



April 14, 2011

RE: May 16, 2011 Price Adjustment

Dear Valued Distributor:

On May 16th, 2011 Shurtape Technologies will be adjusting prices on select Industrial Pressure Sensitive Tape products. Strong demand globally for key raw materials and rising transportation costs are the primary drivers of the price adjustment.

Orders placed prior to May 16th, 2011 for immediate delivery will be priced at the pre adjustment price. Shurtape reserves the right to limit orders to your historical monthly order quantities. Pricing on orders placed for delivery on or after May 16th will be adjusted as follows:

Product Type	% of Increase
Paper Masking & Flatback Tapes	3% - 6%
Cloth Tapes	8% - 12%
Carton Sealing Tapes	5% - 10%
Filament / Strapping Tapes	5% - 7%
Water Activated Tapes	5%
Foil Tapes	5% - 7%
All other Industrial Tapes	5% - 10%

Updated price pages will be sent to you shortly detailing your specific adjustment. Please contact your Shurtape Sales Representative or Customer Service Representative if you have questions regarding this adjustment.

We appreciate your business and will continue to provide you the best products, service and value for your tape needs.

Sincerely,

Kenneth B. Olender
Vice President, Sales

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