

# ARROW-GRAM



August 4, 2021  
Updated: October 19, 2021



## PRICE INCREASE NOTIFICATION – UPDATED

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 6.5% on Sub-Zero, 5% on Wolf products, 5% on Cove products, and 5% on all Accessories. There is no increase for the ASKO brand products.

### Price Increase Details:

- MSRP Pricing Effective Date: October 1, 2021 on the Sub-Zero Website
- UMRP Pricing Effective Date: October 1, 2021
- Dealer Pricing Effective Date: **October 1, 2021**

- All Sub-Zero, Wolf & Cove products must be:

ordered by 11:59 pm Thursday, September 30, 2021

All orders placed after 11:59 pm September 30, 2021 will reflect the new price regardless of request, promise or shipping dates.

All Orders placed between now and September 30, 2021 will be received at current pricing and ~~must be shipped by March 4, 2022. On March 5, 2022, all\* open orders will be repriced.~~ Backorders will not be honored.

~~\*Dual Fuel and Induction Range models must be shipped by May 6, 2022. On May 7, 2022 all open orders for these product models will be repriced.~~ Backorders will not be honored.

**UPDATE:** The ship by date is now extended to June 30, 2022 for all products.

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

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