

Stainless Side Panel - TR-42

- 992909 End Panel Kit LT/RT
- 992910 End Panel Kit LT
- 992911 End Panel Kit RT
- Dealer net \$250 per, \$500 kit
- UMRP \$360 per, \$720 kit
- Will ship separately with instruction kit.



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24Inch Undercounter Freezer

- TUF-24-R/L-SS/OP-B (4.2ft²)
- TUF-24-D-SS/OP-B (4.1ft²)
- Trulimina[®] Lighting
- UL Rated for Outdoor Use
- 0 Degree Temperature
- -4 to 4 F adjustable temp range
- Energy Star



True[®]

24Inch Undercounter Freezer

- Door Models - (2) polished stainless steel wire shelves per section.
- Drawer Models - No bin dividers. Will develop pan kit.
- Will analyze glide out shelves, but longer term project.



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LAUNCH

- Official Introduction at KBIS 2016
- Estimated Availability - April 2016
- Collateral (spec sheet, price list, etc...) @ KBIS



DRAWER PRICING

- DEALER NET SS \$2699 / OP \$2549
- UMRP SS \$3599 / OP \$3399
- 25% MARGIN
- SPIFF = \$125



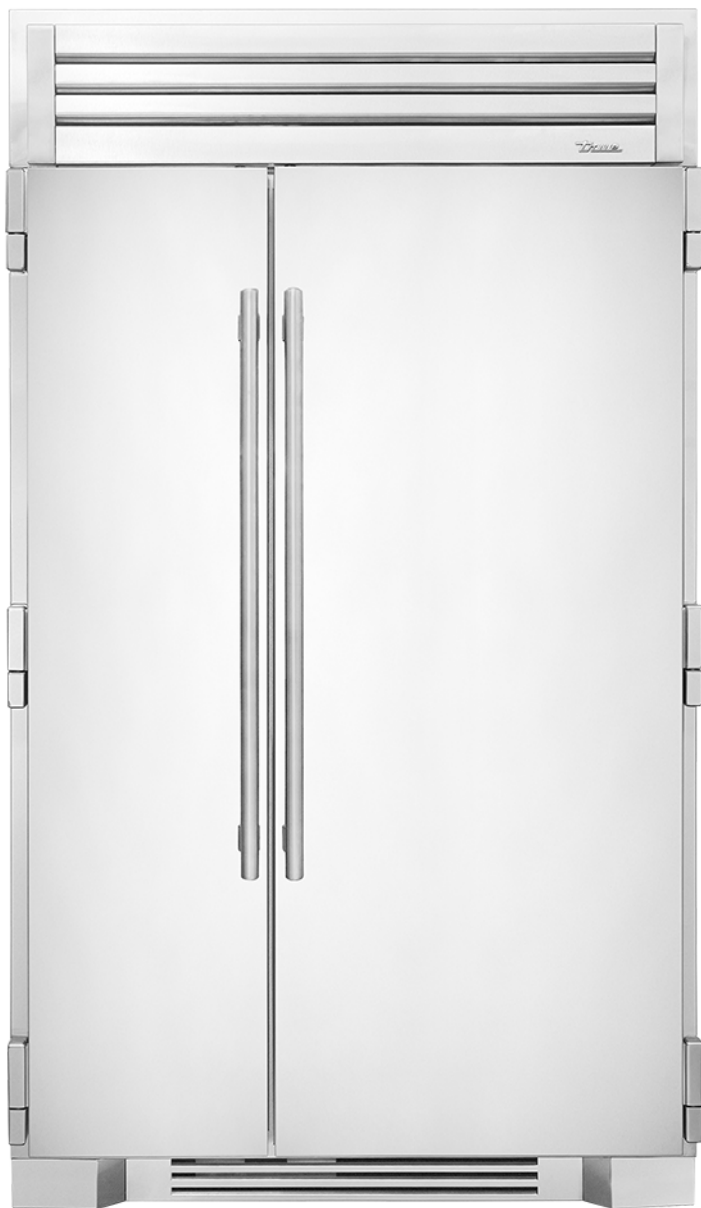
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DOOR PRICING

- DEALER NET SS \$2474/ OP \$2399
- UMRP SS \$3299/ OP \$3199
- 25% MARGIN
- SPIFF = \$125



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The TRUE 48

48inch side by side refrigerator/freezer

TR-48-SBS-SS-A

48"W x 28"D x 84"H (Proud Installation)

29.4 cubic capacity (20.7Ref, 8.7Frz)

Industrial grade, hygienic, 300 series stainless exterior/interior

Heavy Duty, commercial inspired hinge system

True Precision Control® with LCD screen

Dual Compressors & Evaporators

True®



Industrial grade,
hygienic, 300
series stainless
interior

Ramp up,
Showcase LED
lighting

Adjustable
shelving & door
bins

Stainless steel
drawer bins with
soft close
feature

Stainless steel
wire baskets in
freezer with soft
close feature

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LAUNCH

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INITIAL PRICING

- DEALER COST = \$12,900
- UMRP = \$18,429
- MSRP = \$19,900

- MARGIN = 30%
- SPIFF = \$1000



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DEALER STRATEGY

- Display models - TR-48 treated as TR-42 - 25% off special net only (no additional deals here).
- Displays cabinetry handled on case by case initially. Criteria to be discussed.
- Dealers will be called out on website as displaying the 42 or 48. Having either on floor allows them to sell.

