



September 20, 2021

Re: Appvion Price Increase Due to Unprecedented Market Conditions

Dear Valued Customer,

The paper and chemical industries continue to endure unprecedented volatility in their supply and escalating costs. Appvion's top priority remains to ensure quality production and maintain supply to our customers, and our partnerships remain at the forefront of our decision-making process.

With the impact of inflation, labor challenges, supply chain disruptions, and sharply increasing freight costs, Appvion is implementing a price increase of up to 10% for all direct thermal paper and film products and other coated products globally. It is effective on all shipments beginning October 18, 2021.

Appvion is built on operating resilience, and our enterprise is focused on agility and flexibility. While we are not impervious to the new operating environment and continuing inflationary pressure, our team is diligent in working safely, producing superior quality products, and launching innovative solutions.

Our sales managers and customer service team are available to answer any questions you have regarding this implementation. Thank you for your continued business and support.

Sincerely,

Graeme Hodson  
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