Performance Tapes North America

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January 01, 2025

Dear Valued Customer,

We are writing to inform you of a necessary price increase for the FASSON 0810 (NL) product line, effective for all orders shipped on or after Sunday, February 1, 2026. This adjustment is a direct result of significant and sustained increases in our material and manufacturing costs that we can no longer fully offset.

We have experienced substantial cost volatility, particularly from two sources affecting this product line:

- Aluminum Material: Raw material costs, especially for the aluminum component, have risen dramatically due to ongoing trade policies and significant increases in the Midwest Premium (MWP), with projections continuing into 2026.
- Adhesive Additives: Global supply dynamics have increased the cost of these functional additives. We are actively working on a product re-engineering solution that we anticipate implementing in mid-2026 to help mitigate this long-term impact.

To address these pressures and simplify our pricing structure, we are implementing a two-part approach that results in a new, streamlined contract price:

- Application of a New Price Increase: We are implementing a 5% price increase to the net price of the Fasson 0810 (NL) product.
- Surcharge Elimination: The current 3% surcharge is eliminated and fully rolled into the new list price.
- Note: The new pricing will apply to all derivations of this product.

To maintain stable supply during this period, orders will be limited to historical demand levels, and we will not accommodate "pre-buys."

We understand that price adjustments can be challenging, and want to assure you that this decision was not made lightly. We value your business, and remain committed to providing high-quality products while sharing the burden of these rising costs.

Your Avery Dennison manufacturer's representative will contact you soon to discuss how this change will specifically impact your account.

Thank you for your business, understanding, and continued partnership.

Sincerely,

David Collins

Vice President and General Manager
Performance Tapes North America

Classification: Avery Dennison - Confidential