



VICTORINOX

October 1, 2024

Dear Partner,

We are reaching out today with an update to our pricing structure in the upcoming year. To remain a competitive leader in the industry we regularly perform audits across all areas of our business to ensure fair pricing representative of our premium product offerings, as well being cognizant of our pricing relevant to our competition. After careful review, and taking into account inflation, increased production costs and currency exchange fluctuations, it is necessary to make a modest price adjustment for 2025 impacting only nine SKUs in our line.

2025 promises to be a banner year for our business. We continue to invest heavily in marketing and testing to provide you with data as to why Victorinox premium knives have been trusted for over 140 years – we proudly are communicating to end users that Victorinox cutlery has 20% better edge retention and is 25% sharper than our global competitors. With the introductions of HACCP and Swibo we have rounded out our portfolio to offer solutions from professional kitchens to processing plants. With your partnership we look forward to growing sales and achieving our shared goals together.

New pricing goes into effect January 1, 2025, please see the following page for details on the nine SKUs effected. Should you have any questions please feel free to reach out to your sales representative or you can always contact me directly.

Thank you for your valued and continued partnership.

Best regards,

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Vice President, Commercial Cutlery

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2025 Commercial Cutlery Price Increases
US

Material	Global EAN #	Description	2024			2025			% RRP Increase	% List Increase
			US RRP	US MAP	US List	US RRP	US MAP	US List		
7.8991.14	7611160118325	Diamond Steel, 10" oval, hollow core	\$54.00	-	\$45.09	\$56.00	-	\$46.76	3.7%	3.7%
7.8991.15	7611160118332	Diamond Steel, 12" oval, hollow core	\$62.00	-	\$51.77	\$64.00	-	\$53.44	3.2%	3.2%
4.3392.2	7611160108432	XB2 1-QUART SHARPEN STONE OIL	\$33.00	-	\$27.56	\$35.00	-	\$29.23	6.1%	6.1%
4.3391.2	7611160108340	JB8 Crystolon Comb for IM50	\$48.00	-	\$40.08	\$50.00	-	\$41.75	4.2%	4.2%
4.3391.3	7611160108357	JUM3 Crystolon Comb. for IM313	\$85.00	-	\$70.98	\$90.00	-	\$75.15	5.9%	5.9%
4.3391.5	7611160108371	JM3Multistone Repl.forIM-313 Coarse Grit	\$63.00	-	\$52.61	\$66.00	-	\$55.11	4.8%	4.8%
4.3391.6	7611160108388	JM6Multistone Repl. forIM313 Medium Grit	\$63.00	-	\$52.61	\$66.00	-	\$55.11	4.8%	4.8%
4.3393.1	7611160108449	IB8 India Comb Stone for IM-50	\$66.00	-	\$55.11	\$69.00	-	\$57.62	4.5%	4.5%
4.3391.4	7611160108364	UPB8 QUICKCUT COMB STONE IM-50 3/4x2x8	\$19.00	-	\$15.87	\$20.00	-	\$16.70	5.3%	5.3%

Canada

Material	Global EAN #	Description	2024			2025			% RRP Increase	% List Increase
			CA RRP	CA MAP	CA List	CA RRP	CA MAP	CA List		
7.8991.14	7611160118325	Diamond Steel, 10" oval, hollow core	\$69.00	-	\$53.13	\$71.00	-	\$54.67	2.9%	2.9%
7.8991.15	7611160118332	Diamond Steel, 12" oval, hollow core	\$79.00	-	\$60.83	\$81.00	-	\$62.37	2.5%	2.5%
4.3392.2	7611160108432	XB2 1-QUART SHARPEN STONE OIL	\$42.00	-	\$32.34	\$44.00	-	\$33.88	4.8%	4.8%
4.3391.2	7611160108340	JB8 Crystolon Comb for IM50	\$61.00	-	\$46.97	\$64.00	-	\$49.28	4.9%	4.9%
4.3391.3	7611160108357	JUM3 Crystolon Comb. for IM313	\$108.00	-	\$83.16	\$114.00	-	\$87.78	5.6%	5.6%
4.3391.5	7611160108371	JM3Multistone Repl.forIM-313 Coarse Grit	\$80.00	-	\$61.60	\$84.00	-	\$64.68	5.0%	5.0%
4.3391.6	7611160108388	JM6Multistone Repl. forIM313 Medium Grit	\$80.00	-	\$61.60	\$84.00	-	\$64.68	5.0%	5.0%
4.3393.1	7611160108449	IB8 India Comb Stone for IM-50	\$84.00	-	\$64.68	\$88.00	-	\$67.76	4.8%	4.8%
4.3391.4	7611160108364	UPB8 QUICKCUT COMB STONE IM-50 3/4x2x8	\$24.00	-	\$18.48	\$25.00	-	\$19.25	4.2%	4.2%