



August 24, 2021

*Re: New Price Increase from MaxLife Industries*

Dear Valued Customers,

As you are accustomed to hearing from us this year, we at MaxLife Industries are working tirelessly to support our Customers and their ArmorWall Fire-Rated Structural Insulated Sheathing projects with quality service and communications on important industry issues. Earlier this year we announced a price increase on all MaxLife products that took effect on May 1<sup>st</sup>.

Since this time, our business has received unprecedented cost increases caused by raw material shortages, freight costs, and labor availability. These increases are indications of the extreme volatility the building materials industry, and many others, continue to operate in across the globe.

Despite our best efforts, MaxLife cannot continue to absorb these increases.

Today we are announcing that **new orders** placed after September 3<sup>rd</sup> at midnight EST will be priced with the following increases:

1. ArmorWall insulated panels (coated and non-coated) will increase by 7.25%.
2. ArmorBoard (MgO only) sheets and returns (coated and non-coated) will increase by 6.0%.
3. ArmorSeal sealants, coatings, and tapes will increase by 5.0%.
4. ArmorSeal screws and attachment materials will increase by 2.0%.

We commit to holding pricing for these **new orders** for as long as we are able. However, it is possible that future surcharges and price increases may impact these orders in the coming months. If this occurs, MaxLife will ensure that impacts are communicated to Customers as early as possible.

Customers with **existing orders** can avoid these price increases by taking the following actions:

1. Coordinate shipment of your existing order in full from our facility by October 31<sup>st</sup>.
2. If your business cannot accept full delivery by this date, MaxLife will offer an “invoice and warehouse” option in which your order will be invoiced at the current pricing and then stored in our facility for a monthly warehousing fee.

Existing orders that are not shipped in full prior to October 31<sup>st</sup> will be updated with the increased pricing on November 1<sup>st</sup>.

Lastly, as communicated many times before and in our Quote and Order documentation, our business remains in “force majeure” times that prevent us from committing to lead times, exact delivery dates,

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and pricing. We will continue to work with our Customers through these extraordinary circumstances as best as we can.

If there is any good news to share with our Customers it is that our lead times are back to normal. Whereas some insulation products are more than 180 days out, we are fulfilling new orders in just 2 – 3 weeks.

Should you have any questions or concerns, please [contact your Product Representative](#) or our Customer Service team at [CS@MaxLifeIndustries.com](mailto:CS@MaxLifeIndustries.com) or 1-844-MAX4YOU (1-844-629-4968) extension 0.

We thank you for your business and look forward to continuing our relationship with you.

Kind Regards,

Jarrett B. Davis  
General Manager – MaxLife Industries

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