



A WATTS Brand

BRADLEYCORP.COM

# Bradley Brief

To: All Bradley Reps  
From: Ryan Pfund, Will Haas - Sr Product Managers  
CC: Roberto Vengoechea, Andrew Windsor  
Date: February 7, 2025

## 2025 Tariff Price Adjustment

Due to the recent tariffs, Bradley will be implementing a **5% average** increase of list prices across all product lines effective **March 31, 2025**.

We will provide a summary of each product line increase as soon as possible.

In the meantime, please share the attached letter with your customers.

Please pay close attention to the following information on price book availability, new orders, and quotes.

|  |                          |
|--|--------------------------|
| Availability of Price Books: All books will be available on Bradley's AnswerNET* website by the following dates.   | <b>February 27, 2025</b> |
| New Orders reflecting old pricing must be received before the following dates.   | <b>March 28, 2025</b>    |
| New orders need to have a requested ship date of no later than the following dates unless scheduled to standard lead times.  | <b>April 11, 2025</b>    |
| All other orders already in-house pending release must be released by the following dates and will be entered into our build schedule for delivery based on standard lead times. | <b>March 28, 2025</b>    |

Bradley reserves the right to reject any order sent in with a quote date older than the period stated above unless prior arrangements have been approved. We also reserve the right to incorporate new pricing for quotes that may fall within the period stated above if significant changes are made to the layout or design including material selection.

**The sales representative organization is responsible for communicating 2025 pricing to their respective customers.**

If you have a question about price books, please contact the appropriate Product Manager. Thank you for your commitment to Bradley.

*\*AnswerNET is Bradley's secured website that is only available to employees, rep agencies and select wholesalers. All price books will be available in both PDF and Excel formats.*

*Note: The list price increases do not account for changes to the Canadian multiplier.*