



Re: Advanced Polymer Coatings announces global price increase.

June 1, 2021

Due to rapidly changing supply chain and market conditions, leading coating manufacturer Advanced Polymer Coatings (APC), will raise prices globally.

The increase is in response to raw material shortages, increased prices of many components of the products used to make the coatings, and increased shipping costs resulting from slow restarts due to Covid-19.

“Our initial strategy was to absorb a short-term escalation in raw material costs. Unfortunately, they continue to increase, and we cannot absorb them further. It is an unfortunate trend that we are seeing in our industry, and we are hopeful that it will stabilize in the coming months,” says David Keehan, President at APC. “If it were one or two components, then it would be manageable. However, epoxy resin materials have increased almost 50% in the last 18 months. Compound that with other raw material increases of upwards of 25% and it trends to something we have to adjust for in our pricing strategy. We definitely do not like it, but it is inevitable at this point. We pride ourselves on delivering long-term value to our customers and we will continue to do this. We have not adjusted our pricing in almost 5 years, and we do not like doing it now. When things stabilize, we will certainly adjust our strategy to the current conditions to provide our customers the best value for quality.”

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