



The Chemical Company

April 1, 2011

Dear Building Systems Customer:

As you are aware, the construction products industry has been severely impacted by the rising cost of raw materials and transportation. Due to aggressive negotiating and the strength and market presence of BASF, we have been able to absorb these costs and maintain prices on a majority of our materials. Despite every effort, the magnitude of these increases can no longer be fully absorbed and as a result we will be increasing prices on the Selby<sup>®</sup> and Ucrete<sup>®</sup> product offering effective May 1, 2011.

**Your 2011 pricing for Selby resins and all Ucrete materials will increase by 5%.** You will be receiving your new price file by email reflecting this increase within the next two weeks. The price increase does not apply to specific job quotes that have already been issued.

Please note the following guidelines for incoming orders between now and the effective date of the price increase:

- Orders placed and shipped prior to May 1, 2011 will be invoiced at your current pricing.
- Orders placed prior to May 1, 2011 and shipped after May 1<sup>st</sup> will be invoiced with the new pricing.
- Orders will be processed "first come, first served" and will be shipped according to our terms and conditions with our best efforts to ship complete orders. However, we cannot assure that all product ordered prior to May 1<sup>st</sup>, will ship before May 1<sup>st</sup>. It is strongly advised that you place orders well in advance to improve the likelihood of shipment prior to the effective date.

These are very challenging times for our industry and we will continue to work closely with our vendors to help mitigate future price increases. We truly appreciate your understanding as we take steps necessary to continue to offer the highest quality products, technology and services in the industry and look forward to continuing to strengthen our partnership through the coming years.

Sincerely,

Jason Pitcole  
Business Manager, Performance Flooring  
BASF Corporation  
Building Systems

Mark Huisman  
National Sales Manager, Canada  
BASF Canada  
Building Systems

**BASF Corporation**

**Building Systems**

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