



February 4, 2011

RE: PRICE ADJUSTMENT ANNOUNCEMENT - CARTON SEALING TAPES

Dear Valued Distributor,

Last December, Intertape Polymer Group® (IPG) announced a price adjustment effective February 15, 2011. Since the time of announcing our price adjustment, raw materials have further increased significantly without warning. Polypropylene alone increased approximately 25% in the month of January, with further increases forecasted for February. IPG has no choice but to pass these increases on and adjust our February 15th increase accordingly.

PRESSURE SENSITIVE CARTON SEALING TAPES			
Product Category	Style	Initial % Increase	Final % of Increase
Acrylic Carton Sealing Tape	All	8-12%	12%
Natural Rubber Carton Sealing Tape	All	8-12%	12%
Hot Melt Carton Sealing Tape	6122 / 6100 / 6151QT	8-12%	15%
	7100 / 7151QT / 7150	8-12%	12%
	8100 / 9100 / 1100 / 1150 / 780	8-12%	10%

This adjustment will affect all orders placed on or after **February 15, 2011**. Orders placed prior to the price adjustment will be limited to a historical 30 day supply. IPG reserves the right to re-price orders at the time of shipment and all current deviations are subject to additional increases.

The increase percentages for Industrial Tape and Water Activated Tape will not change.

Updated price schedules will be available shortly through our secure IPG B2B site found at www.intertapepolymer.com/B2B. If you are not a B2B user and need to sign up or have any questions regarding this modification, please contact your IPG Sales or Customer Service Representative.

This is, undoubtedly, a challenging time and we sincerely thank you for entrusting your business to IPG. We remain committed to upholding the same quality and service you have come to expect.

Sincerely,

Gregory Yull
President & CEO
Intertape Polymer Group®