



October 16, 2023

Dear Valued Partner,

We at Allura would like to thank you for your continued partnership as we strive to offer high-value building products to the market. Currently, every plant is undergoing significant expansions and upgrades. In addition, by the end of Q4, we will launch one of North America's most advanced prefinish lines in our Roaring River, NC plant.

Effective January 2nd, 2024, we will implement a price increase across many of our product lines. Your Allura sales manager will contact you to deliver specific details. We are committed to a high level of communication and customer experience during this transition.

Thank you for your efforts in building the Allura and Spectrum brands. If you have any questions, please contact our Customer Experience team or your local sales manager.

Best Regards,


Kevin Potthoff
CEO