



March 4, 2025

Subject: PRICE INCREASE 7% - 10%

Dear Valued Customer,

Recently North American Steel producers and paint coating manufacturers have announced price increases. Additionally, ongoing inflationary pressure on lumber, packaging, maintenance and labor have further impacted costs.

Also, the imposing 25% tariffs on steel by the Trump administration, these tariffs will have immediate impact on the cost of steel.

Despite our efforts to mitigate these increases, it has become necessary to implement a price adjustment to insure we maintain the quality service you expect from us.

Therefore, effective May 5, 2025, Ideal Roofing will be increasing by 7% - 10% on all products.

New price lists will be emailed to you before the increase date.

We take this opportunity to thank you for your valued business.

Sincerely yours,

A handwritten signature in blue ink, appearing to read 'Patric Saint-Denis', with a long horizontal flourish extending to the right.

Patric Saint-Denis
Vice-President, Sales