



February 5, 2021

Dear Valued Customer,

After a very challenging year for everyone, many of the same tough market conditions and obstacles persist as we enter 2021. Steel market pricing continues to climb at a rate not seen since 2008, and it is now at an all-time high. Steel mills' idled capacity in the first few months of the pandemic along with a strong resurgence in demand in recent months have resulted in low inventories across the supply chain and longer lead times. These factors, coupled with decreased imports, reduced quotas and higher demand for steel related products across many industries have caused a rapid rise in steel prices.

Due to the uncertainty in the market as well as significant price increases from our steel suppliers and other rising costs for resins, labour and freight, it is necessary to pass on a portion of these costs to our customers. Simpson Strong-Tie Canada will have a price increase on all orders placed on or after May 5, 2021. Price increase percentages for our different business segments and product categories are outlined below. Truss plate price increase information will be sent to our Component Solutions customers separately.

Connectors, Steel Strong-Walls and Rod Systems

12%

Concrete Products

Adhesives	7%	PAT, Gas & Carbide Bits	6%
Mechanical Anchors	10%	Ready Products	20%
CFS Clips & S/ Products	12%	RPS	5%

Fastener Products

Structural Screws, Carbon Nails & Screws	10%	QuikDrive Tools & Screws	5%
Stainless-Steel Nails and Screws	10%		

Confirmation of net pricing will be available 60 days in advance.

As in the past, we are asking our customers to maintain reasonable product order quantities prior to the effective date of our price increase. Orders placed between now and May 5 that are significantly larger than your normal purchasing trends will be reviewed and may not be honoured at pre-increase pricing.

Indications are that steel availability will remain tight in the coming months resulting in higher steel cost. We will continue to monitor the volatile steel market and will keep you informed if future price increases will be necessary to offset additional costs.

We recognize rising costs are difficult to manage and are widespread across our industry. Simpson Strong-Tie Canada will continue to seek the most cost-effective ways to provide high-quality products for our customers. We appreciate your business and your continued support through these unprecedented times, and we look forward to serving you in 2021 and in the years to come.

Sincerely,

Roger J. Dankel
President, North American Sales
Simpson Strong-Tie