



April 24, 2026

Dear Valued Customer,

As we navigate an evolving market environment, the tissue and towel industry continues to experience significant and sustained cost increases across raw materials, transportation, labor, and energy. While we have worked diligently to absorb and offset these pressures through efficiency improvements and cost controls, a pricing adjustment has become necessary to ensure we can continue delivering the quality and service you expect.

Effective July 1, 2026, Marcal will implement a price increase of up to 6% across our Towel, Tissue, Dispensers, Hand Care, and Facial Tissue product categories. Select products and sub-categories may see adjustments above this level based on specific cost drivers and market conditions.

As a fully integrated domestic manufacturer, we remain firmly committed to providing dependable supply, consistent quality, and responsive service.

Order Parameters

- Orders received through June 30, 2026, requesting shipment no later than July 15, 2026, will be invoiced at current pricing.
- Orders placed on or after July 1, 2026, will reflect the new pricing.
- All contract pricing will be reviewed and adjusted as appropriate.
- To maintain supply continuity, orders placed in June may be allocated to 1/12 of your annual purchase volume.

An updated price list will be distributed by June 1, 2026. Your Marcal Sales Representative is available to discuss the impact of these changes and identify opportunities to help manage the transition.

We appreciate your continued partnership and thank you for your business.

Sincerely,

A handwritten signature in black ink that reads "Robert Baron" with a stylized flourish at the end.

Robert Baron
Chief Executive Officer

