

Dear Ranger Retailer,

As we head into the last few weeks of 2020, we wanted to reach out to all of our partners and say THANK YOU for your continued support. If we look to the bright side of things, the pandemic has stirred an innate desire in people to rediscover their creativity and that has benefitted a lot of businesses like the both of ours and for that we are grateful.

As you might imagine, the effects of this pandemic have not made Ranger immune to the challenges of small businesses. While Ranger does have a BIG presence in the marketplace, we too are a small, family run business/manufacturer and we are feeling its affects. We are here to give you an update on what is happening on our end and to hopefully give you some insight on how to best plan for the coming months.

Fill Rates and Product Shortages – Currently ALL aspects of the supply chain, including our suppliers are being affected by the pandemic. We've made adjustments on our end including the addition of a 2nd production shift for the ink pad lines, additional equipment and labor, and increased overtime. However, shortages within the supply chain (raw materials, bottles, caps, etc) all affect what we can and cannot make. In addition, we are also experiencing longer lead times on imported products as well as shipping delays. All of this has affected sales order lead times, currently at 4 weeks, as well as our fulfillment rates which are currently averaging slightly above 70%.

Product lines currently experiencing the greatest volume of shortages include but are not limited to:

- All varieties of Distress and Archival ink pads, mini kits and re-inkers
- Various Stickles and Liquid Pearls
- Various Gloss Sprays
- Various Distress, Dylusions and Dina Wakley Paints
- Simon Hurley create. Ink Pads and re-inkers
- Various Stamps, Stencils, Brushes, Tools, and Accessories

For the most up to date information, [please visit our Wholesale Order Site](#). We will post and update our "challenge" list until we are in a position where fulfillment returns to "normal".

We truly appreciate your support and are glad that we can continue to be part of your business!