

April 1, 2024

Dear Valued Customer Partners,

The costs of key raw materials and labor costs for our product categories have continued to increase over this past year. Unfortunately, we can no longer absorb these increases with productivity gains and efficiencies.

Effective May 1, 2024, Geocel Brands and Kool Seal Brands will be increasing prices on all Sealants, Aerosols, and Coatings related products.

Our local and regional sales teams will be following up with you to discuss the specifics of these adjustments as it relates to your business.

You have our continued commitment to do everything possible to keep our operating costs as stable as possible. We will continue with our Operational Excellence and Six Sigma Initiatives, without sacrificing quality and the innovation of new products.

If you have any questions, please contact your local or regional sales representative. As always, thank you for your valued business and your continued support!

Sincerely,



Patrick Noble
Director of Sales - Roofing Solutions Group
The Sherwin Williams Company