

# EXTERNAL COMMUNICATION



To: All United States ROCKWOOL Building Insulation Customers  
From: Brian LeVoguer, Vice President, Building Insulation

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Date: **Monday, April 7, 2025**  
Re: **ROCKWOOL USA PRICE INCREASE – Effective: July 7, 2025**

To Our Valued Customers,

Please be advised that effective Monday, July 7, 2025 ROCKWOOL will be increasing prices to US customers on the following products:

AFB®	8%
AFB® evo – thickness of 3” and greater	8%
AFB® evo – thicknesses less than 3”	See Appendix
Cavityrock®	8%
Comfortbatt®	8%
Comfortboard® 110	8%
Curtainrock® - thicknesses greater than 1”	8%
Curtainrock® - 1” thickness	See Appendix
FrontRock®	8%
Rockboard®	8%
ROCKWOOL® Plus MB	8%
ROXUL SAFE®	8%
Safe ‘n’ Sound	8%
TopRock®	8%

The above increase will apply to all orders shipped on or after Monday, July 7, 2025 regardless of the date of order placement. New prices will be provided by your ROCKWOOL sales representative.

If you have any questions pertaining to this announcement, please feel free to contact your ROCKWOOL sales representative or the undersigned.

Thank you for your continued partnership and support.

Yours truly,

A handwritten signature in blue ink, appearing to read 'Brian LeVoguer'.

Brian LeVoguer  
Vice President, Building Insulation  
ROCKWOOL North America



## Appendix – Detailed Price Adjustments

Product	SKU	Material Description	Increase %
AFB evo	248812	AFB evo 1.5X24X48 12PAC/PAL 025	16%
AFB evo	248817	AFB evo 2X24X48 12PAC/PAL 025	16%
AFB evo	248821	AFB evo 2.5X24X48 12PAC/PAL 025	16%
AFB evo	291333	AFB evo 1.5X16X48 12PAC/PAL 024	16%
AFB evo	291334	AFB evo 2X16X48 12PAC/PAL 024	16%
CurtainRock 80	291165	CurtnRoc 80 1x24x48 18PAC/PAL 002	16%
CurtainRock 80	293126	CurtnRoc 80 RFF 1x24x48 18PAC/PAL 002	16%
CurtainRock 80	326079	%%Curtnroc 80 RFF 1x36x60 12PAC/PAL 021	16%
CurtainRock 80	326083	%%Curtnroc 80 RFF 1x24x60 12PAC/PAL 007	16%