

ARROW-GRAM



2023-0014
March 16, 2023



Product Availability Delay

The Sub-Zero Group, Inc. has provided this update on production challenges and corresponding order management updates for several key product lines. They realize the marketplace challenges they continue to create and are aggressively working through all issues to deliver quality products as quickly as possible.

Tall Refrigeration-Classic / Designer Column / Designer Tall

The production lines have transitioned to the new generation of tall refrigeration. While they have begun building and shipping products, the rates attained are below their targets. The delivery to promised dates has not performed to their high standards therefore the team will be recalibrating the order plan. The recalibration result will mean order adjustments of up to one month on Classic products and up to two months on the Designer Series Column and Tall products.

The Sub-Zero Group team has provided a customer-facing communication that we have included for you to share with your customer regarding this delay.

We apologize for the inconvenience and appreciate your continued patience during this time.

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



SUB-ZERO GROUP, INC.

4717 Hammersley Road, Madison WI 53711-2798
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Dear Valued Sub-Zero Customer,

At Sub-Zero, we are dedicated to helping you create the beautiful kitchen of your dreams. We take our responsibility extremely seriously: developing the highest-quality appliances that offer powerful performance and the best in design and dependability.

While we continue to work around the clock to meet the demand for our refrigerators, we recognize that the delivery delays that you have personally experienced have hampered your dream experience.

We offer our sincerest apology. Clearly, we've fallen short in delivering your refrigerator on the timeline we communicated. And now, we regret to share that we are anticipating additional delays of up to 2 months. Though it pains us greatly to share this latest update, we believe in transparency and communicating information to you as soon as we have it.

Why is this happening? While we have effectively reduced lead times for many of our other products, our Sub-Zero refrigerator line has been impacted by a shortage of component parts, supplier shipment delays, and more. We are working non-stop to remedy these issues with our suppliers. Since we will *never* compromise our quality standards or the rigorous testing processes that are our hallmarks at Sub-Zero, we are forced to delay delivery times again.

Please also know that these delays are beyond the control of your Sub-Zero dealer. These hinderances are our issue, not those of your trusted dealer.

Finally, we recognize that you may be frustrated with our performance. If you would like to speak with a live representative to answer questions, please call Sub-Zero Group Customer Care directly at (800) 444-7820 between 8a and 7p CST. A Product Specialist based in our Madison headquarters will be available to speak with you.

Sincerely,

Scott Rogers
SVP Sales & Marketing

Bob Schroeder
VP of Quality, Reliability and Customer Service