



January 17, 2011

SUBJECT: Notification of February 21, 2011 Price Increase

Dear Shurtape Channel Partner:

Effective February 21, 2011 Shurtape Technologies LLC will increase the selling price on select pressure sensitive tape products. Included in this increase will be our acrylic adhesive carton sealing tapes (+10%) and cloth tapes (+5%). This February 21st price announcement is in addition to the price adjustment we implemented on January 3rd.

The primary drivers of this adjustment are the continued rising costs of acrylic adhesives, film, and natural rubber.

Orders received prior to February 21st, 2011 for immediate delivery will be invoiced at current prices. Orders accepted for shipment prior to the increase date will be based on your purchasing history and our ability to supply.

If you have any questions concerning this adjustment, please contact your Shurtape sales representative.

We appreciate your business and look forward to continuing to serve your pressure sensitive tape needs.

Sincerely,

A handwritten signature in black ink that reads "Kenneth B. Olender". The signature is written in a cursive, flowing style.

Kenneth B. Olender
Vice President, Sales

