



November 12, 2010

TO: All Valued Shurtape Customers and Representatives

Subject: Price Adjustment / Carton Sealing products

Effective January 3, 2011, Shurtape Technologies, LLC will be adjusting the prices on its OPP Carton Sealing tapes. The continued increase in the cost of raw materials and a tightening global supply chain are the primary drivers for this adjustment.

Orders placed before January 3, 2011 for immediate shipment will be priced at the pre-January 3, 2011 prices. Shurtape reserves the right to further adjust deviated prices and to limit orders to your historical monthly demand level. The following product types will be adjusted:

- HP series hot melt carton sealing tapes 5%
- AP series aqueous acrylic carton sealing tapes 9%

If you have any questions regarding specific product availability, pricing and current orders, please contact your local Shurtape Representative.

We thank you for the opportunity to service your current and future pressure sensitive tape needs.

Sincerely,

Kenneth B. Olender
Vice President, Sales

