

PRESS RELEASE

The logo for Colder's, featuring the word "Colder's" in a white, serif font with a slight shadow, set against a dark green, textured background that resembles a brushstroke or torn paper.

Contact Information

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Colder's Freezes Prices on \$20M of Inventory to Protect Local Shoppers from Rising Home Goods Costs

Colder's Locks In Prices on \$20M of Inventory Amid Tariff & Inflation Uncertainty

Milwaukee, WI - As ongoing tariff changes and inflation continue to create uncertainty in the market, Colder's Furniture, Appliances, and Mattresses is stepping up to protect local shoppers from price hikes. The family-owned retailer, a staple in the community for over 83 years, is keeping prices locked on over \$20 million worth of in-stock inventory, giving customers a final opportunity to buy before costs inevitably rise.

"For those who want to take advantage before prices increase, we have \$20M of inventory at our current prices," said Tom Balistreri, President of Colder's. "This isn't just a business decision, it's our way of giving back to the community that has supported us for decades. People rely on these goods for their homes, and these often aren't just discretionary purchases, they're necessities. We want to make sure no one in our community feels forced to pay an unnecessarily high price for something they truly need. While other retailers may use market uncertainty as an excuse to raise prices immediately, we're committed to keeping costs low for as long as we can."

A Limited-Time Opportunity for Shoppers

Recent tariff shifts, combined with inflation, continue to impact the cost of imported furniture, appliances, and other home goods. While policies may change, the reality is that elevated supplier costs and pricing pressures remain in place. Many national chains and competitors have already raised prices, using the uncertainty as an opportunity to maximize profits—sometimes even before the increased costs hit.

Colder's, however, is taking a different approach. Every item currently in stock will remain at the same price it had been. Once the price locked inventory is gone, it's gone.

To ensure the community is aware of this opportunity, Colder's is spreading the message across multiple channels, including direct outreach to customers and local media. Tom Balistreri is available for interviews to discuss how ongoing pricing pressures are affecting Wisconsin families and how Colder's is standing by its commitment to affordability.

About Colder's

Founded in 1942, Colder's Furniture, Appliances, and Mattresses has been a trusted home goods retailer in Wisconsin for over 83 years. As a family-owned business based in the greater Milwaukee area, Colder's is committed to providing high-quality furniture, appliances, and mattresses at fair prices while always prioritizing its customers and community.

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