

Sparta-gram



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To: All Distributors

PRICE INCREASE

Effective Monday, October 17, 2011

Spartan continues to receive increases and ongoing price pressures in chemical raw materials, packaging and transportation costs. Therefore, there will be a price increase effective October 17, 2011. Economic indices continue to validate what we are seeing internally. The PPI (Producers Price Index) is one index that is very reflective of where our costs are going and our key categories are up significantly since year end 2010.

The price increase will be **4.5%** for all chemical products, with the following exceptions:

Clothesline Fresh® Laundry & SparClean® Warewash Products	3.5%
Floor Care: Finishes, Strippers, Wood Floor & Concrete Care Products	5.0%

Several of our promotional items will also see increases as needed on an item by item basis. For your convenience, we have included a listing of these items with their new prices and point values. The updated chemical product prices will become available no later than the week of September 6, 2011 via the Spartan Chemical website, www.spartanchemical.com.

This advance notice will allow you time to update your pricing data and plan your bids appropriately. Thank you for your continued support, and as always, we welcome each opportunity to be of service.

SPARTAN CHEMICAL COMPANY, INC.

Tina Serio

Director, Marketing/Advertising