



16100 South Lathrop Avenue
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DATE: June 3, 2021
 TO: All Sales Personnel & Customers
 RE: U.S. Price Increase Announcement for Metal Framing – Effective July 5, 2021

7th PRICE INCREASE ANNOUNCEMENT & UPDATE TO PREPAID FREIGHT TERMS

Dear Valued Partner,

Please note that this announcement includes updates to our pricing and prepaid freight terms for our metal framing products.

In response to the continuing cost increases to steel, raw materials, and freight, Atkore is announcing the following changes affecting our Unistrut and Power-Strut products.

- 1) Effective July 5, 2021, channel and fittings prices will increase by an additional 20 - 30%. Specific customer pricing will be shared in the coming days. This increase is in addition to all previously announced increases.
- 2) Effective July 5, 2021, our prepaid freight term limits will be updated according to the below table. This is in response to significant increases in freight costs, driven by fuel prices, container and truck shortages, packaging materials, and raw materials.

Prepaid Freight Terms (Effective July 5, 2021)			
	Channel	Fittings	Combined
Dollar Minimum	\$ 7,500	\$ 5,000	\$ 10,000
Weight Minimum	7,500 lbs	2,500 lbs	8,000 lbs

The below terms remain in effect.

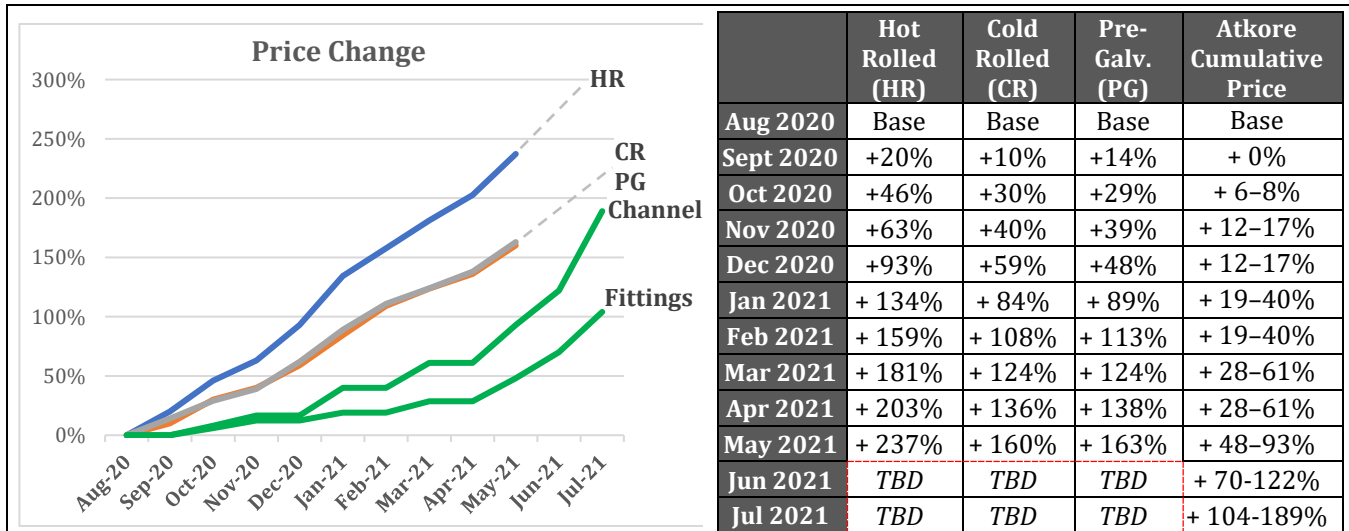
- We reserve the right to limit orders to 2 weeks AWD, to maintain supply to the market.
- Project quotes will be at into stock levels without discounts and honored on a first come first serve basis. Once the steel is sold, we reserve the right to re-quote at a new higher level.
- Atkore will not quote what we can't deliver.
- We will enforce this 7th Increase without exception.





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To help illustrate the drastic changes the industry is facing, we have provided pricing information in the below table. Please note that increases to our pricing levels have lagged steel cost increases over this period. As an indicator, hot rolled steel costs are now nearly 3.5X where they were in August of 2020. Further, steel costs are expected to continue to rise and will likely stay at these high levels through the summer and well into the fall.



We recognize how impactful these changes are on your business. We hope this transparency brings clarity to the general industry and ensures you can make educated decisions based on facts, during these unprecedented times.

Thank you for your business and support.
 Regards,

Steve Elsdon
 VP & General Manager, Metal Framing
 President, Unistrut Construction
 Atkore

