Surge Reflects on Impact of Coronavirus Pandemic

Deer Park, NY, USA -- As we look ahead to 2020, we are closely monitoring the impact of the novel coronavirus at our Asia operations and the Surge business. In recent weeks, the coronavirus outbreak in China has gripped the global community. As work continues to contain the spread of the virus, the outbreak is having an immediate impact on our business. Factories that produce our products in China reopened one week late after the Chinese New Year at production levels 30% below normal. This directly impacts the manufacturing productivity of the factories, and therefore the amount of inventory we receive, and can ship to customers.

Based on the information available today, we anticipate that the virus outbreak could impact the company’s supply chain and sales performance until normality returns to the region and production levels improve. In the interim, we believe we are doing everything we can to keep customers’ production running and to keep things as smooth and stable as possible. While, it is too early to forecast the full regional and global financial impact on our business, including sourcing, production and supply chain implications, we remain in close contact with our customers, suppliers and partners in China.

While we have reflected on the impact of the pandemic on ourselves, we know that other companies are not as fortunate, and are experiencing a much bigger impact than Surge. For customers who are experiencing delivery issues and need a better option, Surge can still be your solution.

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