



January 17, 2014

DOW BUILDING SOLUTIONS PRICE INCREASE ANNOUNCEMENT

Dear Valued Customer:

Effective February 17, 2014, or as contracts allow, Dow Building Solutions, a division of The Dow Chemical Company will increase the selling prices in North America on the products listed below:

Product(s)	Percent Increase
All Dow Polyisocyanurate Insulation Products	5%
All Dow Polyisocyanurate Insulation Accessory Products	5%

All orders placed prior to the close of business on Monday, February 3, 2014, with scheduled ship dates through Friday, February 14, 2014, will receive the current prices. All orders placed on or after Monday, February 10, 2014, and all shipments after Monday, February 17, 2014, will be priced at the new levels.

In addition, to manage orders for these products during this transition period (January 17, 2014 to February 16, 2014), The Dow Chemical Company reserves the right to limit the quantity purchased in advance of this increase. Quantities shipped at current pricing during this timeframe may not exceed your 2013 monthly average for the months of January and February, 2013.

Commercial bidding of jobs that are shipping after February 17, 2014, will be priced at the new levels. Quoted pricing for existing jobs is subject to price escalators as outlined in the price request form. Updated price sheets will be sent out on/before January 31, 2014.

We are committed to delivering the highest level of service, to providing quality products, and to helping you enhance your business. Thank you for your continued support. If you have any questions, please contact your local Dow sales representative.

Sincerely,

Bob Harden
Commercial Director
Dow Building Solutions

W. Scott Young
NA Residential Commercial Director
Dow Building Solutions