



To: Our Valued Customer
From: BriteVision

June 10, 2021

Subject: 2021 Price Increase Notice

Dear Cup Sleeve Partner,

In case you missed my prior letter I wanted to resend it. I hope this letter finds you emerging from the challenging times of the past year and getting your business back on track. I wish I could address this note in a personal manner but with so many BriteVision customers that would be an impossible task!

I am writing to inform you of a pending price increase taking effective July 1, 2021. BriteVision increases price reluctantly – doing so only when external costs force us to pass through hard costs. In many prior years, we have offset commodity increases with our own productivity. Due to global events, paper stock pricing is rising rapidly now, with price increases on all substrates purchased. As you are probably aware, and have experienced this with your other foodservice products, the cost of paper board has seen significant increases over the past few months. BriteVision paper board prices increased an additional 5-10% since January 15.

All that said, effective July 1, 2021, we need to increase our pricing by 5% to offset the costs and keep us the leader in the coffee sleeve industry.

Our pricing will still be in line with the values we deliver:

- Free unlimited color. No plate or set-up fees
- Free design support from our in-house graphic design team
- Three paper options, (Eco-Kraft, Glossy and Matte Finishes)
- The thickest sleeves in the industry for superior thermal quality
- Free interior glue web to keep the sleeves on the cups, (especially in car cup holders)!
- Fastest 4-week lead time on new custom prints
- Same day shipping from our “Made in the USA” plant in Reno, Nevada
- Eco-Friendly products – 100% Recyclable and Compostable

Your BriteVision account manager welcomes you to place “price protection” orders in advance of the increase. I welcome you to reach out to me personally should you have any questions or concerns. My team and I value your partnership and look to rebound together as the year progresses!

Best Regards,

Don Scherer
Executive Vice President
BriteVision
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