



EXTERNAL COMMUNICATION

To: **All Florida ROCKWOOL Building Insulation Customers**
From: Cary Robertson, Director of Sales, Commercial & Residential-GSD, USA
Date: July 31, 2018
Re: **FLORIDA PRICE INCREASE - Effective: Sept. 17, 2018**

Please be advised that effective Monday, September 17th, 2018, ROCKWOOL will be increasing prices on **ROCKWOOL AFB** in the State of Florida.

AFB[®] Shipments into **Central Florida** (locations south of Gainesville and north of Vero Beach) will increase in price by 8%.

AFB[®] Shipments into **South Florida** (locations south of Vero Beach) will increase in price by 15%.

Pricing for shipments to **North Florida** (Gainesville and north) will not be affected.

The above increase will apply to all orders shipped on or after Monday, Sept. 17th, 2018 regardless of the date of order placement.

New discounts will be provided by your ROCKWOOL Sales Representative in the near future.

If you have any questions pertaining to this announcement, please feel free to contact your ROCKWOOL Sales Representative or the undersigned.

Yours truly,

A handwritten signature in black ink that reads 'Cary Robertson'.

Cary Robertson
Director of Sales
Commercial & Residential-GSD, USA
ROCKWOOL