



# Cumberland Packaging Ltd

MANUFACTURERS OF CORRUGATED PACKAGING

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Monday 23<sup>rd</sup> July 2021

Dear Valued Customer,

### Fourth 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 corrugated industry, the PPI (worldwide Paper Price Index) has moved upwards yet again which has triggered the mills to increase their board prices.

As always, we fully appreciate this is as unwelcome for you - as it to us - 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 7% for finished product and 10% for sheet board - for all deliveries made on or after Monday 23<sup>rd</sup> August 2021.

For what it is worth our material costs went up again in July, but we felt the least we could do under the circumstances was to give you 4 weeks-notice of the impending price rise.

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>

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