



To: **All Canadian ROCKWOOL Building Insulation Customers**  
Date: Oct 1, 2020  
From: Brian LeVoguer, Vice President Building Insulation

Re: **ROCKWOOL PRICE INCREASE ANNOUNCEMENT- CANADA: EFFECTIVE JANUARY 1, 2021**

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Please be advised that ROCKWOOL will be raising its prices to all customers in all channels in Canada on the following brands and products:

AFB®	+4%
CAVITYROCK®, CAVITYROCK® Black	+4%
COMFORTBATT® WOOD STUD	+4%
COMFORTBATT® STEEL STUD	+4%
COMFORTBOARD™ 80, COMFORTBOARD™ 110	+4%
CURTAINROCK®	+4%
ROCKBOARD®	+4%
ROCKWOOL® PLUS MB	+4%
SAFE™	+4%
SAFE 'N' SOUND®, SAFE 'N' SOUND® Floors	+4%
TOPROCK®	+4%

The above increase will apply to all orders shipped on or after January 1st, 2021 regardless of the date of order placement. New discounts will be provided by your ROCKWOOL representative soon.

If you have any questions regarding this announcement, please contact your ROCKWOOL sales representative or the undersigned.

We thank you for your continued loyalty to ROCKWOOL.

Yours truly,

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

**Brian LeVoguer**  
VICE PRESIDENT / BUILDING INSULATION | ROCKWOOL

