

ARROW-GRAM



January 15, 2021



PRICE INCREASE NOTIFICATION

This notice is to inform you that the Sub-Zero Group, Inc. has announced a price increase for the Sub-Zero, Wolf and Cove brands. The increase percentage is expected to be about 1.5% on Sub-Zero and Wolf products, and 4.5% on Cove products. The exceptions to this price increase will be the Next Generation Dual Fuel, Induction Range and Designer Series Undercounter models launched in November 2020.

Price Increase Details:

- MSRP Pricing Effective Date: March 1, 2021 on the Sub-Zero Website
- UMRP Pricing Effective Date: March 1, 2021
- Dealer Pricing Effective Date: **March 6, 2021**
 - All Sub-Zero, Wolf & Cove products must be:
ordered by 11:59 pm Friday, March 5, 2021
with a requested ship by date of Wednesday, March 31, 2021
to receive the current pricing. All orders placed after 11:59 pm March 5, 2021 will reflect the new price.

Any orders that have been placed on or before March 5, 2021 and not released for shipment when available will be adjusted to reflect the new price.

The detailed price sheets and price books will be communicated as they become available in early February.

Please contact your Territory Sales Manager if you have any questions regarding the information provided in this ArrowGram.