



We
protect
what
matters
most™

May 1, 2024

Pricing Increase Announcement: GAF Roof Coatings

To: Customers of GAF Roof Coatings - US, Canada, & International

Valued Partners,

I'd like to start by thanking you for a strong Q1. We appreciate all of your continued support for our GAF Roof Coatings business and look forward to continuing a great roofing season in 2024.

As we move into Q2 we're seeing formulation costs, inflationary pressure, as well as freight costs impact the industry. In an attempt to protect our customers from unpredictable fluctuations in raw material costs we're announcing the following price updates:

Silicone Coatings & Sealants: Effective June 1, 2024 GAF will increase the price of all Silicone products by 5-10%.

Premium HydroStop Acrylic: Acrylic resin prices have begun to fluctuate affecting some, but not all, of our acrylic products. Effective June 1, 2024 GAF will increase the price of our HydroStop products by **up to** 5%.

Primers & Roof Coating Accessories: Effective June 1, 2024 GAF will increase the price of our Primers and Roof Coating Accessories by **up to** 5%.

As always, existing job quotes will be honored through their original expiration dates. Please feel free to contact me or your GAF TSR with any questions. Thank you for your continued support and partnership!

Best Regards,

Jon Wentworth

Jon Wentworth
Sr. Director, Liquids & Coatings