

ARROW-GRAM



2023-0004
January 17, 2023



New Product Availability Dual VertiFlow™ Convection Fan Redesign—M Series

The Sub-Zero Group, Inc. has announced the launch plan for the Dual VertiFlow™ Convection Fan Redesign—M Series. Production is set to begin in the coming weeks, and they are excited to begin the launch process within our network. The current details are listed below.

Overview of Interior Changes

Current Dual VertiCross™ Interior



New Dual VertiFlow™ Interior



Marketing Communication and Supporting Materials

- Website: Product Pages, Quick Reference Guides, and Reveal are now live.

Launch Planning

- The product is now live in the quoting tool.
- Product availability
 - Consumer Availability: Immediately following production
 - Display Availability: No requirement to rotate current M Series product at this time.

Product Identification

- The enclosed product table shows the current to new item number and model number transitions included in this launch. Both the item number and model numbers are changing to help identify product in the order system and on warehouse floors.

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Product Identification—continued

Current (SKU) Item	Current Model	New (SKU) Item	New Model	Model Description
5610186	SO30TM/S/TH	5610677	SO3050TM/S/T	30" M Series Transitional Built-In Single Oven
5610193	DO30TM/S/TH	5610681	DO3050TM/S/T	30" M Series Transitional Built-In Double Oven
5610189	SO30PM/S/PH	5610679	SO3050PM/S/P	30" M Series Professional Built-In Single Oven
5610196	DO30PM/S/PH	5610683	DO3050PM/S/P	30" M Series Professional Built-In Double Oven
5610188	SO30CM/B	5610678	SO3050CM/B	30" M Series Contemporary Built-In Single Oven
5610195	DO30CM/B	5610682	DO3050CM/B	30" M Series Contemporary Built-In Double Oven
5610427	SO30CM/S	5610680	SO3050CM/S	30" M Series Contemporary Stainless Steel Built-In Single Oven
5610428	DO30CM/S	5610684	DO3050CM/S	30" M Series Contemporary Stainless Steel Built-In Double Oven

- In addition to the item number and model number change, there will be a corner label applied to the outside packaging so these units can be easily identified on warehouse floors. An example of the corner label is shown below.



Order and Demand Management

- COMNet (ODM)
 - All incoming orders will show the new SKU Item Number starting January 16. There is no change in pricing for these items.
 - The change in SKU has resulted in a significant undertaking to replace all affected supply and demand orders for the current SKUs. These activities for the models listed in this ArrowGram took place from January 13–16.
 - The Fulfillment Planning Team will have all Dealer order dates verified by Wednesday, January 18.

Training / Learning and Development

- The Dual VertiFlow™ Convection Fan Redesign Spotlight Video was assigned November 2022.
- Web-based Training (WBT) was assigned in December 2022.

Please contact your Territory Sales Manager if you have any questions regarding the information provided in this ArrowGram.