



August 13, 2018

Dear Valued Appvion Customer,

Effective with all shipments on September 17, 2018, Appvion is implementing an additional surcharge on all Direct Thermal Tag, Label and Entertainment (TLE) products sold globally as shown in the table below.

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

Grade	\$/MSI	\$/MSF	\$/SM
All TLE Products	\$0.0096	\$1.3824	\$0.0149

Despite continuous improvement initiatives to reduce the impacts of the costs associated with the global color former shortage, the costs associated with this crisis remain at an unsustainable level. Appvion has been unable to compensate for the unprecedented costs associated with procuring color former.

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 'Joe Audette', with a stylized flourish at the end.

Joe Audette
Business Unit Director- Tag, Label & Entertainment Products