

John Joseph Campbell

Vice President, Sales, and Marketing

Email: johnc@eagleroofing.com

Cell: 407.235.5133

Date: April 13, 2026

To: Our Valued Customers

Subject: Price Increase Notification

Over the past twelve to eighteen months, market conditions have continued to reinforce a clear reality: the current pricing environment is not sustainable. The cost of maintaining modern manufacturing operations, supporting skilled teams, investing in innovation, and delivering reliable service continues to rise, while realized market pricing has moved in the opposite direction.

If left unaddressed, this imbalance will place increasing pressure on the foundation of our industry which will adversely impact capacity investment, service reliability, and the long-term performance standards that define the tile roofing segment. This is not a short-term challenge. A healthy organization requires pricing that reflects the genuine cost of delivering quality, reliability, and long-term value, along with the discipline to sustain those standards over time.

Accordingly, and in response to ongoing cost pressures, we must implement the following:

- **Matrix Pricing:** Custom home and reroof matrix pricing will increase by up to 6% on all shipments on or after **July 13, 2026**
- **New Quotes:** Beginning today, all new regional and national builder project quote requests will represent an increase of up to 6% above the current price.
- **Existing Projects:** All existing regional and national builder projects will be increased by up to 6% on all shipments that occur on or after **July 13, 2026**.
- **Advance Notification:** We value transparency and remain committed to providing 90 days' notice for pricing changes to support your planning. While many manufacturers have moved to 30–60 days, we continue to uphold this standard despite persistent cost pressures.

We remain confident in the long-term growth trajectory of tile roofing. Strong housing fundamentals, combined with increasing homeowner recognition of the long-term benefits of tile roofing including durability, energy efficiency, sustainability, and enhanced curb appeal continue to reinforce the value of our category. These are advantages that extend well beyond shorter-lived roofing alternatives and position tile as a superior long-term solution for builders, architects, and professional roofing contractors.

On behalf of the entire Eagle Team, we appreciate your continued trust and partnership and remain committed to operating as a predictable, disciplined vendor partner in every market cycle. Please contact me with any questions.

Sincerely,

