

## EXTERNAL COMMUNICATION



To: **All CANADIAN ROCKWOOL CUSTOMERS**  
From: Brian LeVoguer, Vice President Building Insulation  
Date: June 3, 2021  
Re: **PRICE INCREASE – CHANGE IN TIMING**

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As you are aware, ROCKWOOL recently announced a price increase with an effective date of January 1, 2022. Although we have tried to retain our cadence of January and/or July to implement any needed increases, we are in the unfortunate position of having to pull our January 1, 2022 increase forward to September 1, 2021.

This change will apply to all orders including those which have already been confirmed for delivery on or after September 1, 2021. Existing orders will be reconfirmed at the new price and customers will have the right to cancel orders without penalty.

Simply, the January 2022 increase is now effective September 1, 2021 and applies to confirmed orders as well.

We regret having to take this position, but inflation has exceeded our expectations, and we are simply not able to absorb these added costs for the remainder of the year. Thank you for your support in these unprecedented market conditions.

If you have any questions pertaining to this announcement, please feel free to contact your ROCKWOOL Sales Representative or the undersigned and thank you for your continued support.

Yours truly,

A handwritten signature in blue ink, appearing to read 'Brian LeVoguer', is written over a light blue horizontal line.

Brian LeVoguer  
Vice President, Building Insulation  
ROCKWOOL North America

## EXTERNAL COMMUNICATION



To: **All CANADIAN ROCKWOOL Building Insulation Customers**  
From: Brian LeVoguer, Vice President Building Insulation  
Date: May 17, 2021  
Re: **ROCKWOOL CANADA PRICE INCREASE - Effective: January 1, 2022**

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Please be advised that effective January 1, 2022 ROCKWOOL will be increasing prices to Canadian customers on the following products:

AFB®	6%
Cavityrock®	6%
Comfortbatt®	8%
Comfortboard™	6%
Curtainrock®	6%
Rockboard®	6%
ROCKWOOL® Plus MB	6%
SAFE™	6%
Safe 'n' Sound	6%

The above increase will apply to all orders shipped on or after January 1, 2022 regardless of date of order placement.

New discounts will be provided by your ROCKWOOL Sales Representative in the near future.

If you have any questions pertaining to this announcement, please feel free to contact your ROCKWOOL Sales Representative or the undersigned and thank you for your continued support.

Yours truly,

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

Brian LeVoguer  
Vice President, Building Insulation  
ROCKWOOL North America