



April 1, 2026

**Cascades PRO North America price increase effective July 1, 2026**

Dear Valued Partner,

As global economic conditions continue to evolve, Cascades PRO is providing an important pricing update. Sustained inflationary pressures across freight, labor, raw materials, and energy have significantly increased operating costs and continue to impact the tissue and towel industry. Despite ongoing efforts to drive efficiency and cost discipline, these pressures now require a price adjustment to ensure we continue delivering the quality, reliability, and service you expect from Cascades PRO.

**Effective July 1, 2026**, Cascades PRO will implement a **price increase of up to 12%** on hand towels, household towels, bath tissue, facial tissue, napkins, dairy towels, wipers, and dispensers. Select products and subcategories may be subject to increases greater than 12% based on specific cost impacts. Equivalent private label, custom or own brand products will increase by the same percentage.

Our priority remains security of supply and product availability. We continue to strengthen our manufacturing footprint, supply network, and planning capabilities to support business continuity and reduce the risk of disruption. At the same time, we are focused on optimizing our cost structure through operational efficiencies and ongoing improvements to our transportation and logistics network, enabling us to maintain reliable service and operational resilience.

The price increase applies **to into-stock pricing effective July 1, 2026**. Prices in billback offers expiring on or after July 1, 2026, as well as billback offers in effect until further notice, will be adjusted in accordance with their terms. Orders received by June 15, 2026, for shipment no later than July 1, 2026, will be invoiced at pre-increase pricing. Orders placed after June 15, 2026, for shipment on or after July 1, 2026, will be invoiced at post-increase pricing. Orders received between April 1, 2026, and July 1, 2026 exceeding average monthly case quantities may be limited or rejected in Cascades PRO's discretion.

**Billback claims**, supported by proof of delivery, for distributor shipments to end users made through **August 1, 2026**, will be calculated at **pre-increase pricing**, while shipments made on or after that date will be calculated at post-increase pricing. **Revised price lists and billback offers** will be issued as soon as possible and no later than **May 1, 2026**.

While price adjustments are never taken lightly, they are necessary to address current cost pressures and remain agile in a challenging environment. Our commitment to providing the highest possible level of service remains our top priority.

Our sales team will contact you to review product-specific details and address any questions.

Thank you for your continued support of Cascades PRO.

Sincerely,

A handwritten signature in blue ink, appearing to read "François David".

**François David**  
**Vice President Commercial, North America**  
**Consumer Products and Away from Home**