



April 22, 2026

To Our Valued Reeb Customers,

Thank you for your continued partnership with Reeb® and Specialty Building Products (SBP). We remain committed to delivering consistent product quality, dependable availability, and responsive service while working to limit the impact of evolving market conditions on your business.

Ongoing market volatility, geopolitical developments, and instability in global energy markets have driven significant increases in the cost of raw materials, packaging, fuel, freight, and logistics. These petroleum-based cost pressures are affecting both our manufacturing partners and our internal operations. Despite significant efforts to offset and delay these impacts, continued cost escalation across the supply chain makes a pricing adjustment necessary to support long-term business continuity and reliable service.

Effective Monday, April 27, 2026, Reeb will implement an average price increase of approximately 3–4% across all products and services. Orders placed by end of day Friday, April 24, 2026, will remain at current price. Beginning on Monday, April 27, all open and new quotes in 2g will be updated to reflect the new pricing.

We understand that pricing changes can be challenging, and this was not a decision made lightly. Your local Reeb representative is available to review the details and explore cost-saving alternatives where possible. We remain committed to open, transparent communication and will continue working closely with both our suppliers and customers to navigate these conditions together.

Thank you for your flexibility, support, and trust in Reeb and SBP. We value our partnership and look forward to supporting your success throughout 2026 and beyond.

Best regards,

Mike Crume
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