



February 17, 2025

Upcoming Pricing Adjustment – Effective March 15, 2025

To: U.S. Elevate Customers

Dear Valued Customer,

As the 2025 construction season approaches, we continue to monitor market dynamics and industry trends that impact building materials and the broader economy. At Elevate, we remain committed to providing timely insights into pricing trends, ensuring you have the information needed to plan effectively for your projects.

In alignment with this commitment, we are reaffirming the December 20, 2024, price adjustment announcement ([attached](#)). The previously communicated increases will take effect as planned on March 15, 2025, for TPO, EPDM, and Polyiso membranes and accessories, as well as low-rise foam adhesives and all other accessories. The PVC membrane and accessory price adjustment was implemented on January 20, 2025, as scheduled.

These adjustments remain consistent with our prior communication and reflect our commitment to maintaining pricing stability in the market. We encourage you to review your upcoming orders to ensure alignment with these established updates.

To secure current pricing, orders must be received and confirmed for shipment before March 15, 2025. All currently approved quotes will be honored at the pricing stated therein, subject to their validity period and terms.

Please contact your local [Elevate Sales Representative](#) if you have any questions regarding this new price adjustment.

Thank you for your continued partnership and trust.

Sincerely,

Frank Palmer
SVP of Sales, Elevate
Holcim Building Envelope
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