



September 15, 2011

To Our Valued Customers:

As we proceed through 2011, the economy remains uncertain with huge swings in the DOW as investors try to make sense of the marketplace, dramatic fluctuations in oil prices and economists predicting either a double dip recession or flat growth.

What we do know is, that as a result of these dynamics, we have continued to experience cost increases in our raw materials, packaging and cost of delivery. While we continue to mitigate increases through contracts, some reformulations, and managing our labor force through demand fluctuations, the impact to our bottom line is significant.

As a result, Pecora is implementing a price increase across our entire product line. All orders received on or after October 15, 2011 will be invoiced at the new price level. The general breakdown of these changes is as follows:

Silicones	5%
Urethanes	3 to 5%
Acrylic Latex	5%

Should you have any questions or require additional information, please contact your Pecora Sales Representative.

Wendy Freed  
Marketing Manager  
Pecora Corporation