

**September 1, 2022 Price Increase Notification**

July 29, 2022

Dear Valued Customer,

Unfortunately, we continue to see unprecedented inflationary market conditions across our industry and all industries. We see these market conditions in every aspect of our life - energy, food, building materials, transportation, etc. This year our business has been subject to unprecedented increases in our costs of paper, binder, energy, plastics, corrugate, freight, and labor.

Sellars must implement an increase on our wiper and sorbent lines. We have been through an extensive process to mitigate all costs and will highlight some of those below. The increase will range from a modest 4% to 8%, with a few categories increasing at a higher percentage and some not increasing at all.

We believe it is important, considering the unprecedented conditions, to provide some insight into what Sellars is doing to be the best business partner we can, today and in the future.

- Meltblown sorbents are one of the hardest hit categories as polypropylene prices have been increasing significantly for quite some time. By focusing on mitigating the 5 biggest movers that account for over 70% of the volume, we've been able to limit the weighted increase on those high-volume items to 6.5%.
- We have aggressively invested in our proprietary Q-Cell sorbents (DuraSoak Series and EverSoak) to minimize the increases to 5% for EverSoak and 7% for DuraSoak, apart from socks as those are filled by a third party who recently passed a dramatic increase to us.
- We have delivered improved productivity in the manufacturing of our core wiper products through newer assets. In addition, because our proprietary GreenX is made with an increased level of recycled fiber (boxes and office waste) and a smaller amount of virgin pulp, we've been able to mitigate paper cost pressures on this product line. As a result, these core categories increased 0% to 4%, with the exception of the Big Grip product due to significant cost increases of our plastic buckets.
- We have leveraged our volume in the WaterWeave category, and those items did not increase.

The new pricing will be effective on all orders placed on or after September 1st. As has been our policy, we will limit pre-increase orders to 115% of the average monthly volume. Price lists will be sent no later than August 5th.

Thank you for your continued support of Sellars.

Sincerely,



John Tinkham  
Vice President of Commercial Business

**SELLARS**

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