



Avery Products Corporation

50 Pointe Drive

Brea, CA 92821

(714) 674-8500

September 1, 2024

Dear Avery Customer,

On September 1st, Avery announced our intent to implement selective price increases effective January 1, 2025 on certain high cost categories. These product lines have been disproportionately impacted by material cost inflation of the past several years and Avery had not previously taken the necessary action in regards to pricing. The impacted product segments, and coinciding increases, are as follows:

Pres-a-ply Labels	5%
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Your Avery Products account manager will be contacting you to provide further details. As per our usual policy, we cannot accommodate any forward buys on these categories. 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", with a long horizontal flourish extending to the right.

Jeff Lattanzio
Vice President of Sales
Avery Products Corporation

The items below have price changes larger than the 4% category increases. There have been extraordinary component cost increases for these items in particular that require us to make these changes.

UPC	UPC Description	Current Bench	Current List	% Increase	Jan 1 Bench	Jan 1 List
7278205729	FILMLABEL RF RND WE 200P	\$ 0.80	\$ 2.28	25%	\$ 1.00	\$ 2.85
7278205868	PAPERLABEL FOIL GDSEAL IJ4U11S	\$ 2.40	\$ 5.75	20%	\$ 2.88	\$ 6.90
7278235868	PAPERLABEL FOIL GDSEAL IJ4U33S	\$ 7.18	\$ 17.23	20%	\$ 8.62	\$ 20.68
7278204014	PAPER LABEL DM 4X1-7/16 5000	\$ 29.15	\$ 88.21	30%	\$ 37.90	\$ 114.67
7278204151	FILMLABELTHRMAL1CORE120	\$ 8.15	\$ 18.17	40%	\$ 11.41	\$ 25.44
7278208324	PAPER BROCHURE IJ WEMTE 1U100S	\$ 12.24	\$ 27.99	20%	\$ 14.69	\$ 33.59
7278208859	PAPERBIZCARD CE IJ WE GLSY 10U	\$ 13.47	\$ 29.93	10%	\$ 14.82	\$ 32.92
7771171200	MAGNETNAMEBADGE KIT LSR SR 4PK	\$ 28.63	\$ 57.29	10%	\$ 31.49	\$ 63.02
7771171201	MAGNET NAMEBADGE KIT IJ SR 4PK	\$ 28.63	\$ 57.29	10%	\$ 31.49	\$ 63.02
7771171202	MAGNET NAMEBADGE KIT SR REFILL	\$ 12.74	\$ 22.90	10%	\$ 14.01	\$ 25.19
7771171203	MAGNETNAMEBADGE KIT IJ GD 10PK	\$ 63.02	\$ 108.88	10%	\$ 69.32	\$ 119.77
7771171204	MAGNETNAMEBADGE KIT LSR GD10PK	\$ 63.02	\$ 108.88	10%	\$ 69.32	\$ 119.77
7771171205	MAGNETNAMEBADGE KIT IJ SR 10PK	\$ 63.02	\$ 108.88	10%	\$ 69.32	\$ 119.77
7771171206	MAGNETNAMEBADGE KIT LSR SR10PK	\$ 63.02	\$ 108.88	10%	\$ 69.32	\$ 119.77
7771171207	MAGNETNAMEBADGE KIT IJ GD 50PK	\$ 237.61	\$ 457.33	10%	\$ 261.37	\$ 503.06
7771171208	MAGNETNAMEBADGE KIT LSR SR50PK	\$ 237.61	\$ 457.33	10%	\$ 261.37	\$ 503.06
7771171209	PLASTICNAMEBADGE INSERTS IJ5SH	\$ 28.36	\$ 50.43	10%	\$ 31.20	\$ 55.47
7771171210	PLASTICNAMEBADGE INSERTSLSR5SH	\$ 28.36	\$ 50.43	10%	\$ 31.20	\$ 55.47