



Building Products Inc.

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March 9, 2016

RE: Price Increase Effective April 15, 2016

To Our Valued Customers:

Super Stud Building Products will increase prices by 10% on all steel products effective with deliveries on or after April 15<sup>th</sup>, 2016 due to domestic mill raising their prices three times since January 1<sup>st</sup> 2016.

I'm sure we are all skeptical about why this price increase should stick, considering there isn't a robust demand. Here is why we believe it will:

The domestic steel mills were forced to shut down facilities due to foreign steel coming into the country at unfairly traded prices over the last several years.

Even though the countervailing duties imposed by the Commerce department have taken effect limiting the amount of foreign steel coming into the U.S. The Capacity that was shut down can't be immediately turned back on.

This has resulted in the mill lead times extending significantly.

Another major factor in steel cost is scrap. It has come off its lows and is increasing, making the base product for the mills more costly.

In our opinion we will see additional increases throughout the remainder of the year.

Super Stud will honor all existing quotes in accordance with our quote policies listed on each quote issued. Please contact your sales representative to review all existing quotes for the time frame listed above

If you have any questions regarding the price increase please contact your Super Stud Building Products Sales Representative.

Thank you for your business and continued support.

Chris Chimera

A handwritten signature in black ink, appearing to read "Chris Chimera", written over a white background.

Sales Manager  
Super Stud Building Products