

June 15, 2014



Alligator Clay Company with Southern Pottery Equipment and Supplies is announcing a price increase on moist clays of 3.5% to 5% effective August 1, 2014. We have maintained our current pricing since 2011 even as our costs on dry ingredients, colorants, freight, and packaging materials have increased. Alligator Clay Company remains dedicated to mixing and packaging the most consistent quality moist clays available.

Effective August 1, 2014 pricing and discounts on moist clays will be as follows:

<u>Clay Body</u>	<u>< 100 lbs.</u>	<u>100 lbs.</u>	<u>500 lbs</u>	<u>1,000 lbs.</u>	<u>2,000 lbs</u>
MC 101, Rocket White	.58	.48	.43	.38	.35
MC 105, Gator White	.58	.48	.43	.38	.35
MC 106, Blacklock	.58	.48	.43	.38	.35
MC 117, Smooth Raku	.58	.48	.43	.38	.35
MC 214, Potsalot	.58	.48	.43	.38	.35
MC 241, Wheatstone	.58	.48	.43	.38	.35
MC 250, Cinq Rouge	.58	.48	.43	.38	.35
MC 327, Buffstone	.58	.48	.43	.38	.35
MC 107, Gator Red	.61	.51	.46	.41	.38
MC 109, Gatortooth Red	.61	.51	.46	.41	.38
MC 138, Raku Light	.61	.51	.46	.41	.38
MC 210, Cinq Blanc	.61	.51	.46	.41	.38
MC 212, Black Pepper	.61	.51	.46	.41	.38
MC 217, Peppered Creole	.61	.51	.46	.41	.38
MC 221, Six Salmon	.61	.51	.46	.41	.38
MC 233, Groove Mix	.61	.51	.46	.41	.38
MC 305, Sculpture Clay	.61	.51	.46	.41	.38
MC 318, Class Clay	.61	.51	.46	.41	.38
MC 344, Barbuff	.61	.51	.46	.41	.38
MC 350, Big Easy Brownstone	.61	.51	.46	.41	.38
MC 369, JFFC	.61	.51	.46	.41	.38
MC 292, Red Star	.64	.54	.49	.44	.41
MC 360, Love Stone	.64	.54	.49	.44	.41
MC 303, Helmer Porcelain	.81	.71	.66	.61	.58
MC 299, Grolleg Porcelain MID	.81	.71	.66	.61	.58
MC 399, Grolleg Porcelain HIGH	.81	.71	.66	.61	.58

We appreciate your business and continuing support. Please feel free to contact us by phone at (225) 932-9457 or email us at contact@alligatorclay.com.

Sincerely,

Bill Newman
Owner, Southern Pottery/Alligator Clay