

2026 Price Increase Update



November 17, 2025

To Our Valued Customers,

Thank you for your continued partnership with Delta Faucet Company. Following recent global trade policy updates announced after October 14, 2025, **we've made thoughtful adjustments to our previously communicated price changes for select Delta collections.**

Effective January 11, 2026, these adjustments are designed to minimize impact to your business and maintain the value you expect from Delta Faucet Company. We remain committed to delivering exceptional quality and service, and we appreciate your continued partnership as we navigate these changes together.

Delta® Collection	Previously Announced Jan 11, 2026 Avg. Increase	NEW January 11, 2026 Avg. Increase
Ashlyn®	8.9%	2.2%
Foundations®	5.1%	0.0%
Kayra®	8.4%	2.1%
Nicoli	3.2%	1.6%
Saylor®	7.9%	2.3%
Velum®	7.6%	2.1%
Woodhurst®	4.5%	0.0%
Total	6.2%	1.5%

We are also excited to share two additional updates, **starting January 11, 2026**

- **The Trade Exclusive Altado Bath Collection will join our Delta FOCUS program.** This collection is already gaining strong traction in the market, and we're confident this update will help you achieve even greater success.
- **The Velum Bath Collection will join our Minimum Advertised Price (MAP) program,** ensuring consistent value across the market.

Updated electronic price files will be available by the week of December 1st, 2025, through your local Delta Faucet Company sales representative. All other previously announced price changes remain in effect and will be included in these updated files. The files will also be posted on our website:

- deltafaucet.com in the "For Professionals" area under Product Resources

Beginning January 11, 2026, the new pricing will be reflected on our brand website, in our digital price book, and on our Trade Portal (dfcpro.com). Price books, which will include the updated pricing, will be available by Q2 2026.

Orders received prior to January 11, 2026, will receive current pricing. However, to manage inventory and delivery service, we reserve the right to limit monthly order quantities not to exceed 110% of your monthly average for the prior three months' order history. We also reserve the right to adjust job quotes with a 60-day prior written notification. New MAP pricing is effective as of 12:01 a.m. on January 11, 2026. Enforcement will begin shortly thereafter.

We greatly appreciate your continued business and support. If you have any questions, please contact your local Delta Faucet Company sales representative.

Sincerely,

A handwritten signature in black ink, appearing to read "Thomas A. Assante".

Thomas Assante
Senior Vice President, Trade Sales