



infochroma ag

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Dear clients

To everyone's surprise, the Swiss National Bank (SNB) gave up the much defended cap of 1.20 francs per euro on Thursday 15. January 2015. Since then the Swiss franc, left to the market, has more or less reached parity with the euro.

Like many other companies, we are facing the same problems as in summer 2011: what should we do? Of course many imported products have become cheaper overnight but our stock was purchased before the cap was lifted, our lessor insists on the lease agreement for our premises, salaries of our staff, costs for energy and tax and many other things still have the same price. Even our income in euros does not help, as the value of the euro has plummeted. infochroma trusted the assurance of the SNB to maintain the cap and built a stock of over 9 month to avoid a bottleneck in supply as was the case when the volcano Eyjafjallajökull erupted; this for the sake of our delivery capacity and our customers.

Was it wrong to have trusted the SNB to defend the cap by all available means?

But we don't want to complain, we act!

We have reprogrammed our software last week to pass on a currency correction factor on almost all products. We set the correction factor at - 9 % for the time being. Please consult our web page for the currently valid correction factor. We reserve the rights to adjust the factor on a daily basis or periodically. The order confirmations are legally binding.

Theoretically the currency correction factor may result in an increase, for one day the Swiss franc will weaken again, even if this sounds utopistic today. The bible (Mat 11:15) says: He that has ears to hear, let him hear...

In this sense, we thank all our customers for their loyalty and assure you that we will do our best to supply you with products that allow you to produce efficiently and continuously.

best regards
christian baumli

PS: Please note that due to the development of the Swiss franc this week, the currency correction factor of -9 % will apply for orders received until tomorrow Friday 6. February 2015 until 17h00. Should the exchange rate keep developing in this matter, the currency correction factor will be set at -7% after the above date and time.