



GURTLER
INDUSTRIES, INC.

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Attention: Purchasing Department

Relative to 2008 raw material price volatility, this last year was a calm year. Although upward pressure on some raw materials continued through the first half of 2009, the unpredictability throughout the markets subsided and prices remained flat as supplies were brought in line with reduced demand. A variety of market forces in the second half of 2009 induced a slow but steady increase in raw material pricing which has been felt in all levels of manufacture, from raw material to finished goods.

Reluctantly, we can no longer absorb these increases without modifying our pricing structure and must ask that our customers work with us in sharing this burden.

The products mostly affected by this include softeners and sours. Some alkalis, detergents, built detergents, bleaches, starches and specialty items will be affected; however, for the most part, we will be able to maintain the majority of 2009 pricing.

It is expected that uncertainty will remain in the market but with lower volatility for 2010 and the commodity pricing will continue its slow upward climb due to changing market dynamics and asset price inflation. We have judiciously reviewed our pricing structure for 2010 and have made price adjustments only where absolutely necessary. We ask that our customers realize that our commitment to quality products will not tolerate the cheapening of formulations in order to increase margins. We believe that a consistently high-quality product will set Gurtler apart from other manufacturers and maintain customer loyalty, provide more growth opportunities and increase market share for us and our customers. In these difficult times, we are dedicated more than ever to our customers and will always strive to serve them as best we can.

We sincerely appreciate your business and look forward to mutually successful year.

Regards,
GURTLER INDUSTRIES, INC.

Gregory B. Gurtler
President