

February 7, 2025

Re: Shurtape Industrial Market Price Adjustment

Dear Valued Shurtape Distributor Partner,

After careful analysis of our cost structure and consideration of market dynamics, we find it necessary to make a 5% price adjustment to many products in our industrial offering. Over the past year our costs have risen substantially in labor, raw materials, overhead, shipping, and energy costs. This adjustment will enable us to continue delivering the superior quality products and customer support that you expect.

Products NOT impacted by the Price Adjustment include:

- Acrylic Packaging Tapes
- Water Activated Tapes
- New Sustainable Packaging Tapes Portfolio (recycled PET tapes and Curbside Recyclable)
- New FrogTape® Flashing & Seaming Tapes

We will implement these market price adjustments effective April 7, 2025. Your current pricing will be honored for any size order(s) placed prior to April 4th at 5:00 pm EST.

Updated price pages will be available to you via Shurtape's distributor portal on Friday, February 28, 2025. The distributor portal may be accessed anytime at my.shurtape.com. If you do not already have a portal account, you may request one at my-shurtape.com/signup.

We appreciate your business and understanding of this situation. Should you have questions about this price adjustment, please contact your Shurtape Sales Manager or Customer Service Representative.

Sincerely,

A handwritten signature in black ink, appearing to read "Rob DeVries". The signature is written in a cursive, flowing style.

Rob DeVries

Sr. Vice President, Sales

Shurtape Technologies – Industrial Group