



We  
protect  
what  
matters  
most™

July 15, 2020

## **National Price Increase: Residential Roofing Products**

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Dear Customers,

Thank you for your continued business and support as we have all responded to today's challenging market environment and the evolving impact of COVID-19.

As we have adapted to new market dynamics and increased operational costs, including investments in new technologies and improved health and safety measures, **GAF will increase pricing of its residential roofing products by 4-6%, effective August 17, 2020.** All orders shipped after August 17, 2020 will be invoiced at the new level.

This change will continue driving the innovation, service and support that you have come to expect from GAF, especially as we work to meet growing demand during the ongoing pandemic.

Please contact your local GAF Territory Manager with any questions, and we remain grateful for your business.

A handwritten signature in black ink, appearing to read "Jim Durkin".

Jim Durkin  
Sr. Vice President, Sales  
Residential Roofing Systems

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