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December 27, 2021

GAF Roof Coatings Update and Price Increase Announcement

To Our Valued Partners,

We hope this finds you well. This communication should be looked at as **Part 2** from our communication last week regarding our new branding and packaging. We're so excited to bring a fresh look and feel to our GAF Roof Coatings brand and find ways to strengthen our partnership with you even further. We're making these changes because of the conversations we've had with you over the past couple of years.

As we communicated last week, many of the products you know and use on a regular basis will transition to updated branding, packaging, and messaging. We'll also have a new GAF Coatings landing page on our website and our literature and data sheets will be refreshed with new messaging built with you in mind. With all that at play, we are taking the opportunity to update the format of our price pages as well, all in an effort to streamline how we do business with you.

The current GAF TopCoat, United Coatings, and Hydrostop price pages will now combine into one GAF Roof Coatings price page. We know you'll love the simplicity of this new price page and can't wait to share it with you in the coming weeks.

While we'd hoped to launch the new price page without impact to your existing pricing, current cost pressures require the following increases effective on all orders shipped on or after January 17th, 2022:

Acrylic Products - Up to 10%
SEBS Products - Up to 10%
Urethane Products - Up to 5%
Silicone Products - No Change

Your GAF Technical Sales Representative will be reaching out to you very soon to schedule some time to go through your new price page with you.

Best Regards,

Charlie Van Gelder
VP, Coatings

Jon Wentworth
Director of Sales, Coatings

PCD0522