



February 5, 2010

RE: Carton Sealing Tapes Price Increase Announcement

Dear Valued Distributor:

In response to rapid escalations in polypropylene, paper, and all adhesive components, IPG is announcing an increase on the following Pressure Sensitive and Water-Activated Carton Sealing Tapes effective **March 15, 2010**.

PRESSURE SENSITIVE CARTON SEALING TAPES	
Product Category	% Range of Increase
Hot Melt Carton Sealing Tape	7-10%
Acrylic Carton Sealing Tape	7-10%
Natural Rubber Carton Sealing Tape	7-10%

WATER-ACTIVATED CARTON SEALING TAPES	
Product Category	% Range of Increase
Reinforced Water-Activated Carton Sealing Tape	3-5%
Paper Water-Activated Carton Sealing Tape	3-5%

Orders placed prior to the price adjustment will be limited to a historical 30 day supply. All current deviations are subject to additional increases.

If you have any questions, please contact your IPG Sales or Customer Service Representative. Thank you for your continued support.

Shawn Nelson
SVP Industrial Channel
Intertape Polymer Group