



GURTLER
INDUSTRIES, INC.

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March 31, 2011

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Attention:

A variety of market forces in 2010 and the first quarter of 2011 have 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. We have avoided raising our prices for as long as possible, but we can no longer prolong the inevitable. Enclosed you will find our new distributor price schedule. These new prices will go into effect May 1, 2011.

The products mostly affected by this include softeners, specialties, 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 2010 pricing.

We have judiciously reviewed our pricing structure for 2011 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 a mutually successful year.

Regards,
GURTLER INDUSTRIES, INC.

Gregory B. Gurtler
President