



## EXTERNAL COMMUNICATION

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

---

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 July to implement 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 positioned above the printed name.

Brian LeVoguer  
Vice President, Building Insulation

ROCKWOOL North America