



Important Announcement

May 1, 2015

Dear Valued Allura Customer,

In light of increases in manufacturing and raw materials costs as well as changing market conditions Plycem USA is announcing an increase in price for all Allura brand products. Your Allura Territory Manager will contact you directly with specific price details for your market. This increase will take effect on all purchase orders placed as of June 1, 2015.

To support our distribution and dealer partners thru this transition Allura will accept orders in May for up to 200% of your average 2015 monthly purchases. All orders placed after May 31, 2105 will be at the new pricing. Your Allura Territory Manager has the details of your specific order limits.

We appreciate our continued support of Allura during this transition. If you have any additional questions or concerns you can contact your Allura Territory Manager.

Thank you for your business and we look forward to working together for a very prosperous 2015.

Tony Ellis
Vice President of Sales and Marketing

Plycem USA LLC

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