



A Letter From The President

Prioritizing Key Items and Expedited Discontinuations.

Alliance, OH – We appreciate your patience and understanding as we work through COVID-19 related challenges impacting our ability to ship on time and in full. Even as we begin to adjust to a “new normal” we continue to see extreme increases in demand. Combined with the necessary reduction in efficiency due to social distancing and cleaning requirements, we have been unable to make the anticipated strides towards reducing our current extended lead times.

In addition to leveraging our flexible supply chain and increases in staffing, we realize it is time to take additional strategic actions to get results. Beginning this week, we will be prioritizing our higher turning items and thus stop shipping lower performing and more niche items for the next six weeks. This will allow us to fill the items in greatest demand more fully and in a more timely manner.

We will also be expediting our normal product discontinuation process. While Coastal normally maintains stock of discontinued items through the first quarter of the year, 2021 discontinued items may be depleted prior to the end of this year. Please reference our 2021 discontinued list and recommended replacements for items that may be impacted.

It is our hope that taking these steps will have a meaningful impact on Coastal’s on time and in full shipments to our customers. If you have specific questions about the status of your order, please don’t hesitate to ask your Coastal Representative or Account Service Coordinator.

We are deeply appreciative of your continued patience and look forward to returning to standard lead times to support your business.

Thank you,
Kim Stout
President

- [Temporary "not shipping" list](#)
- [2021 Discontinuation List](#)