

October 2, 2024

To Our Valued Partners:

Thank you for partnering with us in 2024 to create world-class learning environments. It's been a great year, and we are already looking forward to 2025. There are some changes coming that we'd like you to be aware of related to product, pricing and promotion.

## NEW PRODUCT LAUNCHES, ENHANCEMENTS AND ADJUSTMENTS

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### DESKS & TABLES

- New Unitized Welded Frame ADA desk sizes
- Unitized Welded Frame 2-student desks with new storage options
- 48" x 24" Pneumatic Height Adjustable Table
- 27" x 20" Stacker Desk



### LIBRARY 2.0

- 48"h and 60"h shelf units
- Shelves with a new single unit assembled option
- Hidden caster Library 2.0 double sided bookshelves to create moveable islands



### DESIGNER 2.0

- New larger poster storage cabinet
- 24"d double sided Designer 2.0, deeper shelves and compliments double sided Library 2.0



### ILLUSIONS 2.0

- ADA height cabinets
- New larger poster storage cabinet



### OTHER ENHANCEMENTS

- New Graphite Laminate color, replacing Wrought Iron

## PRICING

- Prices will increase 2-5% effective December 1, 2024.
- See complete implementation rules and FAQs below.
- Here is a link to the new Spec Guide and Price List: [Click To View Online](#)

## PROMOTION

- All-New catalog is available on the Fleetwood website. [Click To View Online](#)
- A new Flip-Book style Spec Guide and Price List is on our website and ready to be viewed. [Click To View Online](#)
- NEW Fall/Winter bundled student desk + seating promotional opportunity – deep discounts until the end of March 2025. [Click To View Online](#)
- Fleetwood will be exhibiting at the upcoming EDspaces conference in Houston November 12-14. (Booth 901)

Thank you for your business and the chance to create great learning environments together.

Sincerely,



Dan Reisetter  
Vice President of Sales - Fleetwood Furniture  
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## **DECEMBER 1, 2024, PRICE MODIFICATION**

Why is Fleetwood having a price modification? Market conditions, increased labor costs, material fluctuations, and increased inbound freight rates have negatively impacted our costs. Our team is dedicated to minimizing the full impact of these factors, and we will continue to improve our resiliency to external factors to ensure optimal service levels.

After exhaustive studies regarding our competitiveness, product mix, and price positioning, we will implement a 2-5% list price increase on some Fleetwood products effective December 1, 2024, to partially offset the added costs we are experiencing.

Not all products will experience a price modification and the amount will vary by product line. For example: Unitized Frame, C-Leg, Stacker and Post-Leg individual student desks will not have an increase and will remain at the same list price as current.

Orders placed before December 1, 2024, with requested ship dates on or before March 28, 2025, will be priced at the current list price. All orders placed on or after December 1, 2024, will be at the new list price. This applies to the products, options, surface materials and service parts.

Space Planning tools are in the process of being updated and should be complete with 2025 list prices and new part numbers by December.

## **FREQUENTLY ASKED QUESTIONS (FAQS)**

### **QUESTION 1**

My project has already been quoted with the current 2024 list pricing. How does the new pricing impact me?

### **ANSWER 1**

If your project has already been quoted with current pricing at the date/time of this announcement, current pricing will be honored if you place your Purchase Order with Fleetwood no later than December 1, 2024, and the order can ship by March 28, 2025.

If your project is for shipment beyond March 28, 2025, please reach out to Fleetwood to have it re-quoted at the new pricing.

### **QUESTION 2**

My project has not been quoted yet but will be quoted soon. I'd like the order to ship by March 28, 2025, but recognize we may not receive the PO before December 1 and/or lead times could extend the shipment date beyond March 28. Will my discount be based on current pricing or the new pricing?

### **ANSWER 2**

Please let us know at the time you are requesting a quote when you would ideally like your order to ship.

If we can ship your project by March 28, 2025, your quote will be based on current pricing. If the lead time for your quote extends beyond a March 28 ship date, your quote will be based on new pricing.