

ARROW-GRAM



August 22, 2011



PRICE INCREASE DELAYED

The price increase will now go into effect on
October 1, 2011

All Franke products must be

ordered by

5:00 pm Friday September 30, 2011

to receive the current pricing

Items backordered as of September 30, 2011, must be shipped as soon as product is available.

Enclosed is the letter direct from Franke explaining the complete details of the delay. Please note however, the electronic price sheet is not included; the price sheet will be reformatted and available shortly.

Please contact our Customer Service Department to place orders or arrange delivery of your Franke products.

Franke Kitchen Systems
Luxury Products Group
3050 Campus Drive, Suite 500
Hatfield, PA 19440
USA



215-712-2626
www.frankeksd.com

August 19, 2011

Dear Franke Customer:

In attempt to alleviate some of the time constraints in the field we are going to push the Franke price increase to October 1, 2011. This is to enable all of our sale partners to adequately prepare our customers, their businesses and their showrooms.

We will take advantage of this time and make some modifications to the Price Books based on information we have received after the price book went to print. Some of which includes: identifying the launch date of the Largo 160 series and Centinox CEX as December; some adjustments in pricing due to the ever changing economic conditions; identifying the four AB1953 noncompliant faucets (instead of not available by state). This prepares the state of Maryland for their January, 2012 adoption of AB1953, and any state thereafter, until it becomes a national regulation in 2014.

We hope this message is received as positively as the efforts are intended to be.

Please see the attached Electronic Price Sheet (EPS).

Should you have any questions, please do not hesitate to contact your Regional Sales Manager.

A handwritten signature in black ink that reads "Cathy Gutkowski".

Cathy Gutkowski

Director of Marketing
Luxury Products group
Franke Kitchen Systems - USA