



December 1, 2021

Mr. Jeff Laumann
Modern Builders Supply

RE: 2022 Annual Price Increase

Dear Jeff,

At Pella Corporation, we are fortunate to have great partners like Modern Builders Supply.

This letter serves to inform you of future pricing adjustments that will take effect January 30, 2022.

Our approach to pricing considers customer needs and trends, competitive positioning, costs, capacity and long-term portfolio strategy positioning. Taking these factors into consideration, we are aiming to build optimal pricing for each of our products that allows us to work together in positioning ourselves to competitively grow above market average while delivering on our promises. Current market factors necessitate pricing adjustments that will take effect January 30, 2022.

Below is a summary of the upcoming pricing changes:

ACROSS THE BOARD PRICE ADJUSTMENTS

Encompass by Pella Windows & Patio Doors	8% increase
Pella 250 Series Windows & Patio Doors	11% increase
Fiberglass Windows & Patio Doors	11% increase
Wood Windows & Patio Doors	5% increase
Entry Doors	0% increase

ATTRIBUTE & SPECIFIC PRICE ADJUSTMENTS

In addition to across the board price increases, individual products within our offering may be impacted by specific pricing adjustments which are incremental to the pricing changes listed above. The specific items impacted are listed below and a video with more information on these adjustments will be provided in the near future.

Fiberglass

Direct Set Sizes greater than 140 united inches or less than 38 united inches.

Integral & Tight Mulls

Sliding Patio Door Color BBG



Vinyl

Direct Set Sizes greater than 140 united inches or less than 38 united inches.
Sliding Patio Door Color BBG
High Performance
Value Add Items
Encompass by Pella Standard Screen

Wood

Interior Finish
Direct Set Sizes greater than 140 united inches or less than 38 united inches.
Architect Series Traditional Direct Sets
Wood Species – Mahogany & Douglas Fir
Exterior Glazing
Architect Series Transom Wide Stile
Contemporary 1 7/8" Profile

PRODUCT OFFERING CHANGES

Conventional screen cloth will no longer be offered on Impervia and Pella 250 Series units. All units will default to InView screen cloth.

The Footbolt option will become standard on Pella 250 Series Sliding Patio Doors.

Within Impervia, we will default to Foam Insulated; however, the option to select units as No Foam Insulated will still be available.

ADDITIONAL INFORMATION:

We will commit to honoring current price on volume up to 10% above the 2022 booking plan for the 8 week period from announcement to implementation (Dec. 5 – Jan. 29). We hold the right to charge incremental pricing on any bookings over that amount. The incremental price, if applicable, will be charged as a reduction to the Year End Incentive Program.

Sincerely,

A handwritten signature in black ink, appearing to read "P. Parks", written in a cursive style.

Paul Parks
Vice President B2B Direct & PRO