



M E M O R A N D U M

To: Our Valued Customers
From: George Notarianni, President & CEO
Date: July 25, 2011
Subject: September 1, 2011, Pricing Changes

Enclosed please find a CD ROM containing our new Confidential Distributor Price List. This new pricing will go into effect on **September 1, 2011**. These prices will supersede those found in our last price list dated December 1, 2010.

We have all experienced many recent increases in our day to day operations. Our manufacturing, raw materials, and freight costs have all increased significantly. On average our resins have increased 10%, while steel has increased 33%! Fuel surcharges continue to be a challenging variable as well.

We can not continue to absorb the many increases and, as such, must increase our prices. The average increase for the line is only 4.9%. The increases for some key categories are as follows:

- ◆ Trigger Sprayers3%
- ◆ Bottles9%
- ◆ Urinal Screens2%
- ◆ Dusters6%

The enclosed CD ROM contains the following:

- ◆ PDF of the September 1, 2011 Price Book
- ◆ PDF of the pricing data in a grid format
- ◆ Tab delimited file of the pricing data
- ◆ PDF of our most recent Buying Guide

Thank you for your continued support of Tolco. We appreciate your support over the last 50 years and look forward to many more years of mutual success. If you have any questions concerning our new pricing, please contact your local Tolco representative or call our office at (800) 537-4786.