

March 1, 2021

Dear Valued Customer:

This letter is to serve as official notification of a July 1, 2021 Rediform Inc. price increase, applicable to all customers in all channels of distribution, for our product categories such as notebooks, accounting, and business forms. Rediform has not increased pricing in the non-dated goods categories for over 2 years. We have had many increases from our suppliers over the last 90 days in areas such as paper, chipboard, cover materials, wire, corrugated and transportation, to just name a few. COVID-19 has certainly presented many challenges as well in the running of our business, resulting in higher operating costs. Despite our best efforts to control costs, we have no choice but to have to pass on some of these increases. The increase is an average of approximately 6.0 %. This increase does not impact 2021/22 Academic Year or 2022 edition Regular Year dated goods as that pricing had been previously set for the season with the exception of all Filofax products, dated and non-dated, which will increase July 1 as well.

New price lists will be sent under separate cover and the price increase will be applicable to any orders received and/or scheduled to be shipped after July 1. Any Purchase Orders received after that date must reflect the new pricing in order to be processed and shipped.

We remain committed to exceptional value and service and are confident that we still remain a brand of choice to your customers. As always, we will continue to seek ways to increase efficiencies and processes to bring you high quality innovative products, at very competitive pricing along with superior service.

Thank you for your continued support of Rediform. If you have any questions, please call our Customer Service Department at (800) 444-8043 or your Sales Representative.

Sincerely,



Steve Woodmaska
Vice President - Sales