

**Important update: Price adjustment for PE / PP / MDO film products to ensure supply continuity****Da** : Avery Dennison <donotreply@averydennison.com>

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**Oggetto** : Important update: Price adjustment for PE / PP / MDO film products to ensure supply continuity Alessandro **A** : alessandro marrone <commerciale@nirolabel.it>**Rispondi a** : Avery Dennison <donotreply@averydennison.com>

April 27, 2026

Dear Valued Customer,

On [March 18](#), we shared an update regarding the significant inflationary pressures and supply chain disruptions resulting from the ongoing geopolitical instability in the Middle East. At that time, our pricing adjustments were based on data available through mid-March. We took a prudent approach, excluding "forward-looking" inflation in hopes of market stabilization.

However, since that update, the volatility in feedstock costs — specifically for Polyethylene (PE), Polypropylene (PP) and chemicals — has intensified both earlier and more severely than expected. Latest data confirms that inflation has continued to climb, driven not only by raw material price spikes but also by the energy-intensive nature of manufacturing resins, films and chemicals. These combined factors are creating immediate and acute supply risks for materials essential to our production.

To ensure that Avery Dennison can continue to secure the raw materials necessary to maintain supply continuity and material quality your business requires, we must implement the following upward price adjustment of **9.5 cents/sqm** on new and existing orders for **PE, PP and MDO films products** with a shipping date on or after **May 4, 2026**.

Our priority is to maintain service continuity in a hyper-volatile environment. We will continue to update you as we navigate these extraordinary market dynamics. Your Avery Dennison representative is available to discuss this update and any questions you may have. Thank you for your continued partnership and understanding.

Sincerely,



**Roberto Martinez Porta**  
Vice President Sales,  
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**Mariana Rodriguez**  
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