



February 11, 2010

RE: March 15, 2010 Price Adjustment

Dear Valued Channel Partner:

On March 15<sup>th</sup>, 2010 Shurtape Technologies will be adjusting prices on HP and AP series carton sealing tapes. Increasing demand globally for key raw materials such as natural and synthetic rubber, polypropylene and tackifying resins, coupled with reduced supply are the primary drivers of the adjustment. In this period of raw material instability we are working closely with key material suppliers to ensure an uninterrupted supply of product.

Orders placed prior to March 15<sup>th</sup>, 2010 for immediate delivery on our HP and AP series carton sealing tapes will be at your current pricing. Orders placed on or after March 15<sup>th</sup> 2010 will increase 5%. Pre-increase orders are limited to your historical monthly order quantities. Updated price pages will be sent to you shortly detailing your specific adjustment. If you have any questions regarding this increase please contact your Shurtape Sales Representative or Customer Service Representative.

We appreciate your business and will continue to work to provide you the best value in products and services which meet your pressure sensitive tape needs.

Sincerely,

A handwritten signature in black ink that reads "Kenneth B. Olender".

Kenneth B. Olender  
Vice President, Sales

**HOLD STRONG.**