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July 25, 2018

Dear Valued Partner,

The inflationary cycle and market dynamics which drove the industry wide price increases this past January continues to persist. We continue to experience rising prices with pressure sensitive label stocks as well as other related components including paper, film, adhesives, and inks, to name a few. Direct thermal products are still being hit the hardest due to the ongoing leuco dye situation.

As a result, we find it necessary to announce a price increase effective with product shipments on or after September 4, 2018. All direct thermal products will increase by 5%, while all other products will go up 3%.

We continue to work closely with our suppliers to ensure continuity of supply and the service levels you've come to expect from I.D. Images. Also, we continue to evaluate options to help mitigate the price increases we are all experiencing. As part of our commitment to providing you the best solutions at competitive pricing, we will be providing a summary of products purchased with your new pricing. Your sales representative will also be reaching out to you to review potential product substitutions in an effort to minimize the impact of this price increase.

Thank you for your continued support and business.

Sincerely,

A handwritten signature in black ink, appearing to read 'Brian D. Gale', written in a cursive style.

Brian D. Gale
President & CEO