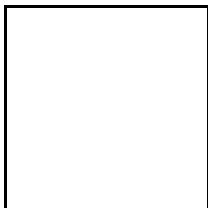


**Teresa Kalinich**

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**Subject:**

FW: Price Increase Notification



## ID Images

March 1, 2010

During the past 15 months we've continued to provide updates on the pressure-sensitive market, its supply chain and general economic trends. As we all know, we have lived through some of the most challenging economic times in memory. Whether historic levels of unemployment and national debt or the collapse of the financial and housing markets, everyone has been affected.

As a result of these economic challenges, we are now seeing raw material inflation. Over the past 3 months we have received numerous price increase notifications from our suppliers. As we have discussed in previous updates, supply constraints for pressure sensitive material components are the leading cause of the increases. Paper mills and chemical companies have removed significant raw material capacity over the past eighteen months. Although ID Images has worked diligently to control costs through Six Sigma and Lean initiatives, these savings do not cover the material increases.

Consequently, effective April 12, 2010, we find it necessary to increase the price of our products by 3 to 5%. Orders placed prior to April 12, 2010, with standard lead times will receive current pricing.

Your ID Images sales representative will be contacting you to review the specifics of these increases in greater detail.

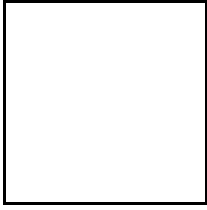
We thank you for your business and look forward to a mutually successful 2010.

Sincerely,



Brian Gale  
President  
ID Images

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This email was sent to [tkalinich@papaper.com](mailto:tkalinich@papaper.com) by [letscommunicate@idimages.com](mailto:letscommunicate@idimages.com).  
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