

ARROW-GRAM



2026-0016
June 9, 2026



Designer Undercounter Ice Maker Product Launch Plan

The Sub-Zero Group is excited to announce the official launch of the new Sub-Zero Designer Undercounter Ice Maker, expanding the Designer Series portfolio and delivering a premium, built-in ice solution aligned to Sub-Zero design standards.

DESIGNER UNDERCOUNTER ICE MAKER MODELS:

Item	Model	Description	MSRP
5311143	DEU1550I/R	15" Ice Maker - Panel Ready - Right	\$5,430
5311144	DEU1550I/L	15" Ice Maker - Panel Ready - Left	\$5,430
5311145	DEU1550IP/R	15" Ice Maker w/Pump - Panel Ready - Right	\$6,285
5311146	DEU1550IP/L	15" Ice Maker w/Pump - Panel Ready - Left	\$6,285

Marketing Communication and Supporting Materials

- Website: Product Pages, Quick Reference Guides, and Reveal are now live.

Launch Planning

- The product is now live in the quoting tool.
- Commerce Cloud:
 - Ordering system will open effective immediately for all new products including sales accessories.
 - Strong momentum leading into the launch of the new Designer Undercounter Ice Maker is anticipated. With ordering opening Monday, the factory will monitor incoming demand and order activity closely to help maintain balanced, fair distribution. *We reserve the right to adjust, refuse, or cancel orders that are not consistent with dealer's historical volume.*
- Sales Accessories:
 - See the price book for a full list of supporting sales accessories
 - NOTE - the following new water filter kits will lag in timing with availability beginning in July
 - 9072968 - Water Filter, Single
 - 9072970 - Water Filter, Pack of 20

Continued...

- NOTE - units do not ship with cleaning solution and/or sanitizer. It is recommended to include with any consumer order or potentially for a dealer to stock
 - 7013400 - Descaling Solution, Single
 - 7015235 - Descaling Solution, 20 Pack
 - 7013401 - Sanitizing Solution, Single
 - 7015236 - Sanitizing Solution, 20 Pack
- Product Availability:
 - Stock is in position in RDC's and immediately available

Training / Learning and Development

- Web-based Training (WBT) is available and assigned in Cornerstone

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