



August 31, 2017

To All Ideal Tape Customers:

Due to substantial raw material and associated price increases Ideal Tape will be instituting a 4% price increase effective October 1, 2017 on all products. Prices for orders placed on or after that date or orders prior to that date with a requested ship date after October 15 are subject to this increase.

While Ideal has instituted numerous cost saving measures over the last 18 months raw material price increases, particularly on aluminum and resin, have outpaced these savings. Looking forward, these key materials may continue to rise into 2018. Please see the example in the chart below:



This graph shows the cost of aluminum increasing from .75/lb. to .96/lb. – a **28% increase** over the last 12 months.

Ideal has made great strides in customer service and product quality over the past 3 years and there is nothing more costly than a missed shipment or a product performance issue. In order to keep up these high levels of service we must maintain our profitability. We hope that you understand and appreciate our striving to make the best tape products while providing the best service levels in the market.

Sincerely,

Brack Putney

National Sales Manager

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