



**Avery Products Corporation**

50 Pointe Drive

Brea, CA 92821

(714) 674-8500

August 27, 2018

Dear Ty,

We appreciate your support of our business and thank you for your continued partnership. We are writing you at this time to inform you of a price increase on our products. Over the past year there has been significant inflation in the costs of raw materials used to manufacture products within our categories. Prices of many key components such as paper, corrugate, adhesives, metal and plastic have increased considerably. Freight and labor costs have also increased during this period.

We have worked hard to offset these rising costs through continuous negotiations with our suppliers, cost reduction actions and supply chain productivity improvements. Ultimately, in order to keep providing the high quality products that our consumers expect, Avery will be taking the price increases outlined below by category. The following price increases will be effective for all customers beginning January 1, 2019:

Labels	6%
Cards and Paper Products	5%
Dividers	5%
Binders	6%
Organization & Protection	5%
Writing Instruments	3%

Your Avery Products account manager will be contacting you to provide further details. Please be assured we are doing everything possible to control costs while continuing to provide the value, service and quality you expect from Avery Products. We truly appreciate your business and thank you for your continued support.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeff Lattanzio". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Jeff Lattanzio  
Vice President of Sales  
Avery Products Corporation