

**PRO
CHEF**

JULIEN

EVERYDAY STYLE



2024/25 DEALER PROGRAM



Welcome to our wholly revamped and streamlined offering of Prochef by Julien – still the uncompromising *everyday style* and quality you’ve all come to expect from the brand while ensuring Julien addresses the evolving needs of our industry and markets across North America.

You’ll immediately notice a much more focused selection of product with each sink now “kitted” to include a bottom grid and drain with strainer. We’ve also introduced a small offering of workstations named the Prostation which also include dishwasher-safe accessories. Our black stainless-steel finish has also been updated to be “true black” and a closer match to similar decorative fixtures in the market – finish samples are available and can be requested thru your local agency representative.

All Prochef models are still laser-cut and handmade with recycled stainless steel to provide the highest quality 18ga sink on the market while still utilizing sound-dampening pads to minimize noise while in use and ensuring sustainability by allowing the sink to be recycled years and/or decades after its installation and use.

Julien’s expertise of almost 80 years engineering, designing and fabricating stainless steel product for commercial kitchens to the highest of standards for the most uncompromising of clients informs every aspect of what we do... and ensures all Prochef sinks will satisfy even the most demanding of customers, from home chefs to homebuilders to homemakers and more!

Welcome to the new Prochef!

Please note all key changes to the product line listed below:

- Standardized Depth - 8” on bar sinks, 9” on kitchen sinks, 10” on workstations, 12” on utility
- Single Corner Profile/Radius (0.60”) – zero radius only available within Home Refinements
- Black Stainless Steel (BLK) finish updated to True Black (TBK) PVD with nano coating
- Inclusion of Accessories – bottom grid & drain for all sinks; Prostations include additional dishwasher-safe options

DISCOUNTS & REBATES

Beginning in 2025, please find Julien's discount structure for Prochef listed below

STATUS	DISCOUNT TIER	PC VOLUME PER TIER
B	50-10	\$2,500 - \$14,999
A	50-10-10	\$15,000+

As of the official relaunch of Prochef on June 25th, 2024, any Julien partner who chooses to update their displays and/or takes a stocking position (\$5K+) with Prochef will be elevated to the top discount tier (A) up until December 31st, 2025.

Upon review in 2026, discount would be volume-based per the above. Any changes to the program and/or discount structure will be communicated with a minimum of 30 days advance notice.

Rebates outlined within any dealer's contract under Schedule B still apply.

DISPLAYS



Freestanding corporate displays are available for Prochef along with individual units for cabinets and/or vignettes within a showroom space. Standard display discount of 75% against list price still applies while we also offer a bounty program – displays are offered at “no charge” to displace a similar competitive product. Shipping will still be applied on any bounty fulfillment.



Please note any dealers who partake in the Prochef Stocking Program will have displays available to them at an increased discount of 85%.

PROCHEF STOCKING PROGRAM

Julien has developed three separate tiers within our Prochef Stocking Program wherein a dealer's annual sales volume (Prochef & Home Refinements) will allow them certain access to the program which we've structured to support different market positions ie. stocking distributor v. inventoried dealer. A \$5K+ option has been added to cater to our partners with limited warehousing and/or ability to take on stock.

Please find all tiers of Prochef stocking positions listed below

**\$10K+ PROCHEF STOCKING
DEAL (AAA) - \$80K+ ANNUAL
SALES W/ JULIEN**

- 0.35 multiplier on \$10K+ net stock orders
- 0.35 multiplier on up to 6 set SKU's / .405 on b of line
- 0.15 on all displays
- 1.5:1 annual rebalance – FFA both ways
\$3,000 FFA to apply on both decorative plumbing lines (Prochef & Home Refinements)

**\$10K+ PROCHEF STOCKING
DEAL (A) – \$40K+ ANNUAL SALES
W/ JULIEN**

- 0.35 multiplier on \$10K+ net stock orders w/ FFA
- 50-10-10 (.405) discount on the line
- 0.15 on all displays
- 1.5:1 annual rebalance – FFA both ways
- \$3,000 FFA to apply on both decorative plumbing lines (Prochef & Home Refinements)

**\$5K+ PROCHEF STOCKING DEAL
(B) – \$10K+ ANNUAL SALES
W/ JULIEN**

- 0.375 multiplier on \$5K+ net stock orders w/ FFA
- 50-10-10 (.405) discount on the line
- 0.15 on all displays
- 1.5:1 annual rebalance – FFA both ways

PROJECT & VOLUME REQUIREMENTS

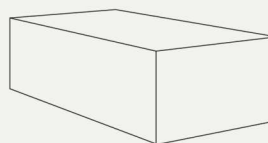
When Julien launched Prochef in 2013, it had been developed with the promise of unmatched quality at its price... and that's even more true now with our newly streamlined offering!

By reducing the overall range to focus on core product, Prochef is more competitive than ever and Julien can service any project and/or volume requirements you may have. We facilitate volume breaks on as little as 10 units of any given sink or SKU and we also have a stacked or *nested* option - unboxed and palletized – that comes without a bottom grid though these can also be quoted optionally for volume. Note minimums of 80 units per SKU.

Minimum order quantity | **1**

Sink individually packaged

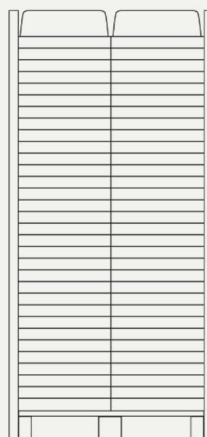
Includes: Sink, grid, drain and mounting hardware



Minimum order quantity | **80/SKU**

Sink stacked on pallet.
Drains and hardware shipped in bulk

Includes: Sink, grid, drain and mounting hardware



Please contact your local agency representative for any project quotes.