



The Dow Chemical Company
Midland, MI 48674
U.S.A.

November 7, 2012

SPRAY POLYURETHANE PRICING ANNOUNCEMENT

Dear Valued Customer:

Effective December 7, 2012, The Dow Chemical Company will increase the prices of the following products, including all private-labeled products, per the table below:

Product	Increase Amount
All FROTH PAK™ Foam Kits and Refills	7%
ENERFOAM™ Professional Foam Sealant	7%
ENERBOND™ Professional Foam Adhesive	7%
All GREAT STUFF™ Insulating Foam Sealant Products	7%
All GREAT STUFF PRO™ Insulating Foam Sealant Products	7%
Dow 3019 Isocyanate Spray Polyurethane Foam	15%
INSTASTIK™ Quik Set Commercial Roofing Adhesive	19%
TILEBOND™ Roof Tile Adhesive	19%

All orders shipping on or after December 7, 2012, will be priced at the new levels. Considering our standard lead-time, orders must be placed by November 21, 2012, in order to ship prior to December 7, 2012. Updated price sheets will be sent out on or before November 16, 2012.

In addition, to manage orders through this time, The Dow Chemical Company reserves the right to limit the quantity of orders in advance of this increase. Quantities shipped at current pricing levels during the month of November may not exceed your monthly average for the months of November and December 2011. Quantities shipped above your monthly average will reflect the increased prices.

Thank you for the opportunity to supply your foam needs. We are committed to providing you the highest level of service possible, quality products and to helping you grow and enhance your business.

If you have any questions, please contact your local Dow Sales Representative.

Sincerely,

W. Scott Young
NA Retrofit General Manager
Dow Building Solutions