

To: **Rockfon Distribution – Canada only**
From: **Rockfon North America**
Send Date: **July 29th**

Subject: **Rockfon Price Increase – Effective September 1, 2025**

Dear Valued Customer

With the continued inflationary and general economic pressures Rockfon will be increasing prices on the following products and systems effective September 1, 2025.

- **Specialty Metal Ceilings +10%**

Driving Customer Value

Sustainability and certification continue to grow in importance within the construction market. We believe Rockfon is well positioned to face this challenge with the launch of **Rockcycle** in 2024, as well as a comprehensive range of HPDs and Declare labels for ceiling tiles and panels - all of which are **UL GREENGUARD Gold Certified**. This certification has now also been **extended to select Chicago Metallic Grid products**.

August will see the launch of our **new Beam Baffle offering, Rockfon Sequence**. Some of you may have already seen some pre-launch activity. Interest from Architects and Designers has been high and we are seeing healthy requests for samples and information ahead of full system availability.

Also, stay informed as we make **enhancements to our Color-All program** as we roll out a new service offering designed to increase the availability of our most popular colors for both tile and grid products.

Finally, you should have received notification of the temporary shutdown of our Mississippi facility in September, as we undertake **technology improvements and upgrades** to better support you and your customers. Excitingly, these enhancements will enable us to bring **a new range of ceiling tiles to market in the fourth quarter**. These additions will complement our existing portfolio, offering you and your customers a **wider selection of solutions** to meet today's market demands.

Thank you for your continued trust and partnership, if you have any questions regarding these changes or our upcoming launches, please contact your Rockfon Sales Representative.

Sincerely,
Rockfon North America Sales Management

Sarah Lake

National Sales Manager, Canada

Part of ROCKWOOL Group