



# Cumberland Packaging Ltd

MANUFACTURERS OF CORRUGATED PACKAGING

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Dear Valued Customer,

Monday 4th October 2021

Fifth industry-wide price increase on corrugated in 2021

Following our last communication, I am writing to inform you of yet further increases to raw material costs across the whole corrugated industry, which accumulatively adds up to 37.5% for the year.

I have attached a Market overview which explains in more detail the reasoning and key drivers behind these unprecedented price increases.

As always, we fully appreciate this is unwelcome news during such difficult trading times. However, we have no alternative but to move with the market if we are to get through this period and keep a continued supply to all our valued customers.

I must therefore inform you that we will be increasing our prices by **8% for finished product** and **13% for sheet board** - for **all deliveries** made on or after **Monday 1st November 2021**.

Many of our raw material suppliers increased their board prices early in September and we have held off on this increase for as long as possible, which has not been helped by the recent energy and transport price rises.

As always, should you wish for us to look at any individual jobs to see if we can help alleviate some of this increase by means of a material change or increased quantities, for example, please feel free to contact your account manager to discuss possible options / alternatives.

**Examples of possible savings below.**

Change from Kraft to Test liner: <b>-2.5%</b>	Change from White to Brown outer Paper: <b>-3%</b>
Reduce paper weight from 150 gsm to 125 gsm: <b>-3%</b>	Reduce paper weight from 200 gsm to 150 gsm: <b>-3%</b>

Our hope as we move into 2022 is that supply starts to catch up with demand following huge investment into paper mills and corrugators worldwide – which should lead to price stability and much needed supply availability next year.

Also, we can confirm we will not be facing any further increases in 2021.

I thank you again for your continued support, loyalty and understanding during such tough times.

Yours faithfully

*John Watson*

John Watson  
Managing Director  
Cumberland Packaging Limited