

Shurtape®

October 18, 2010

RE: November 22, 2010 Price Adjustment

Dear Valued Distributor:

On November 22, 2010 Shurtape Technologies will be adjusting prices on select Industrial Pressure Sensitive Tape products. Strong demand globally for key raw materials and rising transportation costs are the primary drivers of the price adjustment.

Orders placed prior to November 22, 2010 for immediate delivery will be priced at the pre adjustment price. Shurtape reserves the right to limit orders to your historical monthly order quantities.

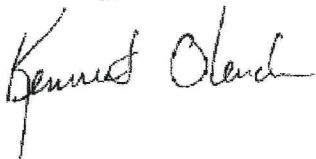
Pricing on orders placed for delivery on or after November 22, 2010 will be adjusted as follows:

- Paper Masking & Flatback Tapes 5%
- Cloth Tapes 5%
- Foil Tapes 5%
- Polyethylene Tapes 5%
- Filament Tapes 4%
- Water Activated Tapes 4%
- Carton Sealing Tapes (OPP) 0%
- All other Industrial Tapes 4%

Updated price pages will be sent to you shortly detailing your specific adjustment. Please contact your Shurtape Sales Representative or Customer Service Representative if you have questions regarding this adjustment.

We appreciate your business and will continue to provide you the best products, service and value for your tape needs.

Sincerely,



Kenneth B. Olender
Vice President, Sales

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