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DATE: December 11, 2020

TO: All Sales Personnel & Customers

RE: U.S. Price Increase Announcement for Metal Framing – Effective January 15, 2021

THIRD PRICE INCREASE ANNOUNCEMENT

Dear Valued Partner,

The industry continues to see sharply increasing steel costs and is currently faced with a limited supply of steel. In response to these changes, Atkore will issue a third price increase on Unistrut and Power-Strut products. Effective January 15, 2021, channel prices will increase by an additional 18 - 20%, and fittings prices will increase by an additional 6 - 8%. Specific customer pricing will be shared in the coming days.

Price adjustments will affect stock quotes. Current job quotations will be honored, unless otherwise communicated, for the period of their specific term and limited to the quantities at the time of quotation.

Atkore will limit order quantities to two weeks of average customer purchases and adherence to specific job quoted product assortment and quantities. Orders placed prior to 5:00 pm central time on the last business day prior to the effective increase date will be honored at the pre-increase price levels if for immediate shipment only.

We remain committed to being the customer's first choice by providing unmatched quality, delivery and value.

If you have any questions regarding this announcement, please contact your sales representative, or me directly.

Thank you for your business and support.

Regards,

Steve Elsdon
VP & General Manager, Metal Framing
President, Unistrut Construction
Atkore International

The below chart details the rapidly increasing cost of steel in the U.S. since September of 2020.

