



Date: Friday 28th November 2025

Subject: 2026 Price Increase

Dear Customer,

Thank you for your continued relationship with SWI over the past year. With your support, we have remained focused on delivering excellent service to parents, while offering promotional discount periods to support parents and schools.

As published in October, the current Retail Price Index (RPI) is 4.3%. We recognise that suppliers, parents, and schools are all facing challenging decisions. In 2025, the UK Government increased both the National Minimum Wage and National Insurance contributions by levels significantly above forecasted expectations. Looking ahead to 2026, minimum wages are set to rise by a further 4.1%, representing an overall increase of 11% since 2024.

We have worked hard on business efficiencies this year, to ensure we can bring a price increase in lower than RPI, despite facing into higher inflationary pressures as a business. Therefore, the 2026 price increase on our products will be 3.75%, keeping our increase below RPI to support parents and students. This change will take effect from 1st February 2026.

We remain committed to continually improving our service levels and providing support throughout the year. If you have any questions, please contact your Customer Relationship Manager.

Thank you for your ongoing support and wishing you a good Christmas and a Happy New Year.

Kind regards,

Dean Plant

Customer Director

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OUR WEBSITE

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