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DATE: May 4, 2021

TO: All Sales Personnel & Customers

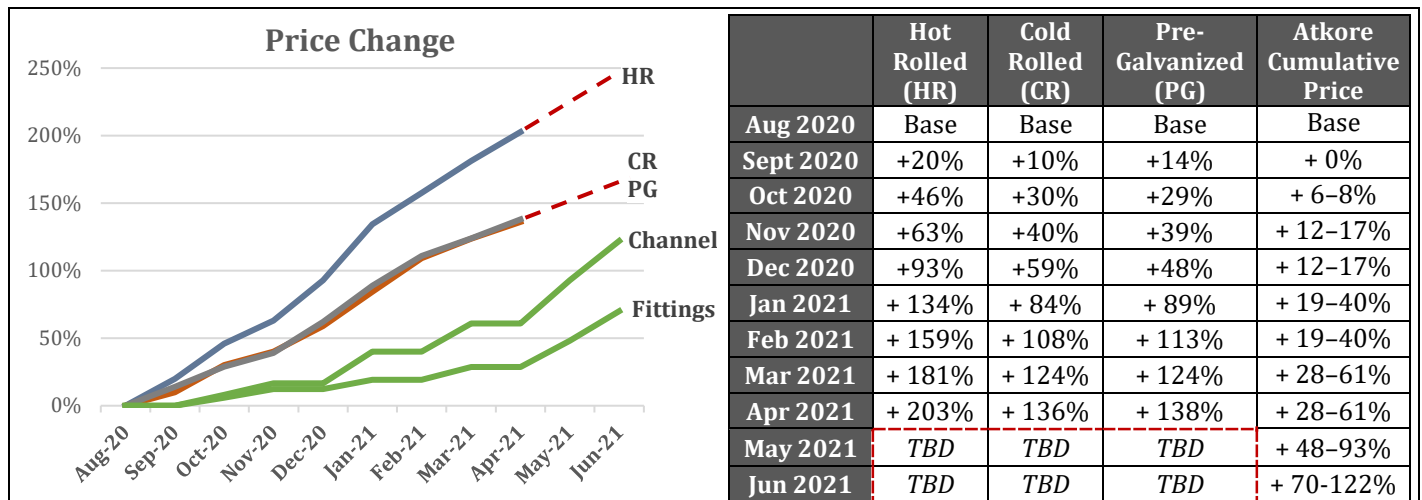
RE: U.S. Price Increase Announcement for Metal Framing – Effective June 1, 2021

### **6<sup>th</sup> PRICE INCREASE ANNOUNCEMENT**

Dear Valued Partner,

Steel costs throughout the industry have continued to rise aggressively and set new high levels in April. Hot Rolled steel costs are now 3X where they were just 9 months ago. Pre-Galv steel, widely used in metal framing channel, is up well over 2X during the same time period. In response, Atkore will issue a sixth price increases to both Unistrut and Power-Strut products. Effective June 1, 2021, channel and fittings prices will increase by an additional 15%. Specific customer pricing will be shared in the coming days.

In support of this price increase, the updated information below shows how drastically the cost of steel has increased since August 2020. As you review this data, please keep in mind that steel costs are expected to continue to rise and will likely stay at these high levels through the summer and well into the fall, and that strut prices have lagged steel costs over this period.



- We reserve the right to limit orders to 2 weeks AWD, to maintain supply to the market.
- Project quotes will be at into stock levels without discounts and honored on a first come first serve basis. Once the steel is sold, we reserve the right to re-quote at a new higher level.
- Atkore will not quote what we can't deliver.
- We will enforce this 6<sup>th</sup> Increase without exception.

We recognize how impactful these changes are on your business. We hope this transparency brings clarity to the general industry and ensures you can make educated decisions based on facts, during these unprecedented times.

Thank you for your business and support.

Regards,

**Steve Elsdon**

VP & General Manager, Metal Framing  
President, Unistrut Construction  
Atkore