



COLD SEAL™ FLEX SEAL™ IDEAL SEAL™

January 31, 2019 - *Revised*

Dear Valued Ideal Tape Customer,

Thank you from the entire Ideal Tape team for your business in 2018. Despite continual waste reduction and efficiency programs, we are facing raw material and transportation inflation in 2019.

As a result, we will be implementing a price adjustment on all items with increases ranging from 4-8%. ***The increases will be effective March 1, 2019. Orders placed for immediate shipment prior to 3/1/19 will be billed at the current price levels: orders placed 3/1/19 or after will be billed at the new pricing levels.*** In February we will forward your new pricing so you can update your purchasing system.

We are committed to growth and service in the Insulation and HVAC segments and have reassigned our corporate resources to support this effort. Sara Bogue has joined our team as Business Unit Manager, responsible for Marketing and Product Management. In order to capture more opportunities with our Insulation and HVAC products, we are also adding six Territory Managers and a team in Mexico to drive specifications and support your field sales people.

If you have any questions please contact your Ideal Tape representative. We look forward to a challenging and strong 2019 and promise to continue our high level of service to you.

Sincerely,
Brock Putney
National Sales Manager