've recently increased credit limits for many of our customers and will continue to raise them in lockstep with any pricing adjustments. If you currently shop with us using a credit card, we encourage you to consider opening an account with us. In inflationary times, liquidity matters, and we're here to help you preserve it.

This is not a one-time update. As part of our commitment to transparency, we'll follow up again within the next two weeks with more detail as things evolve.

Thank you, as always, for your partnership and trust. We're proud to be your partner—and we'll continue doing what it takes to help you succeed, no matter what comes next.

Warm regards,



Frank Myers

Chief Executive Officer
S&S Activewear