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October 4, 2021

GAF Roof Coatings Price Increase Announcement

To Our GAF Commercial Coatings Partners:

Thank you for your continued support and partnership throughout 2021! The entire roofing industry continues to experience increased costs for a variety of widely publicized reasons. Unfortunately the coatings business has not been sheltered from these increases. While we'd hoped to maintain current pricing throughout the rest of this year, due to these most recent cost increases we will be instituting the following price adjustments.

Effective for all shipments on and after November 4th, 2021, the following price adjustments will be made:

Acrylic Coatings: Up to 10%
Silicone Coatings: Up to 25%
Primers: Up to 10%
GAF Pavement Coatings: Up to 15%

The partnership we have with you, our customers are our number one priority! While we know the news of unstable costs and availability within our industry has been sobering in 2021, we continue to be comforted and motivated by our relationships with our customers.

Please don't hesitate to reach out to your GAF Technical Sales Representative to answer any questions you may have.

Best Regards,

Charlie Van Gelder
VP, Coatings

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