

# Shurtape

February 15, 2011

RE: March 9, 2011 Price Adjustment

Dear Valued Channel Partner:

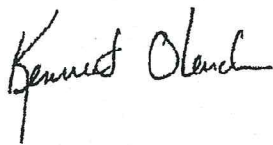
On March 9<sup>th</sup>, 2011 Shurtape Technologies will be adjusting prices on HP series carton sealing tapes. Increasing demand globally for key raw materials such as synthetic rubber, Polypropylene and tackifying resins, coupled with reduced supply are the primary drivers of the adjustment.

Orders placed prior to March 9<sup>th</sup>, 2011 for immediate delivery on our HP series carton sealing tapes will be at your current pricing. Order placed on or after March 9<sup>th</sup> 2011 will increase 5%. Pre-increase orders are limited to your historical monthly order quantities.

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

We appreciate your business and will continue to work to provide you the best value in products and services to meet your pressure sensitive tape needs.

Sincerely,



Kenneth B. Olender  
Vice President, Sales

**HOLD STRONG**