

9th U.S. Price Increase for Metal Framing - Effective November 11, 2021

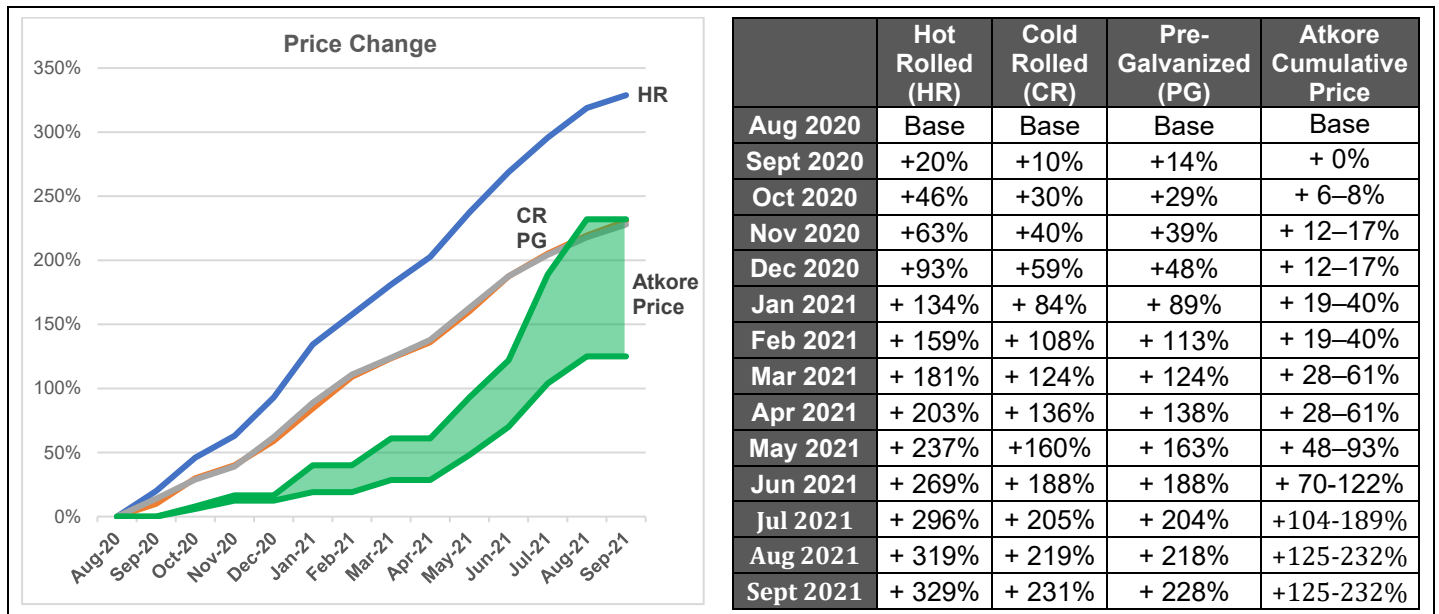
October 11, 2021

Dear Valued Partner,

Steel costs throughout the industry have continued to rise throughout the summer months and into the fall season. Overall demand for steel is still very strong and continues to outpace overall capacity and production capacity increases. The net result is that steel costs are up more than 3X over the past year.

These continued macroeconomic drivers require us to issue a 9th price increase to both **Unistrut** and **Power-Strut** products. **Effective November 11, 2021, channel prices will increase by an additional 10%**. Fittings prices will not increase with this announcement and specific customer pricing will be shared in the coming days.

We expect that pricing will continue to increase over the next few months and will stay at these elevated levels through the end of the year, possibly softening in Q1 2022.



As we have communicated in past announcements, every effort will be made to keep our loyal customers in stock and well informed of any upcoming cost driven price changes. While market steel supply is limited, orders and overall demand are high on Atkore products, driven largely by product supply shortages within our metal framing industry.

In keeping with past announcements, the following conditions remain in effect:

- We reserve the right to limit orders to 2 weeks AWD to maintain supply to the market.
- Project quotes will be at into-stock levels without discounts and honored on a first-come, first-serve basis. Once the steel is sold, we reserve the right to re-quote at a new higher level.
- Atkore will not quote what we cannot deliver.
- We will enforce this 9th increase without exception.
- Order acceptance constitutes a non-negotiable term and Atkore will not allow any cancellations for stocking, non-stocking and made-to-order items.
- Atkore reserves the right to cancel orders at any time based on steel and capacity constraints.
- Should project field design changes require quantity adjustments that result in a net reduction of overall value, that difference will be sent to your branch as originally specified in the quote and placed on your order.

We hope this transparency and candid communication from Atkore brings clarity to the general industry and ensures you can make educated decisions.

Should you wish to discuss any aspect of this information or announcement, please do not hesitate to call.

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