

# AMERICO

## Price Increase

Dear Valued Customer,

As you may already be aware, the costs of raw material have been steadily rising globally over the past year. We, unfortunately, expect this trend to continue throughout the remainder of 2017 and into 2018.

Due in large part to the volatility within the petrochemical supply market, the greatest impact on increasing costs has been seen in both resin and fiber costs. Packaging-related plastic and corrugation has also significantly outpaced inflation. In addition, the shrinking availability of cellulose has caused doubling of our sponge costs.

Americo has worked diligently to offset increasing raw material costs by implementing several initiatives within our sourcing, logistics, and manufacturing processes. These efforts have allowed us to hold pricing steady for the past three years. Regrettably, we are now at a point where we can no longer absorb these rising costs.

**Effective January 1, 2018**, Americo will bring a relatively nominal pricing increase on many of our products. Please make note that not all products are increasing. The overall weighted increase is approximately 4%. Detailed pricing programs will be available soon.