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DATE: April 7, 2021

TO: All Sales Personnel & Customers

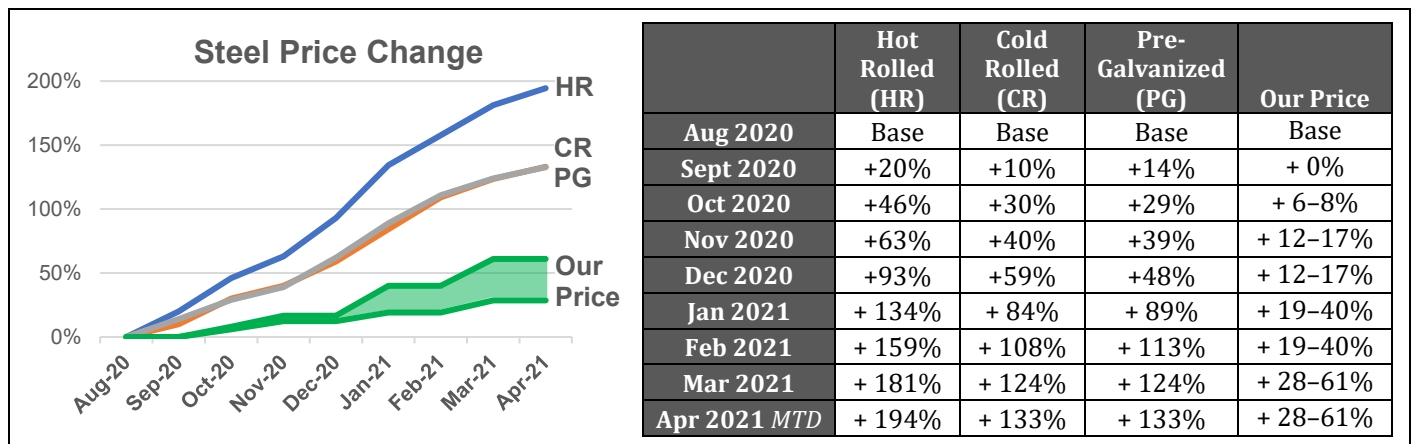
RE: U.S. Price Increase Announcement for Metal Framing – Effective May 10, 2021

FIFTH PRICE INCREASE ANNOUNCEMENT

Dear Valued Partner,

Steel costs throughout the industry continue to rise to new record levels. In some cases, steel costs are approaching 3X where they were a mere 8 months ago. In response, Atkore will issue a fifth price increases to both Unistrut and Power-Strut products. Effective May 10, 2021, channel prices will increase by an additional 20%, and fittings prices will increase by an additional 15%. Specific customer pricing will be shared in the coming days.

In support of this price increase, the updated information below shows how significantly the cost of steel has increased over the past 8 months. As you review this data, please keep in mind both that steel costs are expected to stay at these high levels through the spring and into the summer, and that strut prices have lagged steel costs over this period.



Price adjustments will affect both stock and job quotes. Current job quotations will be honored for the period of their specific term and limited to the quantities at the time of quotation. Further, Atkore reserves the right to limit order quantities to one week of average customer purchases. 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 recognize how impactful these changes are on your business. We remain committed to being your 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