



May 18, 2018

Dear Valued Appvion Customer,

Appvion is announcing a price increase on direct thermal point of sale products sold globally. This price increase is in addition to all previously announced increases and surcharges.

Despite continuous improvement initiatives and cost reduction efforts, the costs associated with manufacturing and transporting Appvion Direct Thermal products continue to rise. Appvion has been unable to compensate for unprecedented pulp, chemical, and transportation inflation.

Effective with shipments on Monday, July 2, 2018, Appvion will increase prices on direct thermal point of sale products 6 percent.

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

Sincerely,

A handwritten signature in black ink, appearing to read 'J Schweitzer', with a long horizontal flourish extending to the right.

John Schweitzer
Director – Thermal POS