



the life of the kitchen

Dacor Partner Newsletter

January 2016

Happy New Year!

Recently Released

- All Gas Ranges
- Fully Integrated Refrigeration

What's Coming

- Updated Cooktops
- More refrigeration
- Updated Pro Hoods

Miscellaneous.....

- Go for Gold promotion ended 12/31/15!
- New It's Your Choice Promotion started 1/1/16!!!

Current Promotions

**All run from
1/1/16 - 12/31/16**



7 pc Signature Gourmet Cookware Set

What's New with Dacor?

Go for Gold promotion ended 12/31/15!

New **It's Your Choice Promotion** started 1/1/16! See below for details!

3 for FREE Warranty promotion extended! Customers go to warranty.dacor.com, register their product with promo code 3FF-D and they get a total of 3 years warranty for free!

Free cookware set with purchase of induction products promotion extended! Customer purchases any Dacor induction product (range or cooktop) and they receive a free cookware set! All they have to do is register their product at warranty.dacor.com and use promo code SGC-F!

New Pricing as of 12/1/15! Please note that we had a pricing adjustment on 12/1/15. Many items went down, most stayed the same and a few went up. Make sure your quotes are priced correctly and that you have the most current price book! The book should say January 2016 on the front!

New www.dacor.com website launched! Have you seen our new website? It is totally new and is much more user friendly! It's a great tool to use when working with a customer in the store!

New Consumer Promotion for 2016!!

Check out our Consumer promotion for 2016!

Now it's easier than ever to get your customer into a Dacor kitchen!

Customer purchases:

ANY Dacor range

OR

ANY Dacor Wall Oven AND cooktop/range top

They get:

\$250 instant savings

OR

they can purchase a DDW24 dishwasher for \$250

OR

they can purchase an RDW24 dishwasher for \$500!

If they ALSO purchase a built in refrigerator (DYF 30, 36, 42) they get:

An additional \$250 in instant savings

OR

they can purchase a DHW Chimney Hood for \$250!

The It's Your Choice promotion runs until 12/31/2016

IT'S YOUR CHOICE

BUY

Any 30", 36" or 48" Range OR Any Cooktop (or Rangecap) & Any Single or Double Oven

ADD

Any 30" or 36" Built-In Refrigerator

CHOOSE

DDW24 Dishwasher \$250 Save 1,799 OR RDW24 Dishwasher \$500 Save 1,298 OR \$250 Instant Savings

CHOOSE

DHW Rangehood \$250 Save Up To \$2,049 OR \$250 Instant Savings

UP TO \$3,347 TOTAL SAVINGS!

PROMOTION ONLY VALID ON SELECT DACOR MODELS. TO BE ELIGIBLE FOR THE DISCOUNTED APPLIANCES AND INSTANT CASH SAVINGS OFFERED IN THIS PROMOTION, ALL OTHER APPLIANCES MUST BE PURCHASED AT THEIR REGULAR PRICE, ON ONE ORDER AND AT THE SAME TIME. PRODUCTS MUST BE PURCHASED AND DELIVERED DURING THE PROMOTIONAL PERIOD OF JANUARY 1, 2016 THROUGH DECEMBER 31, 2016. NO SUBSTITUTIONS WILL BE ALLOWED. PLEASE SEE A SALES ASSOCIATE FOR COMPLETE DETAILS OR VISIT DACOR.COM/PROMOTIONS.

dacor
The Life of the Kitchen

Dacor Refrigeration - UPDATE!

Wondering what the heck is going on with Dacor refrigeration??? Here is a quick summary:

DYF30 & DYF36 Fully Integrated Refrigeration:

Units are continuing to come in but due to high demand, our stock remains low on these units. Get your orders in early as we fill all orders on a first come, first serve basis!

DTF364SIWS 4 Door Full Depth Refrigerator:

These units have recently had many updates and upgrades made to them. We are currently awaiting our next shipment of these units. They are a great refrigerator - just remember that they are a full depth unit and not counter depth!

DTF36FCS French Door Counter Depth Refrigerator:

We have a beautiful new French door counter depth refrigerator coming soon! It is currently in testing and should be available in the second quarter! It's already in your price books and has a great price of \$2999! It will be available in Stainless Steel with an Epicure Handle (with a pro handle available as a separate accessory for field installation).

DTF42 Traditional Built In Refrigerator (42" w):

No details are available quite yet, but it looks like we will have a 42" traditional style built in available in the 2nd quarter! More info coming soon!



Don't forget that your customer must register their product at warranty.dacor.com with code 3FFD to get the extra two years of warranty!

Did you know
your customer
can now get
this Dacor
4-piece Kitchen
Package for
only \$7607!

Check it out!



Dacor Deals.....



PCOR30S, DR30GIFS, DDW24S, DTF364SIWS. Get the DDW24S for only \$250 with the It's Your Choice Promo!