



Sales and Marketing

Appliance Park  
Louisville, KY  
40225

## Major appliances price increase April 1, 2025

To: Our Valued Monogram Customers

This letter is to inform you that we are revising our pricing communications issued on December 4, 2024 and December 20, 2024.

Effective April 1, 2025, GE Appliances will increase wholesale prices across all Monogram-branded product lines by 5% on average. In addition to wholesale price changes, we will be revising Unilateral Minimum Retail Pricing (UMRP) for Monogram-branded products. These changes also will be effective as of April 1, 2025. A schedule of UMRP changes by model will be communicated next week. Wholesale pricing changes by model will be communicated by the end of February.

Orders for Monogram-branded products placed on or after February 4, 2025, that do not ship by June 30, 2025, will be repriced as described above. Current pricing will be applied to orders placed prior to February 4, 2025.

Our team will continue to work closely with you and your team to keep our products flowing each day. We take this responsibility seriously and appreciate your support. We are committed to being the leader in the industry and that commitment has not changed.

Thank you for your continued support of Monogram.

Sincerely,

Rick Hasselbeck  
Chief Commercial Officer

Julie Burns  
Executive Director, Monogram