

 JENN-AIR

Dish 2017
Sell Story



To: JAMMs

Date: May 9, 2017

Subject: Dish 2017

The Jenn-Air business team is proud to introduce our new Dish model line! The Dish 2017 model line offers every dish at the lowest sound rating in the market at 38dBA, across the entire line!! In addition we are introducing digital experiences on the new Dish 2017 model line which allows Jenn-Air to offer a complete connected suite!

Jenn-Air is the **Quietest Luxury Dishwasher Brand**

NOTE: JDBg000CWB and JDBg200CWS/P/Y are not being replaced. **OTS date for the new Dish 2017 line is 10/2/17!**

Key Insight

- Discerning indulgers are willing to pay a premium for "quiet" dishwashers. Jenn-Air is offering the quietest complete line of dishwashers in super premium with a very low sound rating of 38 dBA! This is the only dishwasher brand in the industry that delivers on this insight across the entire line!

Sales Objectives

- Base pricing:
 - JDTSS243 and JDTSS244 will be \$100 more than the JDBg000 series, due to product leadership features
 - JDTSS245 and JDTSS246 will increase to \$1,799, due to theater lighting, lave upper and lower features, craftsmanship
- Flooring:
 - Take floor spots from competition by emphasizing unique features (38dBA, digital experience, rack options)
 - Complete flooring of new models within 3 months
- Merchandising:
 - Dishwashers replacing models on the standard pack list will remain
 - Targeting #1 super premium CU rating





They Are Content with Their Successful Lives and **Enjoy** the Lifestyle They've Earned



They Want the **Best** When It Comes to Products and Services



They Seek Appliances That Embody Their **Progressive** Taste

OUR CONSUMER HAS DISCRIMINATING TASTES



DISCERNING INDULGER IN THE KITCHEN



*"My Kitchen reflects my appreciation for the **finer things in life**. I don't hold back on paying for appliances, flooring, cabinetry that are **distinct, high quality, and filled with enhancing digital technologies**."*

*"I am not crazy about food management or meal preparation, which is why I am more than happy to use **modern technology to help me deliver a great experience** for all my important family & friends."*

"For me, the Kitchen is my favorite room in my home ."



Showcase Kitchen

- Extreme craftsmanship
- Mindless perfection
- Reliable & lasting
- Modern appearances
- Entertaining & inviting
- Curated experiences

Their Kitchen is a centerpiece in their home that reflects their success



BRAND PURPOSE

We make fearless choices for exceptional lives



BRAND FIGHT

because we believe in redefining the status quo



BRAND IDEA

and so we stand for the idea that
exceptional lives are never built on expected choices



EXCEPTIONAL



Provocative Design

Relentlessly unconventional with utility
Disruptive & unapologetic trendsetter
Curated Configurations



Masterfully Executed

Obsessively dedicated to the entire experience
Highest quality, lasting materials
Machined without compromise



Exceptional

Impeccable outcomes, disruptive technology
Selective integration & installation



Introducing
Dish 2017



INTRODUCING JENN-AIR DISH 2017



At 38 decibels, this TriFecta™ dishwasher is the quietest offered by Jenn-Air and the **Quietest Luxury Dishwasher Brand**

Remote start, check wash cycle status and utilize custom wash cycles through an app, available for either iOS or Android devices*

LED theater lighting gradually increases to full intensity, illuminating the dishwasher tub and minimizing shadows

A premium system with a strong, stable and adjustable upper rack that glides smoothly on high-end rails, each featuring 52 ball bearings



Consumer insight driven product development...

Willing to pay a premium for "quiet" dishwashers

Give consumers emotive style matching

Entire Jenn-Air dishwasher line is rated at 38 dBA

Attributes that improve or enhance the user experience increase purchase intent

Give consumers unarticulated emotional pride

Theater lighting illuminates tub and eliminates shadows

Service experience is the 2nd biggest driver for NPS, behind Quality

Automate consumer experiences to fit their lifestyle

Offer consumers "peace of mind" related to monitoring & diagnostics



DISH 2017 FEATURES

This third-level, topmost rack provides room for difficult-to-place items, which neither fit ideally in the silverware basket nor in the other racks (select models).

At 38 decibels, this TriFecta™ dishwasher is the quietest offered by Jenn-Air.

Capacitive touch controls are easy to use. Activated by touch, these premium controls allow for a smooth surface, which makes for simple cleaning.



The strong and stable racks move with quiet and ease – even when fully loaded – on smooth, easy-gliding rails with ball bearings.

LED theater lighting gradually increases to full intensity, illuminating the dishwasher tub and minimizing shadows.



Remote start, check wash cycle status and utilize custom wash cycles through an app, available for either iOS or Android devices.



DISH 2017 COMPETITIVE LANDSCAPE



JDTS246G




DWHD651JFM



G6565



D5656XXLHS/TH







Brand	Jenn-Air	Thermador	Miele	Asko
Pricing	\$1799	\$2199	\$1699	\$2155
Sound	38 dBA	44 dBA	44 dBA	44 dBA
Connectivity		No	No	No
Cycles	Sensor, Cookware, Normal, Crystal, 1-hr, Refresh, Customizable options	Pots and Pans, Normal, Auto, Hand Wash, StarSpeed (20 Minute Wash), Rinse	Pots/Pans Plus, Pots/Pans, Auto, CombiClean, Regular Wash, Crystal/China, Quick Wash, Rinse/Hold	Rinse & Hold, Eco Wash, Quick Wash, Lower Half, Upper Half, Delicate Wash, Normal Wash, Hygiene Wash, Sanitation Wash, Heavy Wash, Time Program
Options	Bottle Wash, Upper Rack, Hi-Temp Wash, Sanitize Rinse, Precision Dry +, Steam Finish, Top Rack Wash, Bottom Rack Wash, 1-24 hr delay	Sanitize, Half Load, Extra Dry, PowerBoost®, 24-hour delay start	Auto open dry, LED lighting, sensor dry	Delayed start, Long dry, High temperature, Time saver, Time set

*All quoted prices UMRP. Retailer alone determines actual resale and advertised price.

**Competitor pricing displayed as publicly displayed in-store or on-line.

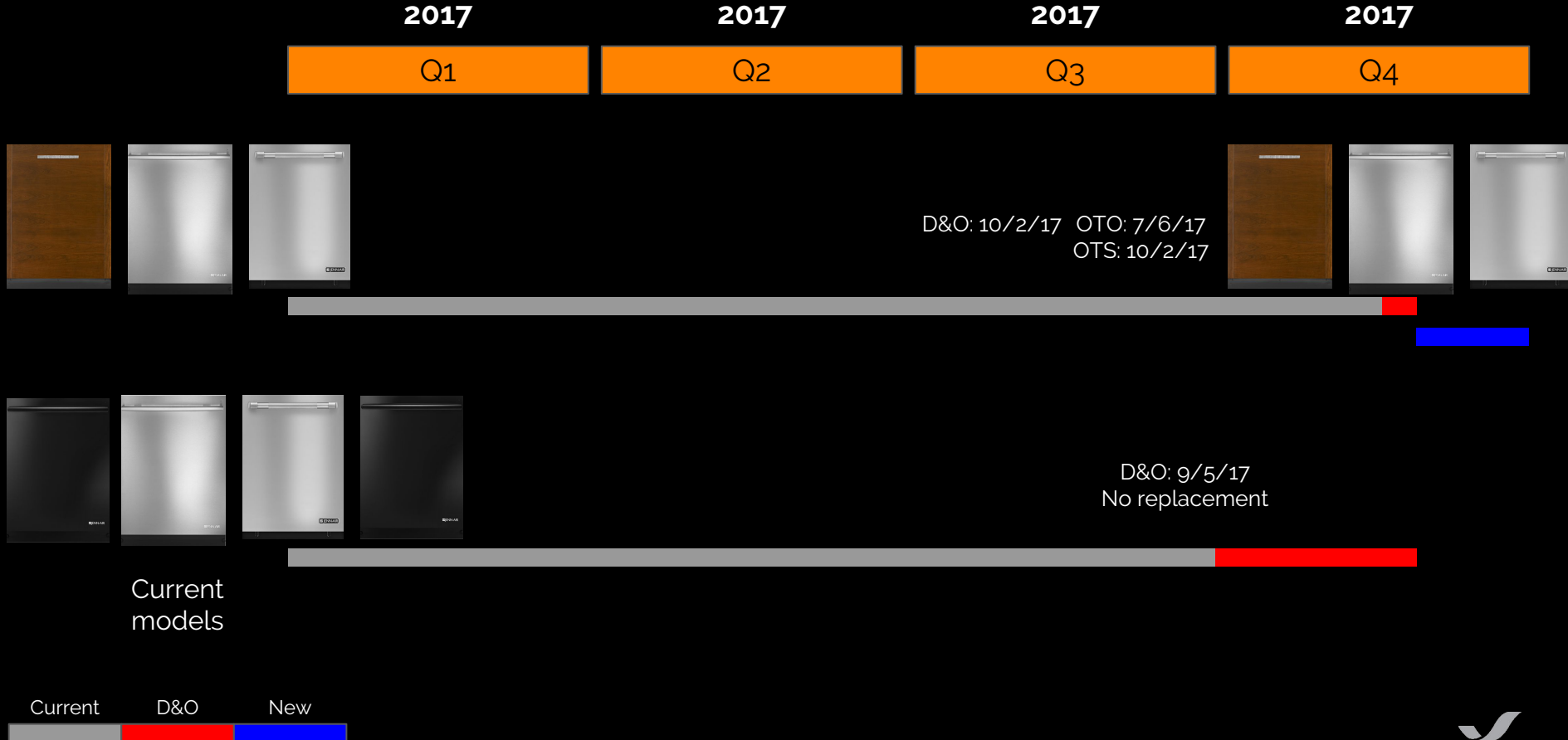


JENN-AIR DISH 2017 PRICING

						
	JDTS243GX	JDTS244GS	JDTS244GP	JDTS245GX	JDTS246GS	JDTS246GP
Finish	Panel Ready	Euro	Pro	Panel Ready	Euro	Pro
Open to Ship	10/02/17	10/02/17	10/02/17	10/02/17	10/02/17	10/02/17
UMRP	\$1199	\$1299	\$1299	\$1699	\$1799	\$1799
Cost	\$839	\$909	\$909	\$1189	\$1259	\$1259
Trade Margin	30%	30%	30%	30%	30%	30%



DISH 2017 TRANSITIONAL PLANNING



DISH 2017 PORTFOLIO



JDB9000CWB
\$999

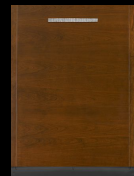
- 6 Cycles, 5 Options
- 46 dBA
- Ultra Glide Rail
- New Controls
- SS Spray Arm/Accents

Discontinued



JDB9200CWX
\$1299

- 6 Cycles, 6 Options
- 42 dBA
- Ultra Glide Rack Rails
- SS Spray Arm/Accents
- Upper Rack Basket
- Lower Rack Utensil
- Interior Lighting



JDTSS243GX
\$1199

- 38 dBA
- 6 Cycles, 6 Options
- Bottom rack wash
- New glide rails
- Lava upper
- 4 stemware clips



JDB9000CWS/P
\$1099/1199

- 6 Cycles, 5 Options
- 46 dBA
- Ultra Glide Rail
- New Controls
- SS Spray Arm/Accents



JDTSS244GS/P
\$1299

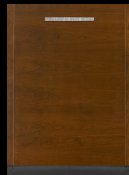
- 38 dBA
- 7 Cycles, 7 Options
- Custom cycle
- Wifi connectivity
- New glide rails
- Bottom rack wash
- Lava upper
- 4 stemware clips



JDB9200CWS/P/Y
\$1299/1399/1399

- 6 Cycles, 6 Options
- 42 dBA
- Ultra Glide Rack Rails
- SS Spray Arm/Accents
- Upper Rack Basket
- Lower Rack Utensil
- Interior Lighting

Discontinued



JDB9800CWX
\$1599

- 6 Cycles, 6 Options
- 40 dBA
- SS Spray Arm/Accents
- Interior Lighting
- Precision Dry
- 3rd Level Rack
- Water Softener



JDTSS245GX
\$1699

- 38 dBA
- 6 Cycles, 7 Options
- Third Rack
- New glide rails
- Theater lighting
- Lava upper and lower
- Lower culinary caddy
- Tall bottle wash



JDB9800CWS/P
\$1599/1699

- 6 Cycles, 6 Options
- 40 dBA
- SS Spray Arm/Accents
- Interior Lighting
- Precision Dry
- 3rd Level Rack
- Water Softener



JDTSS246GS/P
\$1799

- 38 dBA
- 7 Cycles, 8 Options
- Third Rack
- Custom cycle
- Wifi connectivity
- New glide rails
- Theater lighting
- Lava upper and lower
- Tall bottle wash

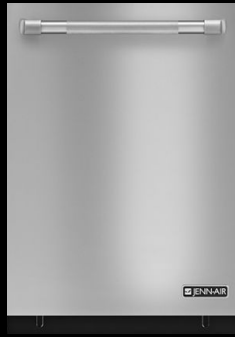


In stock at the nearest distribution center

Ready when you need it



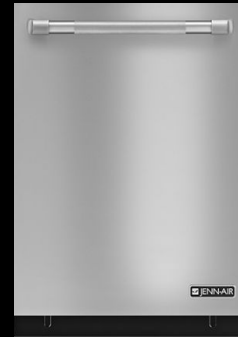
JD TSS244GS



JD TSS244GP



JD TSS246GS



JD TSS246GP





JennAir.biz Live

The Perfect Match? by Jenn-Air Staff



Aug 11, 2015

When a dishwasher can be like a refrigerator.

While it may seem like dishwashers and refrigerators have absolute nothing in common, Jenn-Air refrigerators and dishwashers are designed to complement each other, sharing a number of features:

- Obsidian Racks** - This rack color echoes our exclusive Obsidian refrigerator interior, giving a visual cue to the design of both products together.
- Flush Installation** - Providing the custom-looking, built-in design of our flush-installed built-in refrigerators, flush dishwasher elegantly integrates with cabinetry, even European-style frameless cabinets that have top air grille up to 24 inches. This distinctive installation style is very trend-forward and is an especially popular choice in modern, minimalist kitchens.
- LED Lighting** - Clearly illuminating the interior of the dishwasher, these LED lights are common to both Jenn-Air dishwashers and refrigerators, adding a touch of balance to the appliance.
- Style Suites** - All of our dishwashers are available in both Euro-Style and Pro-Style stainless, allowing them to match a wide range of Jenn-Air cooking and refrigeration products, and coordinating the design of the kitchen.

Together, these thoughtful features help make a Jenn-Air kitchen the prime example of high design and elegant execution.

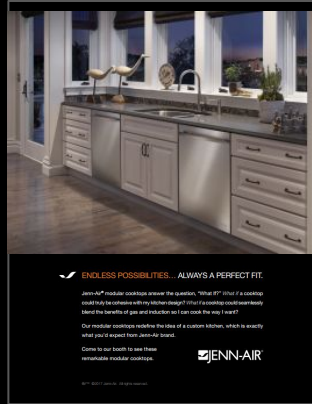
Trade News Online Articles (OTS)

ARE THEY HEARING FROM YOU?
Your recommendation can go a long way towards defining a consumer's purchase. [MORE](#)

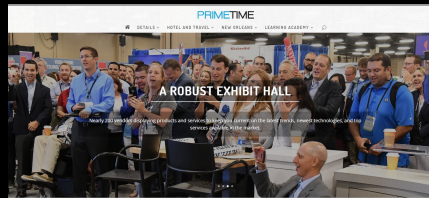
REINVENT TRADITION
Refresh tradition with a connection oven. [MORE](#)

"RELATE" IVELY EASY
A library of articles is available on [JennAir.biz](#). Each article includes Related Articles that make it easy to find additional information. Every article is also linked to its related product under the Media tab on the product's page.

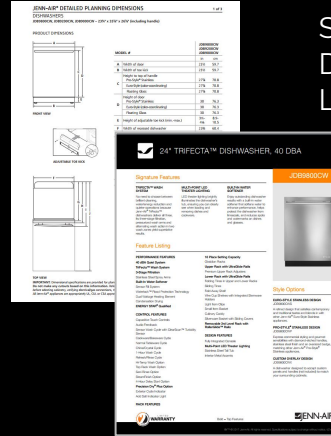
Troy Phillips
Jenn-Air Market Manager



Co-Op Advertising banner ads and taggable print ads (OTS)



BUY FAIR PRESENCE AVB, Nationwide, Mega



Spec Sheets and Dimension Guides Live



Jenn-Air Mini Gallery August, 2017



AWARENESS



Event Activations for 2017 Dish:
Product Presence in the ADDS
48K Attendees during show



Product Featured on Social Media
Video distribution through social channels
Cascade posts to trade partners



Media Outreach
Press Immersion in Feb
Multimedia News Release
mid-year plus Press
Release on OTS

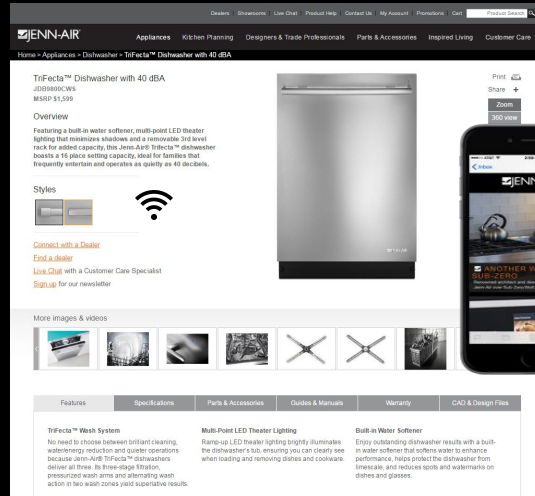


CONSIDERATION / ACTIVE CONSIDERATION



OCM

E-newsletter blast to consumers, influencers



jennair.com

Placement on Home Page, Innovation Showcase, Connected Portal and PDP highlighting the Connected story.

MOMENT OF PURCHASE



Point of Purchase
2 pieces
Field installation



FREE* APPLIANCES NEVER LOOKED SO GOOD.

With qualifying purchase(s), get up to **\$3,300** in instant credits to buy additional appliances.*

TIER 1: PURCHASE YOUR COOKING APPLIANCE(S) PLUS ADDITIONAL QUALIFYING PRODUCT AND RECEIVE A \$1,300 INSTANT CREDIT*



FREE APPLIANCE*

with instant credit on select appliances. Customer pays any amount over \$1,300.

TIER 2: PURCHASE A BUILT-IN REFRIGERATOR PLUS ADDITIONAL QUALIFYING PRODUCT AND RECEIVE AN ADDITIONAL \$2,000 INSTANT CREDIT*



FREE APPLIANCE*

with instant credit on select appliances. Customer pays any amount over \$2,000.

COMPLIMENTS
OF JENN-AIR BRAND

Plus, combine with *Installation On Us* for up to a **\$1,000** installation allowance by mail**

OFFERS VALID JANUARY 1–JUNE 30, 2017



2017 Complements of Jenn-Air Enhancements:

- Integrated “FREE” concept
- Choose to add **JDTSS243GX** or **JDTSS244GS/P** for free
- Expanded product offering
- “Compliments Check” on-line calculator tool
 - Located under Links tab on .biz

Semi-Annual Program: Jan 1 - June 30, 2017

*Note: Built-in refrigeration still **does not** apply to freestanding package promotion in 2017

*Offer only valid at participating Jenn-Air brand retailers in the U.S.A. Receive instant credit deducted from the retail price at the time of purchase. Customer pays difference if retail price of appliance is greater than credit amount. Valid in-store only. Must purchase qualified Jenn-Air brand products on a single receipt to receive instant credit. No substitutions allowed. Visit a participating retailer for complete details.





WARRANTY



One-year Extended Service Coverage
when appliances are installed by one of
our 800 participating installers nationwide



- 1-800-JENN-AIR (536-6247)
- Domestic support 8am - 8pm EST
- 60 dedicated Jenn-Air Care Experts
 - Benton Harbor, MI
 - Cleveland, TN
- Pre-buy guidance
- Owner support for use & care
- Scheduling in-home service
- Parts ordering
- White glove follow-up
- Trade Customer support
 - Builders/Dealers
 - Service companies



- Over 100 major markets covered by the JAS network
- Complementing the JAS network is the larger network of Independent Service Companies extending to rural and remote areas providing coverage in over 96% of all populated U.S. zip codes
- Independent Service Companies (ISC)
 - Servicing Dealers (SD)
 - Self-servicing Dealers (SSD)

2-day service availability
Pre-diagnostic support
Priority parts ordering



Introducing
the Connected
Suite

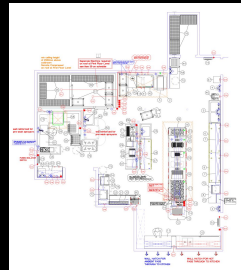


Consumers are increasingly adopting technology in the kitchen

In 2016, one-third of homeowners who upgraded their appliances report having **at least one appliance** with smart technology, color screen display, built-in apps or remote access



One-third of NKBA professionals said they included wiring and **pathways for future technical integration** in the kitchens they designed



More than 73% of consumers use a **smartphone or tablet in the kitchen** to assist with what to cook, preparation, and cooking



Experience the Control of Connected



Breakthrough innovation is in the Jenn-Air brand's DNA
We are the technology leader in the luxury appliance segment

We lead in providing
frictionless experiences
future-proofing

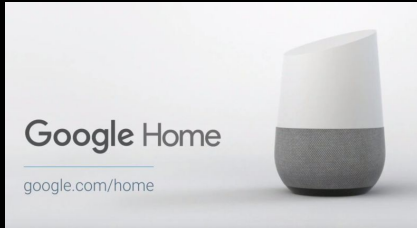




Remote Connectivity



Intuitive Experiences



Voice Control

Jenn-Air leverages technology giving innovative content enabling you to live a better life



Delivering effortless control

Allows consumers control wherever they may be

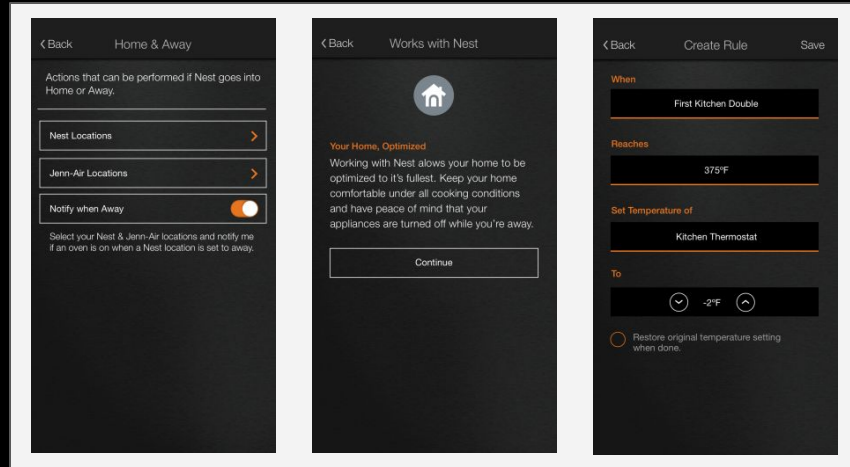
Easy Set Up for provisioning and claiming



Anticipating your needs

As the oven heats up, you can customize your thermostat to adjust

Provides alerts to mobile device if oven is left on

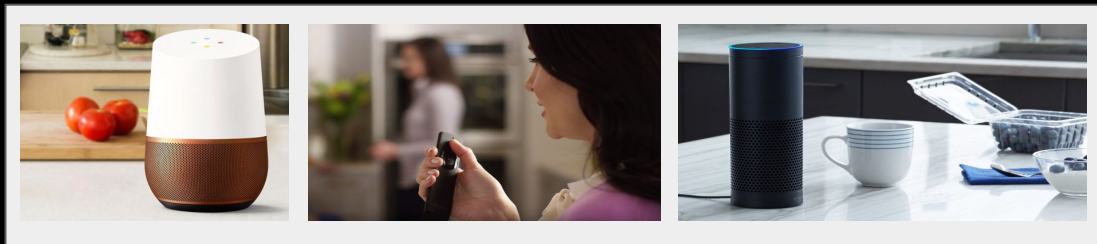


Stay hands free to get other things done

Control your appliances with Amazon® Alexa™ now and Google Home to follow

"This year, 35.6 million Americans will use a voice-activated assistant device at least once a month. That's a jump of 128.9% over last year"

"Echo device buyers are 70% male between 36 and 66 and generally affluent having a household income of over \$100k"



Alexa tell
Jenn-Air to set
the timer for 10
minutes

OK, setting the timer
to 10 minutes



"...You get a Dot, and you get a Dot, everybody gets a Dot"



FROM

TO

Remote Control



Meal planning, planning concierge

Static



Dynamic

Utilitarian



Delightful and Alive

One Size Fits All



As Personal as your kitchen

Reactive



Digital Analytics

Our products are no longer a static box and will **continue to evolve**



Highly Contextual Experiences will earn unprecedented levels of loyalty

Partnership Integrations

Nest

Amazon® Alexa™

Google Home

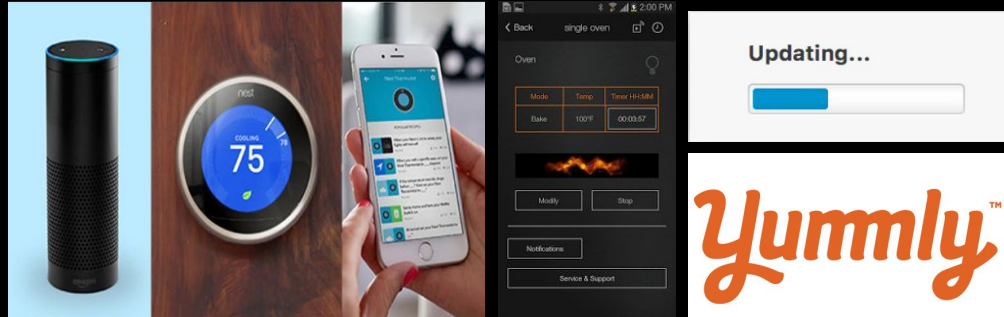
Yummly™

Application Updates

Automatically provide the next wave of advances

Service and Support

Continuous improvement to reduce service cycle time



THE JOURNEY HAS JUST BEGUN

Customized meal planning
and recipe content for you

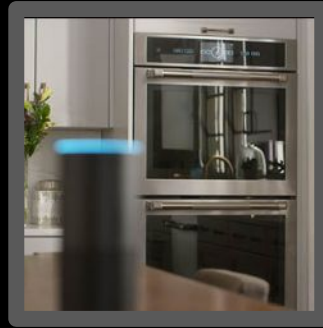
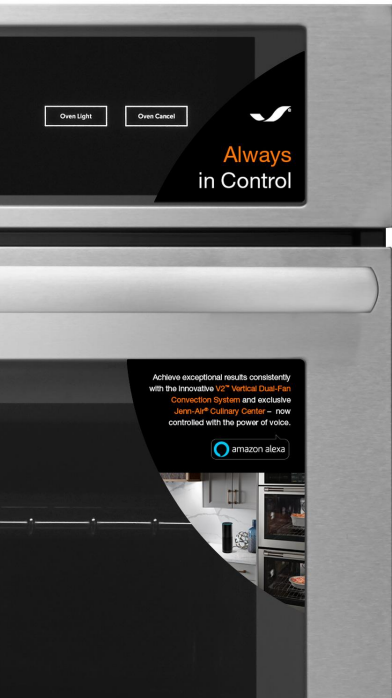
Auto Replenishment with notifications when
filters and detergent require replacing or refill

Easy access to self-help **videos and tutorials**

Home Reporting providing your usage data



Amazon Alexa Wall Oven POP

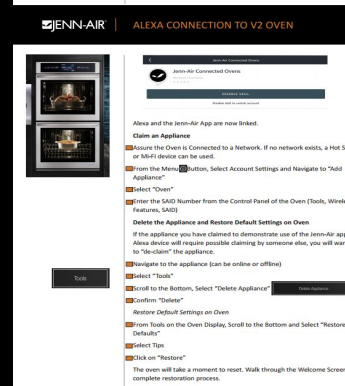
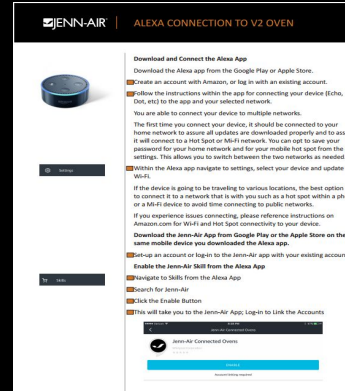


Videos



Countertop Display
@ Cpathdisplays.com
#JAFD-NEST

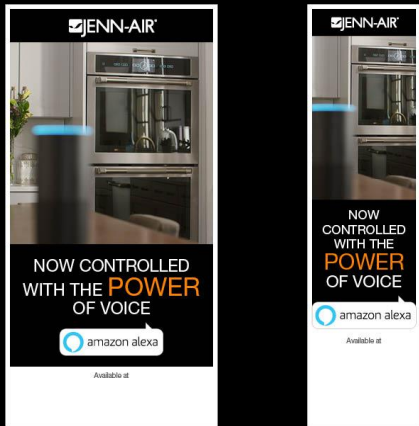
Amazon Demonstration Instructions



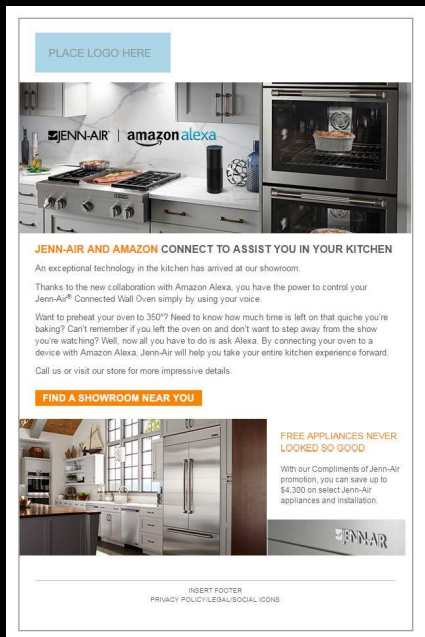
Interactive POP for
showroom floors
(2018 Concept)



Digital & print taggable ads



Customizable email letter template



Taggable Video



Social posts for trade partner distribution

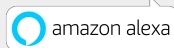


2017 Suite

Wall Oven



WiFi enabled



Refrigerator



WiFi enabled

Dishwasher



WiFi enabled

Google Home



DISH 2017 EURO-STYLE SUITE EXAMPLE



30" Double Wall Oven with V2™ Vertical Dual-Fan Convection System JJW3830DS

\$5,199



72" Connected Obsidian Counter Depth FDBM JFFCC72EFS

\$4,399



Connected Dishwasher with 38 dBA JDTSS244GS

\$1,299

36" Radiant Tap Touch Downdraft Cooktop JED4536GS (not connected)

\$2,049

Total UMRP \$12,946

"Compliments of Jenn-Air" Program (\$1,300)

\$11,646

"Install on Us" Program (\$300)





Thank you.

And thank you for your business.





Dish Water Softener Deep Dive

Water softener is not needed to sell dishwasher if story is correctly told

Dish models with softener had higher SIR



- 9800 models had 50% more service calls w/ softener
- Remaining models in line with 10% service calls was 2016 target

Feedback from KAID says there have been no requests to bring back softener



- Provided by field sales/key accounts and merchandising

Alternate solutions available in market



- Off-the-shelf options available online for those who need the water softener

New dish line has different step up sell story



- 9800 model step up feature was water softener
- New 246 models have different step up sell story:
 - Upper and lower lava rails
 - Interior LED theater lighting
 - Tall bottle wash

Competitive look at water softener options



	Jenn-Air	Thermador	Miele	Viking
Model	JDTSS244GP	DWHD440MFM	G6625	RVDW102WSSS
Pricing	\$1,299	\$1,299	\$1,399	\$1,189
Sound	38 dBA	48 dBA	45 dBA	50 dBA
Connectivity	Yes	No	No	No
Water Softener	No	No	Yes	Yes
Cycles	Sensor, Cookware, Normal, Crystal, 1-hr, Refresh, Custom	Pots and Pans, Normal, Auto, Quick	31-minute wash and dry, china and crystal	High Temperature, Quick Wash, China/Crystal, Sensor
Options	Hi-Temp Wash, Sanitize Rinse, Precision Dry +, Steam Finish, Top Rack Wash, Bottom Rack Wash, 1-24 hr delay	Extra Dry, PowerBoost®, 24-hour Delay Start, Half Load	Sensor dry, fully integrated, perfect glasscare	Delayed start, Long dry, High temperature

Highlights

- Only Miele and Viking offer water softener
 - Models with softener are not high end models
- JA beats competitive features in this set



Implications

- Focus selling new JA dish on new features
- Offer off-the-shelf options for those who need it