

Everyone here at SunPac is truly thankful to have you as a customer. Our team always strives to give you the best value and the best service available anywhere.

While we have done our best to keep your costs down, the tsunami of price increases continues to hit nearly every area of packaging. We've made massive investments in increased inventory but our stock of lower priced products is beginning to run out leaving us with no choice but to raise our prices.

You can mitigate some or all of these increases. Switching to higher yield films can keep your cost per package low. Investing in automated machinery can help lower your labor cost while increasing the number of packages you can ship daily. Call your salesperson about the options that will work best for you.

Also, please keep in mind that like toilet paper during the pandemic, order quantity may be limited on some items and lead times could also be extended. We should be able to cover your normal ordering quantity but if you are ever told that we are out of stock of an item that you need, talk to your salesperson about alternatives that will keep you up and running.

Here are some of the industry-wide price increases that have been announced so far in 2021.

Stretch Film and Polyethylene Products – including pallet wrap, shrink bundling film, pallet covers, poly bags, box liners. Suppliers include every manufacturer of polyethylene including Berry, Sigma, Amtopp, Malpack, Paragon, Western Plastics, Epsilon, Isoflex, Hillside and more.

- 8-10% April 1st
- 8% March 1st
- 7% Feb 1st
- 6% Jan 11th

Carton Sealing Tape – 3M has not gone up on 371 or 311+! Other manufacturers like Vibac, Primetac and IPG have all announced increases. Please contact your salesperson for current price on items like filament tape, masking tape and other specialty tapes.

- Vibac – 6% - Feb 12th
- Primetac – hot melt 12%, acrylic – 30% - March 15th

Cryovac Shrink Film, New Air Inflatable Bubble – see attached letter for April price increase of all Sealed Air items, but these are the 2 increases for our most popular Sealed Air products

- 3.5% March 1st
- 8% April 1st

Polypropylene Strap

- 12% March 2nd
- 9% Feb 7th

Polyester Strap – 8% increase effective March 22

Steel Strap – several increases and extended lead times – call or email for current pricing

Corner Board – 8% increase effective March 15th

Polypropylene overwrap films – 15% increase effective March 5th



February 26th, 2021

To Our Valued Channel Partner

This letter is to inform you that - in addition to the previously announced price increases effective March 1st, 2021 (multiple products) and March 15th, 2021 (Instapak specific) - Sealed Air will implement an incremental materials price increase effective April 1st, 2021. Specific product lines and price increase percentages are listed below.

We continue to experience an unprecedented operating environment brought on by the Global Pandemic and subsequent surge in demand across packaging end markets. This operating environment has placed continuous strain on supply chains, raw material supply, freight, and logistics networks. Specifically, since our previous price increase announcement on January 28th, we have experienced additional unanticipated increases in the resin market. To further compound the situation, the U.S. resin market has become significantly tighter as a result of the recent record-breaking freeze in February affecting much of the country. IHS Markit reported that the freeze has crippled polyethylene (PE) production across Texas and Louisiana, leading to a significant impact on production.

As a result of these market forces and subsequent impacts, **effective April 1st, 2021**, Sealed Air will increase list and deviated prices by an additional **8%** on the following products:

- BUBBLE WRAP[®] brand bubble wrap products (including all air cellular products)
- SEALED AIR[®] brand surface protection foams and laminates (Cell-Aire[®] foam and laminates, Cellu-Cushion[®])
- Select SEALED AIR[®] brand Jiffy Mailer[®] products (kraft bubble, poly cushioned and poly non-cushioned mailers)
- AUTOBAG[®] brand automated mailer film (FloWrap inline polybag mailer and PriorityWrap bubble film & board)
- BUBBLE WRAP[®] brand inflatable cushioning, air pillows, pouch, and wraps (NewAir & BW IB, Fill-Air, Wonderfil)
- CRYOVAC[®] brand shrink films and SEALED AIR[®] brand shrink films (Opti[®], CorTuff[®])
- SEALED AIR[®] brand specialty foams materials (Ethafoam[®], Stratocell[®]) and fabricated foam
- AUTOBAG[®] brand StealthWrap[™] automated cartoning film
- BUBBLE WRAP[®] brand AirPouch[®] film including FastWrap[™]
- AUTOBAG[®] brand Autobag, Mailbag, SidePouch, Stand-up Pouch materials

Partners can expect to receive price confirmation files for this additional April 1st price increase during the week of **March 22nd, 2021**. Updated list price sheets will be available on or before **March 31st, 2021**.

All orders of these products placed prior to **April 1st, 2021** will be honored at prices that go into effect on **March 1st, 2021**, provided that the requested shipment dates do not extend beyond current lead times. Sealed Air will make a good-faith effort to fulfill all orders within our current lead times but reserves the right to reduce order quantities if the order exceeds the historical ordering pattern.

Your partnership is appreciated in implementing and communicating this action. Thank you for your business and we are as committed as always to delivering value to you and your customers. Contact your Sealed Air Channel Manager or Territory Business Manager with any questions.

Sincerely,

A handwritten signature in black ink that reads 'Rusty Allen'.

Rusty Allen
Vice President of Marketing
Americas Region