

# CAPS CASES

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24th March 2022

Dear Customer,

## RE: Corrugated Prices

It is with regret that we find ourselves writing to you about rising costs again.

Whilst there are far more distressing consequences being suffered by those in Ukraine, we must also acknowledge that one of the knock-on effects has been a well documented rise in energy prices, which has put huge pressure on paper mills. The resultant £100/tonne increase is the largest single paper price increase we have ever seen.

In addition to that of course we must consider how other rising costs are affecting our business, namely timber, fuel, and of course our own energy bills.

We are under no illusions as to how unwelcome this news will be, but unfortunately have no option other than to recover this sharp rise in input costs by increasing our own selling prices by 10%, effective on all orders due for delivery on or after 25<sup>th</sup> April 2022.

As of the 25<sup>th</sup> March 2022 we are building this increase into any new quotations supplied.

Since the last industry wide price increase in November 2021 the predictions we have seen have all centred around paper having reached the top of the cycle. In many cases we have shared our predictions for a more stable 2022, sadly those predictions were wide of the mark.

There is rumoured to be a further paper price increase of a similar magnitude likely to follow, and whilst we hope that does not materialise, we are being warned that it does look to be a distinct possibility.

On a more positive note, our supply chain is stable and has capacity. This coupled with our recent investment in dual sided printing has helped reduce lead times to 2-3 weeks. Next month also sees the arrival of a UK first high speed digital print press, something we are very excited about. 2022 sees Caps Cases celebrate our 40<sup>th</sup> birthday and these latest investments mean we are better equipped than ever before to offer high quality packaging and a reliable service to our valued customers.

As ever, thank you for your continued support. Please feel free to contact me, or your sales representative should you wish to discuss things further.

Regards



Jamie Bissett  
Commercial Director



The mark of  
responsible forestry  
FSC® C114714

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