



January 24, 2020

Dear Valued Appvion Customer,

Appvion is announcing a price increase on all direct thermal products sold globally. Effective with shipments on 3/1/2020, the following price increases will be put into effect.

Point of Sale (POS)	10%
Tag, Label, Entertainment (TLE)	10%

Despite continuous improvement initiatives and cost reduction efforts, the costs associated with manufacturing and transporting Appvion Direct Thermal products continue to increase. Appvion has been unable to compensate for unprecedented tariffs, freight expenses, and other inflationary factors.

Please contact your Appvion sales representative with any questions you may have. We value your business and thank you for your continued support.

Sincerely,

A handwritten signature in black ink, appearing to read 'Graeme Hodson', written over a white background.

Graeme Hodson  
President – Paper Division