

Ottawa, July 15th, 2026

Subject: Price increase effective Monday, August 17th, 2026

Dear Valued Customers,

Over the past several months, Ideal Roofing has continued to absorb significant price increases from our domestic steel suppliers. These increases are a direct result of limited steel supply in Canada and ongoing market pressures.

Several factors have contributed to this situation, including:

- Recent Canadian trade measures that have significantly reduced the volume of steel entering the country.
- Further production curtailments by domestic steel mills, including the temporary closure of a facility in Coteau-du-Lac.

With an already constrained construction season, material costs have increased by double-digit percentages over the past few months. While Ideal Roofing has already adjusted pricing on steel service centre products such as pre-painted and galvanized sheets and coils, we can no longer absorb the continued increases across our manufactured product lines.

As a result, we will be adjusting pricing on our lightweight, commercial, and industrial roofing and siding profiles, as well as flashings, trims, and fasteners.

This price increase will apply to all orders placed after 5:00 PM on Friday, August 14, 2026. Depending on the product category, pricing will increase by approximately 10% to 15%.

If you have any questions regarding this adjustment, please contact your sales representative. Updated price lists will be distributed closer to the effective date.

We appreciate your continued understanding and partnership as we navigate these challenging market conditions together.

Sincerely,



Philippe Laplante
Co-Chief Executive Officer