

Trade Notice

Date: May 23, 2008

To: All Technical Concepts Distributors and Service Channel Customers

From: Ed Whartnaby

Re: Price Increase

Effective July 1, 2008, Technical Concepts will increase prices from 5-10% to offset significant recent cost increases. We have held prices steady for the last 3-5 years, depending upon the specific product. During this period we have absorbed manufacturing and raw material cost increases on chemicals, packaging and labor. Cost of all petroleum based chemicals, and synthetic oils as well as plastic parts and packaging material have all increased as the cost of oil has increased. Natural oils which are used as additives in formulas have also increased in the range of 5-10% per year.

The major raw materials affecting our costs include: steel which has increased over 50%, resin has increased over 25%, and oil has increased over 70%.

We have offset these increases as best as possible with aggressive cost saving strategies. However, with the volume of cost increases we have experienced it is necessary to pass these along in the marketplace.

Our products remain competitively advantaged as compared to all our competitors. We are committed to continue to develop innovative hygiene solutions for the marketplace. Our sales professionals are available to help you pass this price increase along to your consuming customers.

Sincerely,



Ed Whartnaby
Vice President of Sales
Technical Concepts

_____ **World Headquarters**

1301 Allanson Road, Mundelein, Illinois 60060 U.S.A.

☎ (847) 837-4100 • Fax: (847) 837-4110