



January 2, 2026

Dear Valued Partner,

Thank you for your continued trust in Allura. We remain committed to delivering the high-quality products and reliable service your business depends on.

Due to increased costs in areas such as raw materials and transportation, we will implement the following updates effective **February 1, 2026**:

- **Price Adjustment:** An average increase of **4.5%** across all shipments.
- **Simplified Logistics:** Our pricing structure has been streamlined into **14 zones** (see below) for greater transparency and ease of doing business.
- **Reduced Price Pages:** Primed and prefinished products will now be combined on a single price page for easier reference. Allura TerraPlank will continue to have its own price page by state.

Your Allura Customer Experience Representative will share your specific details by **January 9, 2026** to help with planning.

We value your partnership and look forward to supporting your growth in the year ahead. If you have any questions, please reach out to your local Sales Manager or Customer Experience Representative.

Thank you for choosing Allura and making the Material Difference.

Sincerely,

Jennifer Ozimek  
VP Sales

