



**ENGINEERED MATERIALS DIVISION**

**Headquarters**  
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**LEADERSHIP BY DESIGN**

May 2, 2014

Dear Valued Customer,

Berry Plastics - Engineered Materials Division continues to work diligently to control our product costs and increase efficiency. Unfortunately, due to rising costs that we have limited control over, we are announcing a price adjustment on selected tape products effective **June 2<sup>nd</sup>, 2014**. We have recently absorbed steep increases in the areas of packaging, energy, freight, specific raw materials, and labor overhead.

This price increase will vary by product construction, in an effort to mitigate the impact on your business with regard to this action. Orders placed with the current price on or before this date, must be placed for immediate shipment. Orders received after June 2nd will be processed at the new price. In addition, orders placed on or before this date will be limited to an historical 30 day demand for that item.

| <b>Product Category</b>    | <b>% Adjustment</b> |
|----------------------------|---------------------|
| Industrial Tapes           | 3 - 5%              |
| Aerospace Tapes            | 0 - 5%              |
| Flashing and Seaming Tapes | 0 - 5%              |
| Gaffers and Carpet Tapes   | 0 - 5%              |
| Patco                      | 0 - 5%              |
| Ludlow (L-Tape)            | 0 - 5%              |

Berry Plastics Engineered Materials Division is very appreciative of your business and is committed to providing industry leading service and quality products at competitive prices. Please be assured that this increase is intended only to recover the unprecedented costs impacting our business.

If you have any questions, please contact your account manager.

Sincerely,

Grant Cheney  
Director of Sales, Industrial  
Berry Plastics, Engineered Materials Division