

## Pithead price increases

Dear customer, just lately Pithead has been going through a busy time. My orders have expanded beyond the level I can sanely cope with in the long term and I have been left with some difficult choices to make. I would like to contract out my figure casting to a specialist contractor but when I researched this I came across an unpalatable truth that I am actually selling figures for less than it would cost me to have them made. If I contracted out at present prices I would have to pay the caster more per spin than I could sell the figures for. Since starting Pithead I have tried to position myself price wise in between my two main 10mm rivals while providing little extras like crew figures for my vehicles and a range of models that are so rare that nobody in their right mind would ever consider making because as a business proposition they just don't add up. Everyone making 10mm does it because they have a passion for the scale, spending long hours making very little profit for their efforts. The time has come for Pithead to change as I am now getting no free time for sculpting new models and the range will stagnate unless I act now.

I suppose I could free up time by being selective about which customers I supply but I have decided it makes more sense to increase my figure prices to a more sustainable level. I don't want to appear greedy, I am quite willing to just break even on figure sales as I am content with the small profits I make on the model vehicles I sell. What I can no longer do is keep producing figures at a loss.

If I was making 28mm figures I would be looking at making a profit of £5.00 on a spin of the mould, instead I am making a loss at current prices of 62 pence per spin. This doesn't sound a lot but anyone who runs a 10mm company will tell you it makes a big difference.

I am sure that even modest price rises will put some people off buying Pithead figures but I am not doing this just because my material costs have recently risen or because I am greedy capitalist. I am doing it to save the range from stagnation and because I believe this is by far best scale for WW2.

I hope you understand my reasoning and most of you will continue supporting Pitheads expanding range in future.

Best regards Phil