

November 17, 2020

Dear Valued Customer,

Matthews Architectural Products thanks you for the opportunity to serve you and your customers over the last year. 2020 brought challenges to the signage industry, and Matthews sends our thoughts to everyone who has been impacted by COVID-19, whether you have experienced illness or the loss of a loved one, or business challenges due to the pandemic restrictions. While we all continue to navigate the pandemic, we remain committed to serving you in 2021 with exceptional customer service, project management and innovative signage solutions. We are proud to produce some of the highest quality metal signage in the industry, while also offering premium acrylic, glass and now high density urethane products to become your full-service partner. *Here's what you can look forward to from Matthews in 2021:*

UV Digital Layered Print – Currently Available

- UV Digital Print is an innovative, high-quality signage printing solution. Our Direct Jet printer uses LED ink and UV light to print full color images and layered surfaces that are instantly cured. Choose from any of our mediums including metal, acrylic or glass to create your perfect sign.

High Density Urethane (HDU) – Available November 2020

- HDU is an extremely durable and cost-effective signage solution ideal for both indoor and outdoor use. This material is both strong and rigid providing a lightweight solution that will not warp. HDU serves as an alternative to traditional metal signage with unlimited design choices.

2021 Catalog – Available December 18th, Pricing Effective January 1, 2021

- Our 2021 catalog will be available for digital download on December 14th or hard copy by request on December 18th. The new catalog will contain retail pricing for you to use directly with your customers and partners. Matthews Architectural Products offers 50% off the published retail price for our wholesale pricing. Online ordering is available at www.matthewsid.com and customers receive an additional 2% off online orders.

ADA Design and Specification Guide – Available January 2021

- We understand the growing demand and design need for ADA compliant signage. The first edition of Matthews' ADA Design and Specification Guide will help you navigate all the different mediums, finishes and price points available in this high growth signage product line.

The coming year will bring challenges to all of us as we strive to control costs associated with our operating environments. Matthews Architectural Products will implement a price increase of approximately 4% across our entire product line, certain lines may vary, effective on all orders placed beginning January 1, 2021. Thank you for allowing us the opportunity to supply all your signage and recognition needs! Please don't hesitate to contact us at 800.950.1317 or at www.matthewsid.com.

Best,



Scott Shelander
General Manager
Matthews Architectural Products