



FOR IMMEDIATE RELEASE

Contact:

Brian Galante

Dimension PR

570-898-2224

brian@dimensionpronline.com

Link to Image: [Jamey Swigert](#)

Atlona Locks Down Pricing as Tariffs Loom

Company strengthens resolve to maintain pricing stability for all customers through Q2

SAN JOSE, CA, April 2, 2025 – Atlona, a Panduit company, has applied the spirit of its [Q1 price reductions](#) to the global concerns surrounding the looming tariffs on domestic imports. Atlona’s message is far clearer than the fog that has surrounded the message on tariffs: Q2 prices will remain unchanged, customers can plan and design projects with confidence, knowing that Atlona will hold prices steady through the end of June.

Atlona lowered price points on 33 products across three key product lines in January following a surge in parts availability that reduced its manufacturing costs. The positive response to that announcement partially inspired today’s decisive action to hold steady on pricing, and resist the urge to react in ways that affect costs for customers.

“We understand that unexpected price increases can dramatically affect the project budget, particularly for projects that have already been quoted at pre-tariff rates,” said Jamey Swigert, Executive Director, Atlona. “Atlona has a strong reputation for delivering reliability through products and support services that help people work, learn and collaborate more efficiently. That reliability extends to maintaining business-friendly pricing in the face of uncertainty. We will take a measured approach as conditions evolve, ensuring our customers can move forward without disruption.”

Contact your regional Atlona representative for more information.

###

About Atlona

Atlona, a Panduit company, is a leading manufacturer of AV distribution, AV over IP, collaboration, and control solutions. Our core brand vision is to improve technology for the sharing of ideas, through innovative AV products used every day in a wide variety of educational and commercial applications. Atlona prioritizes quality, user experience, simplicity, and management in every product we develop. More information about Atlona is available at atlona.com.

About Panduit

Global connectivity leader Panduit Corp. creates innovative electrical and network infrastructure solutions for applications across the enterprise. Headquartered in Tinley Park, Ill. and operating in 112 worldwide locations, Panduit's technology leadership and robust ecosystem help support, sustain, and empower business growth in a connected world. panduit.com