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March 27, 2026

Dear Appvion customers,

In response to continued cost pressures, including recently announced paper price increases, rising chemical raw material costs, and higher expenses related to utilities, freight, and labor, we will be implementing a price increase effective **April 27, 2026**.

We will be adjusting pricing on all Direct Thermal products by 8.5%.

Over the past 12 months, Appvion has worked diligently to offset these ongoing and rapidly escalating increases through internal efficiency initiatives. However, given the magnitude and persistence of these inflationary impacts, we can no longer fully absorb the rising costs. As a result, a portion of these increases must now be passed along to our customers, channel partners, and end users.

We appreciate your understanding, partnership, and continued support as we navigate these challenging market conditions together.

Sincerely,



Kevin Clunie
President