



January 20, 2012

**RE: PRICE INCREASE ANNOUNCEMENT - CANADA**

Dear Valued Distributor,

Due to the instability of raw materials used in the manufacturing of many IPG® products, Intertape Polymer Group® (IPG®) must adjust pricing on various Industrial and Packaging products effective March 3, 2012. All orders must be received by 5:00pm EST on Friday, March 2, 2012. Any order received after that time will be subject to increased pricing. The adjustment will affect the following product categories:

<b>INDUSTRIAL TAPES</b>	<b>% of Increase</b>
Paper Masking & Flatback	0% - 8%
Filament	0% - 9%
Cloth/Duct	0% - 7%
Double-Coated	0% - 4%
Foil	0%
Stencil	10%
Electrical	5%
All Other Non-Classified Industrial Tapes	0% - 5%

<b>CARTON SEALING TAPES</b>	<b>% of Increase</b>
Hot Melt & Acrylic Pressure-Sensitive Carton Sealing Tape	0% - 4%
Natural Rubber Pressure-Sensitive Carton Sealing Tape	2% - 5%
Water-Activated Carton Sealing Tape	3%

<b>MACHINERY</b>	<b>% of Increase</b>
Machines, Dispensers and Case Sealing Equipment	0% - 3%

Price adjustments of the products within these subclasses may vary based on formula pricing and other variables.

Price lists will be available on our B2B site by Friday, January 27, 2012. Orders placed prior to the adjustment will be limited to a historical 30 day supply. All current end-user contract and into stock deviated pricing are subject to additional adjustments. There will be market adjustments that may extend outside of the aforementioned ranges for select customers. Those customers will be contacted directly.

If you have any questions, please contact your IPG® Sales or Customer Service Representative. Thank you for your continued support.

Sincerely,

Tony Molinaro  
Director of Sales, Canada  
Intertape Polymer Group®

Gary Watkins  
VP, Specialty Markets & Director of Business Development – CAN, MEX  
Intertape Polymer Group®