

Information on price increases and delivery times

Einsiedeln, 30 March 2026

Dear Customers

Due to the current market situation, we would like to inform you of recent price adjustments and longer delivery times. Various **manufacturers have already implemented or will soon be implementing price increases**. This applies not only to new orders but also to orders that have already been placed. In addition, delivery times continue to be extended.

Factors influencing the current market situation

Several external factors are currently having a negative impact on availability:

- **AI boom:** The enormous demand for data centre hardware is tying up production capacity that is lacking in other sectors.
- **Raw material shortages:** Conflicts (e.g. in the Middle East) are disrupting the supply of critical gases such as **helium**, which is directly hampering global production.
- **Geopolitics:** Trade restrictions between the US and China, as well as announced tariffs, are causing uncertainty and leading companies to build up inventories again.
- **Physical production time:** Regardless of market conditions, the manufacture of a chip takes around **3 to 5 months** simply due to its technical complexity (over 500 process steps).

Market trends and forecasts for 2026

The industrial electronics sector is facing a "turbulent year":

- **Price trends:** Leading manufacturers such as Texas Instruments and Analog Devices have announced price increases of **10% to 30%** for industrial controllers. Significant price jumps have been observed for certain memory chips due to shortages.
- **Structural shortage:** Experts point out that investment is primarily flowing into state-of-the-art chips (<10nm), whilst the 'mature' technologies (65nm–180nm) that are important for industry are being neglected, which could lead to long-term supply risks.

Recommendations for our customers:

To strengthen supply security in industrial electronics despite the volatile situation in 2026, we recommend that customers evolve their procurement strategy from a purely 'just-in-time' approach towards greater **resilience**.

Forecast and commitment

- **Long-term forecasts:** Please share your **roll-out plans** with us **for at least 12 to 18 months**. The earlier a requirement is visible in the manufacturer's system, the higher the priority during allocation.

- Long-term **agreements (LTAs)**: Entering into long-term agreements can help secure fixed capacity. Although these involve a purchase commitment, they represent a strategic measure to avoid production stoppages.

Additional important notes:

- Additional purchases are currently possible, but at adjusted prices.
- Availability and prices are subject to change at short notice.
- To ensure the best possible supply, we ask that you provide prompt feedback when making purchases.

We are monitoring the situation closely and working closely with our suppliers to minimise the impact of this strained market situation on our production and delivery capacity as much as possible. We will, of course, continue to keep you informed in a transparent manner and are always available to answer any project-specific queries.

We would like to take this opportunity to thank you for your trust and our excellent partnership! Through your active cooperation and forward-looking planning in line with our recommendations, you are making a vital contribution to ensuring that we can jointly guarantee on-time production and delivery and move forward stronger into the future.

Should you wish to arrange a joint meeting to assess the market situation and discuss the necessary steps, please contact our [sales team](#).

We are happy to answer any questions you may have.

STEINEL Solutions AG
Your Sales Team

References

The information above is based both on our own expertise and on documents and correspondence from the following suppliers and service providers.

NCAB Group; PCB supply chain outlook – [Link to the article](#) (EN, March 2026)

All PCB manufacturers; 'Notices regarding price adjustments' from January – March 2026

Murata; "Request for price adjustment" from March 2026

Stocco; 'Temporary material cost surcharge' from March 2026

NXP; "Notification of price changes" from March 2026

Texas Instruments; "Updated prices for selected TI parts, effective 1 April" from March 2026

Vishay; 'Price increase at Vishay' dated March 2026

DSV; 'Supply chain disruptions in the Middle East' dated March 2026

M&R Spedag; "Introduction of a temporary surcharge on Asia–Europe trade (CH)" dated March 2026

Further information letters can be found on our website in the [Media Room](#) under "Press releases & STEINEL News".