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October 12, 2015

Dear Valued Customer,

Recently there has been significant press regarding **potential** material and labor shortages in the architectural glass industry. The main topics are next year's potential raw glass shortage and the current channel pressure due to a lack of overall capacity. The purpose of this letter is to address the raw glass shortage and Viracon's glass fabrication capacity.

The primary raw glass suppliers have done a credible job of notifying our industry of the potential for limited supply. In response, Viracon has prepared by improving forecasting methods, partnering with suppliers, and increasing communication with customers. Viracon is confident in our ability to balance demand and supply due to the following:

- Our robust forecasting model enables Viracon to confidently commit to volume buying of glass from our suppliers, in greater quantities if supply becomes constrained.
- Viracon's strong line of communication with customers and glass suppliers creates ongoing dialogue and sharing of insights, benefitting all organizations' scheduling efforts to meet overall demand.
- Viracon has design, sales, estimating, and project management professionals dedicated to every market in North America providing support for projects and markets of all sizes and complexities.
- Viracon is the only fabricator in North America who purchases uncoated glass and applies high-performance glass coatings in-house allowing for flexibility in terms of glass sourcing.

Through continued increases in fabrication capacity, Viracon has been supplying product with 6-8 week lead times for most of the year and is confident in our ability to continue meeting the demand as we partner on your future projects. You can help ensure timely glass delivery by awarding projects as soon as you are able, and by holding schedules to the original delivery dates. This allows us to proactively forecast upcoming demand with our suppliers, plan labor usage, and ensure material availability to meet your needs. Together we can prepare and produce to meet the expectations of the end customer.

We appreciate your business and look forward to serving your fabricated glass needs! Please contact myself or your Viracon sales representative with questions.

Sincerely,

Seth Madole
Director of Customer Services
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