



IAC Weekly News

Reach out to us with any questions or concerns you may have. We are here to help you!

[Visit our website](#)



2025
Summit

FOCUS.

See you this weekend at the
Summit in Nashville!

Advertising



Our **Soak Up The Savings campaign** begins today and runs through Wednesday, April 16th. The creative for this dealer-funded campaign is listed on the IAC website as [Soak Up The Savings campaign creative](#) and the email is in your Constant Contact account.

Contact [Barbara](#) for email help or [Marketing](#) with any marketing questions. Please click [here](#) to fill out a brief marketing survey to help us better serve you!

Merchandising

Electrolux Kitchen UMRP Policy

Electrolux will be removing UMRP from its Electrolux Kitchen lineup and change to MAP pricing, effective April 1st, 2025. This change will help better align the brand relative to competition while also providing an expanded set of selling options for you as a reseller of their products. The full letter from senior management is posted on the IAC website as [Electrolux Kitchen UMRP Policy Letter](#).

Weber Tariffs Price Adjustments

Weber has released a [Weber Tariff Letter](#) addressing price adjustments due to the recent implementation of multiple tariffs impacting Weber products. **The price adjustments will take effect on May 1st, 2025**

and Weber will also adjust MAP pricing to align with the changes and keep profits leveled.

Weber MAP Removal - Griddle Models

Weber is now removing MAP pricing from select griddles effective April 1st, 2025. The list of effected Griddle models can be found on the [Weber MAP Removal Models - Griddles](#) on the IAC website. This is limited to Intercounty's current stock and backorders will not be accepted.

ASKO 10-Year Warranty

ASKO is running a free 10-year Steal Seal warranty for all ASKO washing machines, including parts & labor on purchases through the end of the year. [Click here](#) for the ASKO warranty flyer for full information.

LG Spring Savings Playbook

LG released their March Savings Playbook for the Spring. The playbook, located on the IAC website under Merchandising, highlights special savings on LG appliance bundles and upcoming rebates.

Whirlpool Show Booth Tours & Scavenger Hunt

For those dealers who are attending next week's AVB Summit in Nashville, the Whirlpool team is offering hourly booth tours as well as a NECO dealer scavenger hunt for cash prizes. Find out more information in the [Whirlpool Summit Booth slides](#) on the IAC website.



NECO Spring Show Book - Reminder

The Spring show book is currently open. Please be sure to review it to take advantage of special offers and display programming from select vendors. The book will close on Sunday, March 30th.

To access the show book go to our website under the Quick Link Connect tab, click on the NECO show book or go to <https://necoalliance.com/>, click on NECO Show then Members show book/orders, choose IAC, select your store, and enter your password. If you need assistance accessing the show portal please contact Member Services.



Flash Retail Sales Report

Some good news before you head out to Nashville: the Commerce Department reported February retail sales, and after a terrible January, the business slightly bounced back. We're not out of the woods yet, but Joe mentions that it's good to know America's consumers are still spending despite lower confidence. *Report provided by AVB/Brandsource.*

Vendor Updates

Price Changes

Please see below for a list of upcoming price changes.

- **Avanti** - March 31st, 2025
- **Coyote** - March 31st, 2025
- **Danby** - April 3rd, 2025
- **Element** - March 31st, 2025
- **Expert Warehouse** - April 30th, 2025
- **GE** - March 31st, 2025
- **LG** - April 9th, 2025
- **Speed Queen** - March 31st, 2025
- **Summit** - March 31st, 2025
- **Weber** - April 30th, 2025
- **Whirlpool Laundry** - March 31st, 2025

Dealer To Dealer Sales

Dacor Model DRZ36980RAP For Sale

DSG Designs LLC has availability of an open-box Dacor 36" freezer column, model **DRZ36980RAP** at an aggressive price! Please contact Danny Gotel at sales@honigsappliance.com or at 718-798-9555.

Dealer To Dealer Sales

Send in your products to sell Dealer to Dealer. Just email the product, price, contact person, email address and phone number to Barbara Jordan at bjordan@intercountyappliance.com

RULES OF DEALER TO DEALER SALES:

Dealers are responsible for ensuring shipping and delivery of goods.

Intercounty is not responsible for any damaged goods between dealer to dealer sales.

Intercounty will not be involved in the payment or any financial transactions for dealer to dealer sales.

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