



HAYWARD HOLDINGS, INC.  
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[www.hayward.com](http://www.hayward.com)

March 7, 2025

**Re: 3% Price Increase Announcement - Effective April 21<sup>st</sup>**

Dear Valued Hayward Customer,

I hope this message finds you well and looking forward to the height of the pool season!

After careful consideration of the recent tariff, duty, and port charge implications that have already begun to impact our cost structure, we find it necessary to implement a price action of up to **3%** on new orders, effective April 21<sup>st</sup>. This price increase will be applied to all new orders of finished goods and replacement parts of Hayward brands including Hayward®, Paramount®, J&J Electronics™, Sollos® Landscape Lighting and ChlorKing™. Hayward will communicate an updated electronic file by SKU the week of March 17<sup>th</sup>.

We remain committed to providing you with the highest quality products at exceptional value, and do not take this decision lightly. Despite our large US based footprint of six world-class manufacturing and distribution centers, these tariff costs cannot be avoided and have begun to impact our supply chain partners and global facilities.

**New Order Volume Limit:** To facilitate the proper flow of shipments, Hayward asks that all new orders placed between today, March 7, 2025 and April 21, 2025, not to exceed the 2024 placed orders for the same time period plus an allowance of 15%. Any new orders beyond this limit will be declined or canceled at the full discretion of Hayward.

Our commitment to servicing you remains our top priority, and we are here to address any questions you may have. As always, your partnership and support are greatly appreciated!

Sincerely,

Tom Dissinger  
VP, Channel