



EMERSON.

Commercial & Residential Solutions

Joe Maiale
Vice President Sales - Wholesale

InSinkErator
4700 21st Street
Racine, WI 53406

May 6, 2013

Dear Valued Customer:

InSinkErator is pleased to announce the launch of a new PRO Series® food waste disposer line exclusive for the wholesale channel. The new line features models that will provide you and your customers significant differentiation in both product features and benefits. Each model in the PRO Series includes Evolution® technology which provides significant noise reduction and enhanced grinding to reduce potential for drain blockages.

The new PRO Series models feature increased horsepower and longer warranties, setting them apart from current InSinkErator Evolution models. In addition, the lineup will have 1) new model numbers tied to the horsepower, 2) new black trim shells, and 3) Auto Reverse across the entire line. The new PRO Series will also feature a Full Warranty Period Over-the-Counter Exchange Policy.

InSinkErator is also introducing a completely new model for the wholesale channel called the PRO 1000LP™, LP for Low Profile. This one-horsepower model has the same grind technology features of an Evolution PRO Excel® but in a low profile, compact-sized design to fit in cabinets where space is limited. This is a feature our trade partners have requested, and it is especially beneficial when hot water dispensers and filtration products are also installed.

The PRO Cover Control™ Plus is also newly designed and features a chrome-plated, die cast zinc stopper, a pre-assembled switch assembly, and rough-in dimensions to align with the previous model Pro 17®.

These are improvements our trade partners have been requesting and now they're here.

Best of all, the new enhanced models will be the same price as the current models.

As with any new product replacement introduction, we understand there will be a need to lower your inventory of current models and ramp up inventory for the new line. InSinkErator understands and will assist you during the load-in process.

- Orders for current PRO Series models will be accepted through **May 31, 2013** with immediate ship dates.
- Orders for the new PRO Series models may be placed on or after **June 1, 2013** with anticipated ship dates of mid to late June.

- Contractors will be notified that the new PRO Series models will be available in **July 2013**, but they may see the models sooner. This will allow 60 days or more to assist you in selling through existing inventories.

Your InSinkErator representative will work with you on fill-in orders of the current PRO Series product to help reduce inventory levels and subsequently assist in ordering the new models to ramp up your inventories. The matrix attached outlines the new model numbers and new UPC codes to update your system. A price sheet and literature piece is included which provides more details on the specific features and benefits of each model in the new line. Your InSinkErator sales representatives have been factory-trained on the new models and launch details and can answer any questions.

Best Regards,



Joe Maiale
Vice President Sales - Wholesale

Encl. Model Transition Matrix, PRO Price Sheet and Literature



MODEL TRANSITION MATRIX

New Model Name	New UPC	Old Model Name	Old UPC
PRO 1100XL	050375018339	PRO Excel	050375006862
PRO 1100XL w/cord	050375018711	PRO Excel w/cord	050375008101
PRO 1000LP	050375018230		
PRO 1000LP w/cord accessory*	050375018704		
PRO 880	050375018292	PRO Essential	050375006855
PRO 880 w/cord	050375018308	PRO Essential w/cord	050375008095
PRO 750	050375018254	PRO Compact	050375006848
PRO 750 w/cord	050375018261	PRO Compact w/cord	050375008088
PRO Cover Control Plus	050375018179	PRO Cover Control	050375006831
PRO CC Plus w/cord	050375018223	PRO CC/w/cord	050375008071

* Power cord accessory included in carton. Factory installed power cord not available.

in sink erator

Available only through professional plumbing contractors.

The new PRO Series®

More power & performance than ever before.

InSinkEerator® is delivering an exciting new line of disposers developed exclusively for professionals - the PRO Series. These new disposers feature Evolution SoundSeal® and MultiGrind® technologies and are equipped with more power and longer warranties than previous PRO Series models to provide professionals a distinct advantage - exactly what customers expect from a PRO.

PRO Series® models feature

- More horsepower
- Longer warranties
- New black color
- Auto-reverse
- Over-the-counter replacement*



PRO 1100XL™

Most powerful & quietest disposer available.



1.1 Horsepower
12-Year Warranty
Auto Reverse
Jam Sensor
Anti-Microbial Baffle



PRO 1000LP™

Superior performance in a low-profile design.



1 Horsepower
10-Year Warranty
Auto Reverse
Jam Sensor
Anti-Microbial Baffle

ALL NEW!



PRO Cover Control™ Plus

Extra assurance of covered operation.



7/8 Horsepower
9-Year Warranty
Auto Reverse
Anti-Microbial Baffle



PRO 880™

Ideal choice for a wide range of kitchens.



7/8 Horsepower
8-Year Warranty
Auto Reverse
Anti-Microbial Baffle



PRO 750™

Perfect for installations where space is an issue.



3/4 Horsepower
6-Year Warranty
Auto Reverse
Anti-Microbial Baffle

* All PRO Series disposers feature an over-the-counter warranty for the full warranty period of the originally installed unit.



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InSinkEerator may make improvements and/or changes in the specifications at any time, in its sole discretion, without notice or obligation and further reserves the right to change or discontinue models.

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