

March 25, 2025

To: All Rust-Oleum Customers,

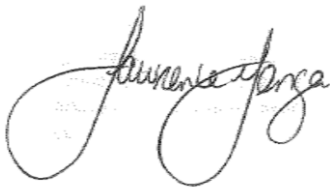
Since the middle of 2022 which was the timing of our last price increase, there has been a continued and steady inflationary pressure for key raw materials and manufacturing inputs, including solvents, propellants, TiO₂ and polyurethanes to name a few. Raw materials coupled with a significant decrease in the Canadian dollar from 80 cents to 70 cents relative to the US dollar has put extraordinary strain on our cost of goods.

The Rust-Oleum team is committed to continuing to provide you with the uncompromising support and assistance you need to persevere during these times. Our dedicated Canadian sales & supply, category management, marketing and customer support teams are ready to respond and work with you to ensure continued health and resilience of our mutual business. Our primary focus remains doing whatever it takes to maintain continuous supply to our customers within these inflationary market conditions.

We have attempted to absorb the additional costs in the short term through cost cutting efforts, aggressive purchasing strategies and efficiency investments, but the inflation we are experiencing now appears to be the new level for the future. As a result, Rust-Oleum will be implementing a price increase **effective June 1st, 2025** due to this continued inflationary pressure.

This is not a decision we take lightly, and we remain committed to finding solutions that work for all of us. We truly appreciate your understanding and support as we navigate this together. Your sales representative will reach out to you for pricing and any questions you may have.

Respectfully,



Lawrence Genga
Senior Director of Sales
Rust-Oleum Canada

Cc: Patricia Noronha, Larry Gregoris