
April 2020 JennAir Update

- JDTSS247HS Repositon July 1st
- Black Glass Gas Cooktops Discontinued
- Steam Ranges-ETA
- Induction Cooktops
- Premier Partner & Premier Builder Recap

DISHWASHER

CONSUMER INSIGHTS



POCKET HANDLE SUMMARY

Relaunch Models:

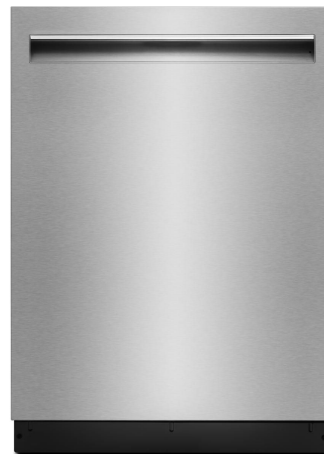
- JDTSS247HS

Selling Up Features:

- Price Point
- Neutral Handle pairs with any kitchen
 - 4 distinct design options, one base price
- WiFi
- 3rd Level Rack
- UltraGlide Lower Rack & SuperiorGlide Upper Rack

Flooring:

- Easy upgrade to your current flooring story



NOW
\$1399 UMRP



JDTSS247: COMPETITIVE

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 ultra silent dishwasher is the Quietest Luxury Dishwasher Brand

Activated by touch, the premium controls allow for a smooth surface, which makes for simple cleaning and ease of use.



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

Adjustable second level rack allows shallow use for utensils but can convert to a deeper rack

Bottom Rack Wash Option washes dishes on the bottom rack only and can be used with any wash cycle.

PRICING LOGIC

NEW PRICE

243
38 dBA

244
243 Feature +
Connected

247
244 Features +
3rd Level Rack
Ultra-Glide Lower Rack
Was \$1699
Now \$300 Less

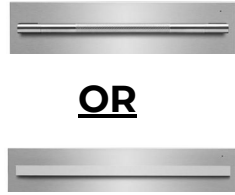
245/246
247 Features +
Interior LED Lights
Tall Bottle Wash



MODEL	JDTSS243GX	JDTSS244GS	JDTSS244GM	JDTSS244GL	JDTSS247HS	JDTSS245GX	JDTSS246GM	JDTSS246GL
UMRP	\$1,399	\$1,399	\$1,399	\$1,399	\$1399	\$1,999	\$1,999	\$1,999
EBL	Panel Ready	Euro	NOIR	RISE	Pocket Handle	Panel Ready	NOIR	RISE
WiFi Enabled		YES	YES	YES	YES	YES	YES	YES
Step Up Features	38 dBA	Custom Cycles	Custom Cycles	Custom Cycles	3rd Level Rack Ultra-Glide Lower Rack Culinary Caddy	Tall Bottle Wash, Interior LED Lights, True Hold Door	Tall Bottle Wash, Interior LED Lights, True Hold Door	Tall Bottle Wash, Interior LED Lights, True Hold Door

CURRENT: RECOMMENDED FLOORING

ONE Floor Spot



TWO Floor Spots



THREE Floor Spots



RECOMMEND

FLOOR SPOTS	1	2		3		
MODEL	JDTSS246GL/M	JDTSS246GL/M	JDTSS247HS	JDTSS244GL/M	JDTSS247HS	JDTSS246GL/M
UMRP	\$1,999	\$1,999	\$1,399	\$1,399	\$1,399	\$1,999
Handle	RISE/NOIR	RISE/NOIR	POCKET	RISE/NOIR	POCKET	RISE/NOIR
Flush Install	Yes	Yes	Yes	Yes	Yes	Yes
WiFi Connected	Yes	Yes	Yes	Yes	Yes	Yes
Comments	38 dBa, Lava Rails in Top 2 Baskets, LED Lighting, Superior Clean and Dry Performance	38 dBa, Lava Rails in Top 2 Baskets, LED Lighting, Superior Clean and Dry Performance	38 dBa, Lava Rails in Top 2 Baskets, Ultra Glide Lower Rack, Culinary Caddy, Lower Rack Sliding Tines	38 dBa, Lava Rails in Top Basket, Superior Clean and Dry Performance	38 dBa, Lava Rails in Top 2 Baskets, Ultra Glide Lower Rack, Culinary Caddy, Lower Rack Sliding Tines	38 dBa, Lava Rails in Top 2 Baskets, LED Lighting, Superior Clean and Dry Performance
Step Up Touch Points	3rd Level Rack, LED Lighting	3rd Level Rack, LED Lighting	3rd Level Rack		3rd Level Rack	3rd Level Rack, LED Lighting

When Do We Start?

- July 1, 2020 the new UMRP and purchase price will be effective
- Q3 Price sheets will post April 1, 2020 and this model will reflect the new pricing

DISHWASHER COMPETITIVE LANDSCAPE



JDTSS247H



DBI663IS



DWHD660



G6745SCU



DW2450

Brand	JENNAIR	Asko	Thermador	Miele	Cove
UMRP/MSRP	\$1,399	\$949	\$1,399	\$1,799	\$2,099
dBA Range	38	44	48	46	40-44
Wifi Connected	Yes	No	Yes	No	No
3rd Level Rack	Satin Glides	InstantLift™ Top Tray	Chef's Tool Drawer	3D+ Cutlery Tray	No
Cycles	1-Hour Wash Cycle, Cookware/Bakeware Cycle, Crystal Cycle, Custom Cycle, Light/China Cycle, Normal Cycle, Normal Tableware Cycle, Refresh Cycle, Refresh/Rinse Cycle, Sensor Wash Cycle	Normal wash; ECO wash; Hygiene wash; Time program; Plastic wash; Rinse and hold; Sanitation wash; Upper half; Lower half; Crystal glass; Self-cleaning	Auto, Hand Wash, Normal, Pots & Pans, Quick, Rinse	Normal, Pots & Pans, China & Crystal, QuickIntenseWash, SaniWash, Rinse & Hold	Extra Quiet Cycle
Options	Bottom Rack Wash Option, Hi-Temp Wash Option, Sanitize Rinse Option, Precision Dry™ Plus Option, SteamFinish Option, Tall Bottle Wash Option, Top Rack Wash Option	Normal mode, Time Set, Green mode, Speed mode, Night mode, Delayed start: 1-24 hours	Extra dry, half load, Intensive Zone, Remote Start	Short Rinse	

Black Gas on Glass Cooktops Discontinued

- The following models are discontinued
 - JGC2530EB (30")
 - JGC2536EB (36")
- Currently oversold on the JGC2536EB
- Alternative models with same cutouts/dimensions

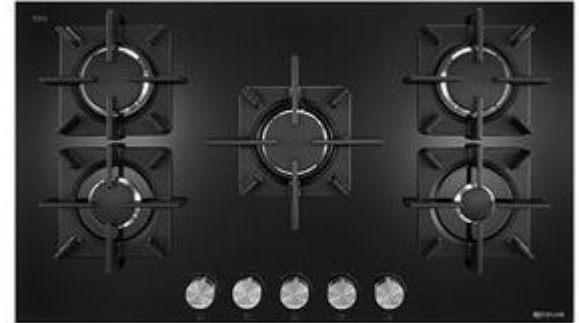
30" Models

- JGC3530GS
- JGC7530BS

36" Models

- JGC3536GS
- JGC7636BS

- Work with Travis M on any priority orders



*MSRP is manufacturer's suggested retail price. The dealer alone determines selling price

**UMRP is a unilaterally established minimum retail price for products provided to the trade customer. The dealer alone determines selling price.

Steam Ranges - Coming Soon!

Commercial Steam Range Timeline

- OTO - 4/6
- OTS - 6/1

Available Models

- JDSP536HL
- JDSP536HM
- JDSP548HL
- JDSP548HM



MOST AMAZING FLUSH INDUCTION COOKTOPS

INDUCTION SUMMARY

Relaunch Models:

24" Induction - JIC4724HB/S

30" Induction - JIC4730HB/S

36" Induction - JIC4736HB/S

Selling Up Features:

- Square Flex Zones
 - Wattage Power
 - Bridge Capability
- Price Point
- Pair with Custom Cooktops
- Flush install

Flooring:

Having induction live is key

Easy demo for consumers to demand



JENNAIR INDUCTION FEATURES

Black Glass or Stainless
Flush Option

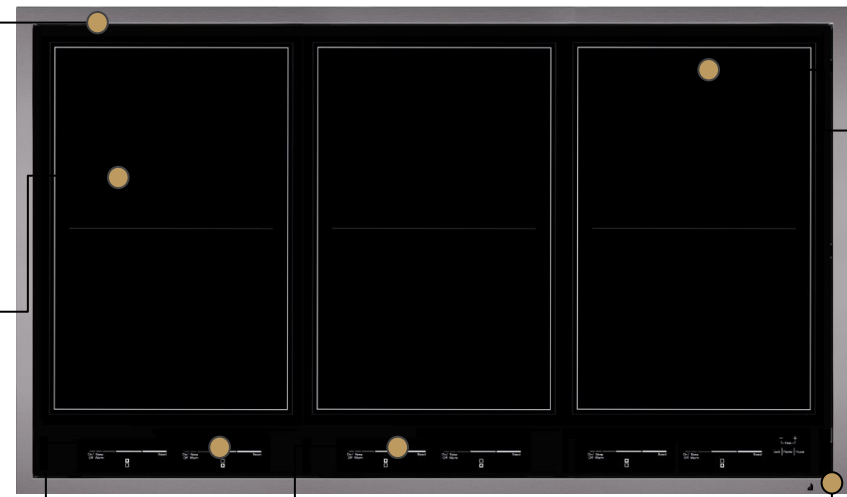
Six 3,700 Flex
Elements

Ability to Bridge
elements together

Easy finger slide
or touch controls

Clear, White LEDs

Available in 24", 30" & 36" sizes



JENNAIR KEY FEATURES WINS

Six Elements

- 3,700 Watts per Element
 - One of the most powerful induction cooktops in the Luxury space
- Ability to Bridge for griddle cooking
- Up to 9 pans on the cooking surface
 - Can only do 4-5 with Thermador Freedom

Price Point

- Competitively priced against the competition
 - \$300 less than Thermador for similar 36" model

Design

- Flush install option
- Stainless or Black
- Mix and match with 15" custom cooktops and downdraft strip

Live Demos

- Encourage trade to have induction live on sales floor
- Quick and easy demos

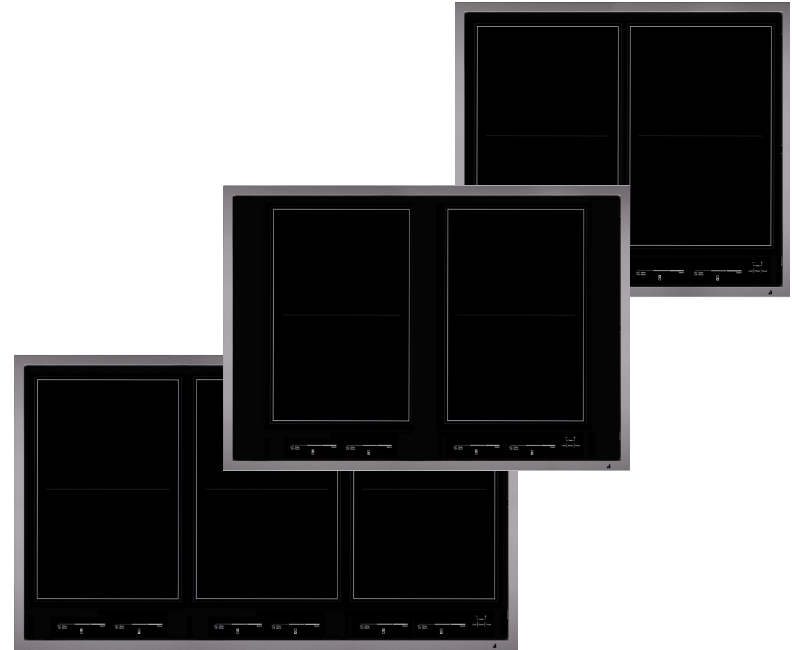
DESIGN ELEMENTS THAT CURATE THE KITCHEN

CUSTOMIZED COOKTOPS

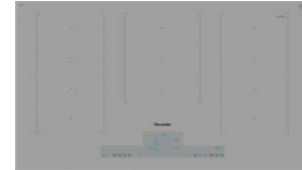
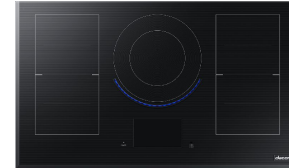
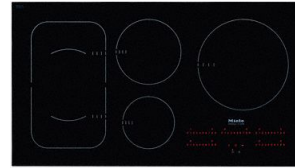
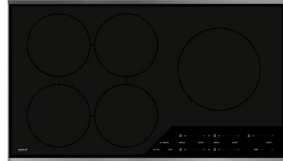
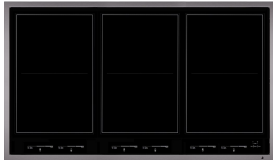


- Blends seamlessly with customized cooktops
- Allows for flexibility in design and fuel type
- Flush install for the perfect fit in a well curated kitchen

FLEX INDUCTION COOKTOPS



36" INDUCTION COMPETITIVE LANDSCAPE



Brand	JennAir	Wolf	Miele	Dacor	Thermador
Model	JIC4736HS	CI365T/S	KM6375	DTI36M977BB	CIT367XG
UMRP	\$3,499	\$2,935	\$3,299	\$3,599	\$3,799
Size	36"	36"	36"	36"	36"
Highest Element Watts	3,700W	3,700W	2,600W/4,800W	3,850W	3,700W
Type	Flex	Traditional Induction	Hybrid Flex	Hybrid Flex	Flex
Pan Usage	9	5	6	7	8
Flush	YES	YES (Black)	YES (Black)	NO	NO
AMPs Required	50	50	50	45	50
Connected	NO	NO	NO	YES	YES

Premier Partner & Premier Builder Recap

Premier Partner

- \$100 Thank you spiff incentive for DESIGNERS who use JennAir in their projects
- Designer must sign up on the Influencer Hub website
- www.Influencerhub.jennair.com

Premier Builder

- For: Bulder, Designer, Architect and Real Estate Firm
- They must be signed up on the HUB and have a code
- They receive 10% OFF UMRP