

One, Two Free Goes Smaller, Gets Bigger than Ever

We are pleased to announce that you will all have more opportunities than ever to sell a One, Two Free package.

Beginning February 1, 2013, all 30" Pro Ranges will be eligible to be used as a part of a One, Two Free package!! There are no restrictions, no special approvals are required, and this is a nation-wide rollout. This is the perfect answer for those customers who have smaller kitchens or want to upgrade appliances without having to deal with the issues surrounding new cutouts. When combined with the Freedom 30" bottom mount, you have the opportunity to offer a kitchen suite of cooking, cleaning, refrigeration and ventilation at a value that cannot be touched within our market segment.

The new, expanded One, Two Free program will run from February 1, 2013 through December 15, 2013. The new Order Forms will be available on-line at the Sales Administration site on January 31, 2013. New Tear sheets will be available on-line within 2-3 weeks due to the lead-times involved.

Many of you have asked for this type of package in the past, now it is the latest weapon in your arsenal.

Good Selling!!!

Pro Grand Free Grill Plate Promotion

The decision has been made to extend the free grill plate promotion on Pro Grand ranges (models with griddle, not 366 all burner models). The program will continue just as it did in 2012, when a customer registers the product online or in the mail, they will receive the grill plate free in the mail in 6-8 weeks. We will continue to communicate this to the customer by attaching a card to the inside of the oven door.