



REFLECTIVE
PRODUCTS

April 1, 2026

Dear Valued Customer,

We are writing to update you on the significant developments impacting our supply chain. The ongoing conflict in the Middle East is having a dramatic impact on the cost of many of our raw materials (i.e. PE resin, metalized PET and aluminum foil), and while we continuously look for ways to manage and offset these rising costs it has become difficult for us to continue to absorb them.

Additionally, over the past several months we have been monitoring the changing dynamics in the North American freight market. During this time, we have experienced increasing costs passed on from freight carriers due to a number of different factors including labor related challenges, insurance cost increases and general operational cost increases. The Middle East conflict has further exacerbated this situation with the recent surge in fuel costs, which is leading to further freight cost increases being passed on to us by carriers.

As a result of these developments, we unfortunately need to increase our FOB factory product prices and our freight prices **effective May 1, 2026**. We will continue to monitor and actively work to control these costs and will keep you informed as conditions develop. Our team remains committed to supporting your business and working collaboratively through this period of market uncertainty.

You will be receiving updated price lists and if you have any questions or would like to discuss your supply needs, please do not hesitate to reach out to your Account Manager.

Regards,

Greg Boyle
VP Sales

Reflective Products Division – Balcan Innovations, Inc.

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