

# Touch Dynamic Responds to Global Reciprocal Tariffs, Current Prices Maintained

FOR IMMEDIATE RELEASE

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## As Tariffs Evolve, Touch Dynamic Remains Alert to Protect Customers from Unexpected Impacts

**South Plainfield, NJ** – President Donald Trump imposed a 90-day pause on global reciprocal tariffs on Wednesday, April 9, and Touch Dynamic (TDI) is proactively staying abreast of these changes to ensure customers stay informed. The tariffs will affect all international goods coming into the United States. Touch Dynamic, an ISO 9001:2015 certified manufacturer of touchscreen technology, will be impacted by these tariffs as some of their hardware is produced internationally. However, the company will not implement price changes at this time as the situation evolves. Additionally, TDI stays optimistic for the future.

The President of Touch Dynamic, Craig Paritz, is ensuring that customers face little consequence from these tariffs. **“Our US-based business allows us to navigate with minimal impacts on American customers buying from us. While we are holding prices steady for now, we recognize that the evolving tariff landscape may require small adjustments down the line,”** said Craig. **“Our priority remains clear: to minimize the impact on our customers.”**

As a U.S.-based manufacturer, Touch Dynamic is in a strong position to navigate the challenges of international tariffs.

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While some components are sourced globally, we are committed to minimizing the impact on our current and potential customers. Our key strengths—including robust domestic infrastructure, extensive on-hand inventory, and a reliable network of U.S.-based suppliers—enable us to maintain stability and responsiveness in a shifting market. We will leverage these advantages to deliver flexible, high-quality solutions with minimal disruption.

## About Touch Dynamic

Touch Dynamic specializes in unique touchscreen technology solutions: all-in-one terminals, self-service kiosks, small form factor PCs, mobile POS tablets, touchscreen monitors, and more. We are a US-based, on-site ISO 9001:2015 certified manufacturer, delivering cutting-edge designs since 2001. We're proud to serve a variety of industries: retail, restaurants, gaming, government, healthcare, and more. For more information, visit [www.touchdynamic.com](http://www.touchdynamic.com).

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