

January 14, 2016



RE: Industrial Channel Price Adjustment

Dear Valued Partner,

Please be advised that effective Monday, February 15, 2016, Intertape Polymer Group® (IPG®) will implement a market alignment price adjustment. 83% of IPG's Industrial Channel product portfolio will remain at the current price level. A summary of affected product categories and their respective adjustment percentage is listed below:

INDUSTRIAL TAPES	% of Increase
Paper Masking & Flatback	3%
Filament	5%
TPP Strapping	4%
Cloth/Duct	0%
Double-Coated	3%
Foil	0%
Electrical	0%
Stencil	0%
All Other Non-Classified Industrial Tapes	4%

CARTON SEALING TAPES	% of Increase
Hot Melt, Acrylic & Natural Rubber Pressure-Sensitive Carton Sealing Tape	0%
Water-Activated Carton Sealing Tape	7.5%
Construction Paper	6%

MACHINERY	% of Increase
Machines & Case Sealing Equipment	0%

All orders must be received by 5:00pm EST on Friday, February 12, 2016. Any order received after that time will be subject to increased pricing.

Updated price lists will be available today by 5:00pm EST on our B2B site. Orders placed prior to the adjustment will be limited to a historical 30 day supply. All current end-user contracts and into-stock deviated pricing are subject to additional adjustments. There will be market adjustments that may extend outside of the aforementioned ranges for select customers. Those customers will be contacted directly.

We have attached a separate letter to this communication designed to help you explain the WAT increase to your respective end-users.

IPG is committed to providing our customers with quality products and is dedicated to continuous improvement and lean manufacturing in order to satisfy our customers' need to remain competitive. If you have any questions, please contact your IPG Sales or Customer Service Representative. Thank you for your continued business and support.

Sincerely,

Dean Blockowitz
VP Sales, Industrial Channel
Intertape Polymer Group®





January 14, 2016

Dear Valued WAT Customer,

Intertape Polymer Group® is experiencing rising costs with respect to high strength kraft paper, labor and medical costs. As a result, IPG® must implement a 6.5% price adjustment in Q1 2016. We will continue to work to offset these factors with our commitment to continuous improvement and lean manufacturing.

We understand the impact price adjustments have on our customers and greatly appreciate that you have selected water-activated tape for your carton sealing needs. WAT is a premium choice for single strip carton sealing which provides a professional, secure carton closure.

Water-Activated Tape

- **Better** – Print a custom marketing message or QR code to drive your brand
- **Faster** – Only one strip is needed to secure each end of a box versus two or more strips of regular carton sealing tape.
- **Stronger** – Reinforced with crossing fibers and an adhesive that “welds” to corrugate boxes. Performs the same on high recycled content. Reduces shrink and pilferage.

Sincerely,

A handwritten signature in black ink that reads "Ryan Mach".

Ryan Mach
Product Manager, Water-Activated Tape
Intertape Polymer Group

