



January 15, 2018

Dear Valued Appvion Customer,

Effective with shipments on January 29 2018, Appvion is implementing an additional surcharge on all Direct Thermal products sold globally as shown in the table below.

This surcharge is in addition to all previously announced increases and surcharges.

Grade	Surcharge Amount		
	\$/msf	\$/msi	\$/sm
All POS Products	\$0.9500	\$0.0066	\$0.0102
Alpha® 185-3.2	\$1.0700	\$0.0074	\$0.0115
All other Direct Thermal Products	\$0.6900	\$0.0048	\$0.0074

This surcharge is in response to the significant cost increases Appvion has incurred to produce these products due to the global shortage of colorformer.

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

Sincerely,

Justin Merritt
Senior Vice President