

March 8, 2010

Dear Valued Red Head Customer,

Recently ITW Construction Products decided to transition Tapcon from Buildex to Red Head, effective January 2010. We felt the need to make sure the facts were clearly communicated as this change is extremely important in helping you sell more, and, we wanted to clarify any misconceptions that may have existed now that we are 60 days into the transition.

**Why move the Sales and Marketing responsibility to Red Head?**

Simple, Red Head is a concrete focused business for ITW and Tapcon is a concrete fastener. Red Head is the "Concrete Anchoring Specialist". What better place for Tapcon to reside for future product development, code approvals, end-user research, and sales/marketing strategies than within a business focused on concrete anchoring? Also, many of you have asked for ITW to put product lines together to be easier to work with, and, we feel this is a great opportunity to work towards meeting your needs in this area.

**Why Red Head?**

Red Head has introduced several new products in the past 24 months, including its Trubolt+, the first truly seismic anchor that goes beyond the cracked concrete criteria to deliver performance attributes that exceed competitive published values. Red Head has significantly invested in new product development, code approvals, and additional investments to increase our testing lab capacity and human resources in order to grow your business. Red Head has a full line of DOT approved adhesives along with the appropriate state DOT approvals for you to grow your sales in the hottest market segment today, Infrastructure. The largest investment from the stimulus bill is for road and highway work, and Red Head is well positioned to support the "Buy American Provision" with American manufactured expansion anchors, screw anchors and chemical anchors. We can help you "win today" as your best option for growth in what may be the only growth area in non-residential construction this year.

**What will be different for the Distributors?**

We will maintain the same premium service and relationships you are accustomed to from ITW. We expect there to be increasing positive differences by having a more focused effort around concrete anchoring, especially new product development.

Buildex will continue to manufacture Tapcon. We want to maintain the same world class operational excellence you and your customers expect from an ITW business.

**Why Tapcon?**

Tapcon has been the market leading medium duty concrete anchor for over 25 years due to its performance and quality. Tapcon is preferred by the end user community for its ease of use, low torque, corrosion resistance, and overall quality. Plus, Tapcon is known and preferred by many of your customers. What else? Recently, we made the best even better

with our new Advanced Thread Form Technology that makes Tapcon even easier to install with the same holding power.

**What Technical Resources are available?**

In addition to Red Head and Buildex technical resources, we have technical resources in all of our U.S. construction products businesses. We also have technical resources in our U.S. Technology Center, based in Glenview, IL, our European construction businesses, our Asian Technology Center, our Asian construction businesses and our Australian & New Zealand construction businesses. As a \$15 billion global business, we have hundreds of technical resources to work with, including people at each business to answer your questions.

As we wrap up this key transition and get into the building season, our commitment to continually improve our position to better serve you and your end user customers with the best concrete anchoring solutions is unwavering. We appreciate your support of ITW Construction Products and look forward to providing you innovative solutions to drive your businesses in the future.

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