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November 16, 2011

To: All APOC Customers

Dear Valued Customer,

Due to ongoing increases in raw material costs, APOC will be implementing a price increase effective February 1, 2012. Throughout 2011, our company received raw material increases from nearly every supplier we have. Additionally, we faced challenges with the availability of key raw materials, and managing production during times of limited availability.

Titanium Dioxide (TiO<sub>2</sub>) has been an ongoing challenge for the industry, and continued pressure on availability is forecasted throughout 2012. Our suppliers have recently implemented increases and are forecasting additional increases throughout 2012.

Due to the increases in costs, we will be implementing a price increase of 7.5% on all products. We expect to have new price lists published by the second week of 2012. Be assured that we are committed to providing you with the quality, service and dependability you have grown to expect from our organization.

Regards,

*Bob Hyer*

Bob Hyer  
VP Sales & Marketing