



Cumberland Packaging Ltd
Unit 2 Campfield Road
Shoeburyness
Southend On Sea
Essex
SS3 9FL
www.cumberlandpackaging.co.uk
01702 298014

10th April 2026

Corrugated price increase

Dear Customer,

Whilst our prices at Cumberland Packaging have been stable since last summer, recent events in the Middle East and the subsequent energy cost shock have prompted our supply chain to cite force majeure and increase their prices in the coming days.

With 20% of the world's oil and gas unable to flow freely, the price of a barrel of oil was up 85% from \$59 to \$109 since December to early April. Gas prices were up 77% over the same period. Many paper mills across Europe were losing money to start with, so it's unsurprising that they are taking a hard line.

As well as giving Billy Joel a rich thesaurus of material should he wish to update the lyrics to We Didn't Start the Fire, Donald Trump's actions have triggered a sequence of events that have led our board suppliers to advise that price rises will take effect this month.

Whilst our input costs are rising immediately, we of course want to give our clients reasonable notice. Hence, I'm writing to advise that our prices will need to rise by 8% on all deliveries with effect from Monday the 11th of May 2026.

All new costings from Monday the 13th of April 2026 will include the increase.

There may be value engineering options for your packs that could help to mitigate at least of some this increase. Your account manager will be in touch shortly to explore these options with you.

Please be assured that your business is greatly appreciated and never taken for granted.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Raj', is written over a light blue circular stamp.

Raj Bhardwaj
General Manager