



January 27, 2012

RE: February 27, 2012 Price Adjustment

Dear Valued Distributor:

On March 12th, 2012 Shurtape Technologies will be adjusting prices on its Industrial Pressure Sensitive Tape products. Strong demand globally for energy and key raw materials are the primary drivers of the price adjustment.

Orders placed prior to February 27th, 2012 for immediate delivery will be accepted at current prices. Shurtape reserves the right to limit orders to historical customer order quantities.

The actual amount of the price adjustment varies by product type based on the impact of the raw material increases. Updated Industrial price pages will be sent to you detailing the specific adjustment.

- | | |
|--------------------------|---------|
| • Carton Sealing tapes | 0% - 4% |
| • Paper & Masking tapes | 0% - 5% |
| • Cloth & Filament tapes | 0% - 5% |
| • Water activated tapes | 6% |
| • Other tapes | 0% - 5% |

If you have questions regarding this price adjustment, please contact your Shurtape Sales or Customer Service Representative. We appreciate your business and will continue to work to provide the best products and services for your pressure sensitive tape needs.

Sincerely,

Kenneth B. Olender
Vice President, Sales

HOLD STRONG