



**To: All Standard Refrigeration Representatives**

**Subject: 2025 Price Increase effective January 15<sup>th</sup>, 2025**

Greetings all!

Effective January 15<sup>th</sup>, 2025 new pricing for Standard Refrigeration products will be in place. Please advise all of your customers to this action.

On average the increase will be in the 3.5% range on most products.

**NEW PRODUCTS (a reminder):**

The **VSC Condenser** product line (replaces the VSE product line previously built by Standard) continues to gain attention in the industry. Plus, the product line has been expanded to better fit older style VSE condensers built pre 2018.

The **KLT Condenser** (ELT close replacement) covers 3 of the most popular ELT units of the past.

New price pages are in development and we expect to distribute the hard copies by January 3<sup>rd</sup>, 2025

Should any customer require additional time for outstanding quotes to extend on a case-by-case basis, please let us know.

This has been a great year for us as this business continues to grow. Thanks for your efforts on our behalf.

Please let us know if you have any questions.

Best regards,

A handwritten signature in blue ink, appearing to read 'Dan Golan'.

Vice President-General Manager  
Standard Refrigeration, LLC

