



Tuesday March 1<sup>st</sup>, 2016

**Price Increase Notice**

Dear Valued Partner,

Please note the recently announced manufacture increase on Aluminum and Vinyl products. For your convenience I have included a copy of the manufacturer letter as another point of reference. Upon review feel free to contact your local branch representative and/or myself at your convenience.

**Kaycan:**

- |            |                              |    |
|------------|------------------------------|----|
| • Aluminum | March 1 <sup>st</sup> , 2016 | 8% |
| • Vinyl    | March 1 <sup>st</sup> , 2016 | 6% |

At this time we are stocking siding and related products in the following locations:

- Calgary
- Edmonton
- Lethbridge
- Medicine Hat

*Please continue to communicate and work with our staff on long-term pricing projections as well as any training and/or product knowledge requirements you may need.*

Also note the press release that outlines Helious technology and how this innovation achieves the industry leading 25yr fade resistant protection status.

On behalf of Shoemaker Drywall Supplies I would like to reassure our clients that we are committed to your business and the local landscape. We will monitor and communicate the status of this increase as well as previously announced increases on a continual basis moving forward.

Respectively,

Greg Holunga, C.I.M.  
Vice President of Sales



Date: December 02, 2015

Dear Valued customer;

In the past several months raw material costs associated with vinyl and aluminum building products have risen dramatically primarily due to the decline in the Canadian dollar. Furthermore, there is no indication that the Canadian dollar will reverse its slide anytime soon. We have held back on passing on these costs through continued process improvements but can no longer do so.

Thus, effective January 04, 2016, we will implement an increase of 8% on all our Aluminum product line and a 6% increase on all our vinyl product line which consists of all siding & soffit, trims, flashing, trim coil, shutter and rain carrying/gutter line. All orders received on or after January 04<sup>th</sup>, 2016 will be invoiced at the new price. Orders received through December 31<sup>st</sup>, 2015 with firm specification and shipped through January 8<sup>th</sup>, 2016 will be invoiced at current pricing.

We would like to take this opportunity to express our appreciation for your continuing support and we look forward to servicing your building product requirements in the future.

Sincerely,

Barry Gill  
Vice President Sales



HELIOS<sup>TM</sup>  
TECHNOLOGY

Armor for *your* home.

## Latest Market Trends

Designers and industry experts predict that the most popular colors for home exteriors are **dark, bold colors**.

Being at the forefront of the industry, Kaycan's DaVinci line offers the most and darkest colors in the market. Intense heat from the sun's rays can take a toll on the exterior of your home. This can cause panels to distort and fade. Darker colors present an even bigger challenge because they absorb more of the sun's damaging rays.

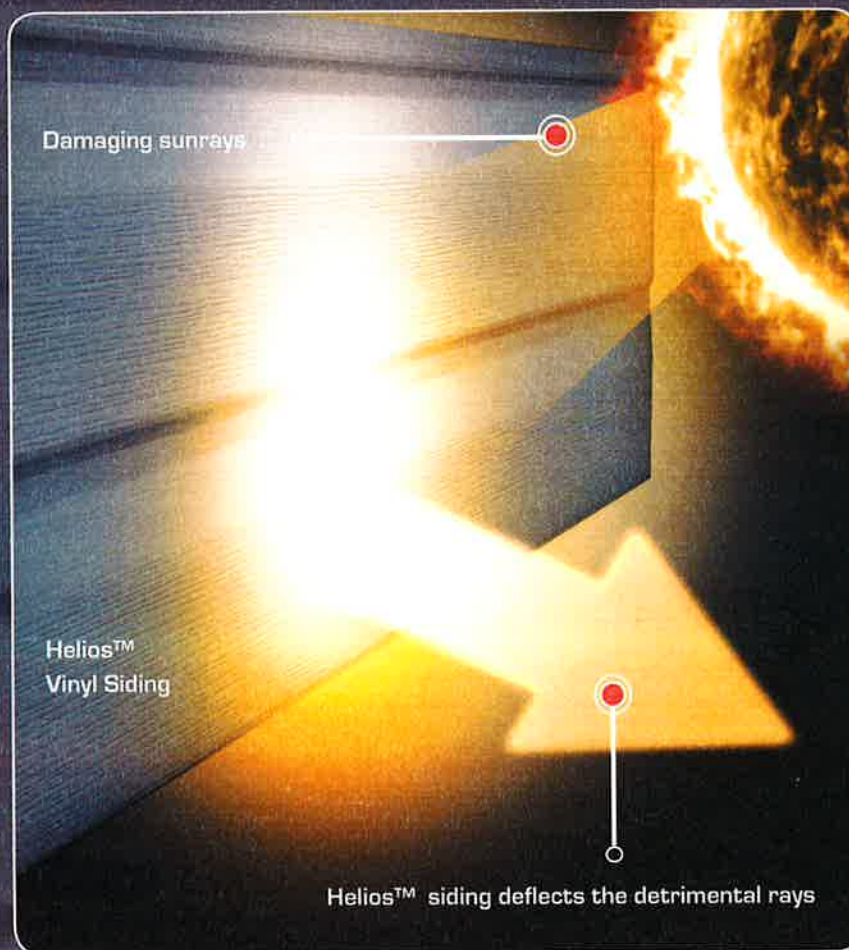
Kaycan's research and development team aggressively tested dark colored vinyl siding in laboratories and field tests, in order to combat these issues.

The results prove that its unique properties and heat resistance capabilities are ideal for these new color trends.





## HOW HELIOS™ WORKS



### Protects from Heat Distortion

HELIOS™ thermal diffusion agents protect vinyl siding against distortion caused by heat from the sun.

#### PERFORMANCE TEST:



Heat gun pointed at Kaycan vinyl siding at a temperature of 176.5°F. No distortion from the intense heat.

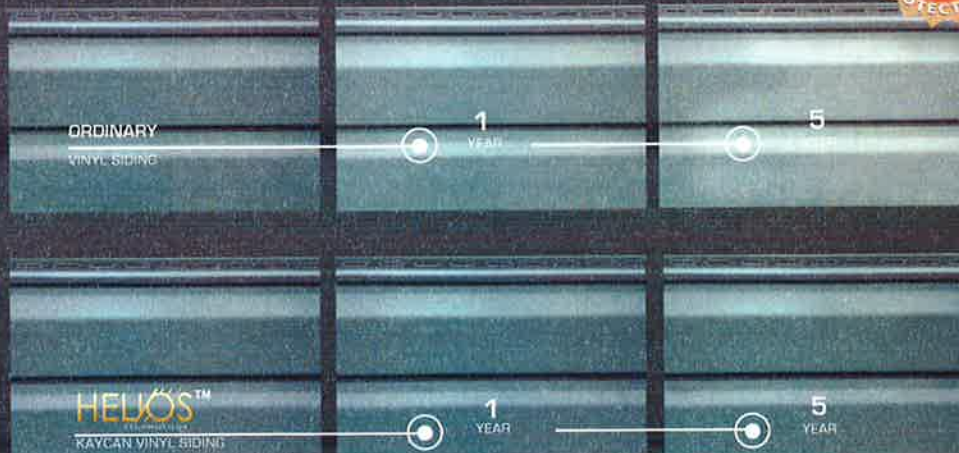


Heat gun pointed at competitor's siding at a temperature of 176.5°F. Siding tends to deform in the heat.

## COLORFAST™ WILL PROTECT YOUR HOME FROM FADING.



Partnering with a world leader in acrylic technology, Kaycan has developed a process to fuse a protective acrylic layer to a vinyl base. The colored acrylic layer resists the harmful effect of the sun's ultraviolet rays that cause fading. The vinyl base provides strength and durability for long-term performance.



After only a few months, you can easily see the damage the sun could do to average vinyl siding if it came in a dark color. It's easy to see the difference Colorfast™ technology makes.