



Serving the Tape Industry Since 1987

February 24, 2010

<<Customer _____>>
<<Contact _____>>
<<Address_1 _____>>
<<Address_2 _____>>
<<Address_3 _____>>
<<City_____>>, <<State_____>> << Zip_____>>

Dear <<Contact_____>>;

Today's business climate is challenging. Rapid price escalation of primary feedstocks is dramatically increasing producer prices while at the same time consumer demand is soft. We have been absorbing these price increases since September 2009 and now need to pass on a portion of this cost. Effective March 25, 2010, TaraTape will be adjusting pricing 7% on the products listed below:

- Acrylic Carton Sealing Tape
- Hot Melt Carton Sealing Tape
- MOPP Strapping Tape
- Spool Wound Tapes
- Printed Tapes
- Overlamine Coated Films

Orders placed on or after March 25, 2010, immediately shippable and for normal demand will be honored at current pricing.

While some suppliers are reducing SKU's and restricting sales based on volume requirements, TaraTape has added to its line many new products and has focused on making it easier to meet our low prepaid freight minimum of \$2,500.00. We recognize customers drive our business and are building programs specifically designed to meet our customer's needs.

TaraTape remains positioned to handle your product needs. We will continue to keep you apprised of the raw material situation as we move through 2010. Over the next few weeks, you will be provided with updated price pages that will reflect your new pricing. If you have any questions, please contact your Sales Representative or Customer Service.

As always, we appreciate your business and support.

Sincerely,

John Liberatore
Vice President
Sales & Marketing