



DEALER DETAILS

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Dacor® Updates Love You Back-Bonus Promotion with New Products and added Savings

Cutting edge features and streamlined design combine to offer new high-performance, energy efficient appliances from Dacor

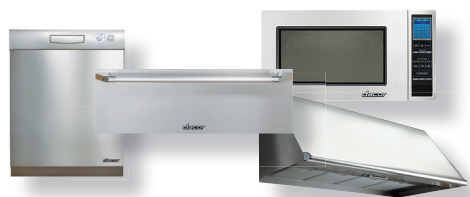


Dacor has updated its Love You Back Bonus promotion to include the new Distinctive™ Dishwasher. The Love You Back Bonus offers customers free appliances based on certain spend levels. Effective October 1st, 2010, customers can now receive the new Distinctive Dishwasher free when they purchase at least \$9,000 worth of other Dacor appliances. Consumers can also upgrade to the new Renaissance or Integrated Dishwasher for \$500 when they spend \$9,000, or upgrade to the Distinctive Dishwasher for \$500 when they spend \$6,000. The promotion ends December 31, 2010.

Additional details of the Love You Back Bonus promotion:

- When customers spend \$3,000 on any Dacor appliances they will receive a free 7-piece Gourmet Cookware Set valued at \$599.
- When customers spend \$6,000 on any Dacor appliances they will receive a free microwave or warming drawer up to \$1,790 in value.
- When customers spend \$9,000 on any Dacor appliances they will receive a free ventilation system up to \$2,970 in value.
- When customers spend \$15,000 on any Dacor appliances they can select any two of the above options, up to \$4,760 in value.

Be sure to contact your local Dacor District Sales Manager for more information or visit dacor.com/love



Dacor®, a market leader in the design and manufacture of luxury kitchen appliances, recently introduced the new Distinctive™, Renaissance™ and Integrated 24" dishwashers.

With unsurpassed craftsmanship, the Distinctive Dishwasher gives customers the designer look they desire in an affordably-priced, feature-rich appliance. With features like the recessed hidden handle and electronic one-touch controls on the front panel, the Distinctive Dishwasher brings a modern and sophisticated design to any kitchen. Designed to handle any mess, the Distinctive Dishwasher also features seven highly effective wash zones to ensure the entire load gets completely clean, while four wash cycles allow the dishwasher to tackle everything from simple rinses to seriously baked-on messes with ease.



Renaissance™ Dishwasher



Distinctive™ Dishwasher

The 24" Renaissance and Integrated dishwashers bring great looks, durability and high-performance to customers. Offering a clean, modern finish, the ergonomic controls are hidden, but still readily accessible for ease of use. The Renaissance Dishwasher offers a choice between the elegant Epicure® handle or a sleek Millennia® handle, while the Integrated style gives users the ability to seamlessly match their kitchen cabinets with a customizable wood panel. With six wash cycles and seven wash zones to cover every dishwashing need from scrubbing to quick rinses, as well as two drying levels, including the RapidDry™ fan which dries all dishes rapidly, the Renaissance and Integrated dishwashers are an eye-catching balance of form and function.

Further enhancing the streamlined design, Dacor equipped the Distinctive Dishwasher and the Renaissance Dishwasher with its PrintFree™ stainless steel finish that resists smudges and fingerprints so the dishwasher exterior will remain spotless, just like the dishes inside.

Additional Features of the Distinctive, Renaissance and Integrated Dishwashers include:

- FocusScrub - dedicated sprayer for scrubbing pots and pans
- FocusWash - sprayer dedicated to cleaning cutlery
- EcoDry - option provides an energy efficient way to dry dishes
- FloorGuard™ System - an advanced water safety system to ensure a leak-safe dishwasher
- Stainless Steel Tub and Spray Arms - for durability and cleanliness
- QuickInstall™ - package for quick and easy out of the box installation
- EasyLoad™ Racks - provides endless loading flexibility.

Style and functionality aside, the Distinctive, Renaissance, and Integrated dishwashers provide very low water and energy consumption, making these high-performance dishwashers environmentally friendly and ENERGY STAR® Qualified. In fact, these dishwashers exceed the energy standard by using 41% less energy and 33% less water than non-qualified dishwashers. In addition to being some of the lowest water users on the market, the dishwashers offer a 3-Part PureFiltration System™, which means users don't have to waste water pre-rinsing dishes to enjoy a higher level of clean.

Knowing that safety features are a small detail that make a huge impact, Dacor has equipped the Renaissance and Integrated dishwashers with its exclusive FamilySafe™ electronic locking system and the Distinctive Dishwasher with FamilyLock™ mechanical locking system to ensure a child cannot open the dishwasher door while the dishwasher is running. With the Whisper-Wash™ system, which ensures the dishwashers run at only 49dBs, users will wonder if the appliance is running at all.

Contact your local Dacor District Manager or visit dacor.com for additional information

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DACOR IS THE INNOVATOR OF THE MOST STYLISH,
LUXURY APPLIANCES, THAT PROVIDE THE
OPTIMUM OWNERSHIP EXPERIENCE
FOR PEOPLE WHO ARE AS PASSIONATE ABOUT THE
DETAILS OF COOKING AS WE ARE.
THE DIFFERENCE IS IN THE DETAILS.



Keeping it Cool with ENERGY STAR® Qualified Dacor Refrigerators

We're all familiar with the term ENERGY STAR®, but we may not be familiar with how it can benefit us in our own homes. The ENERGY STAR® program is designed to inform the public on how much energy is consumed by the products we use every day and how we can save money and help the environment simply by the household products we choose.



The good news for Dacor customers is there's no need to sacrifice luxury for efficiency: Dacor's ENERGY STAR® qualified refrigerators are 20% more efficient than non-compliant refrigerators.

To bear the ENERGY STAR® label, a product must operate more efficiently than its counterparts, while maintaining or improving performance. Dacor's 36" Freestanding French Door Refrigerator with Ice and Water Dispenser does just that, consuming less energy than a 75-watt light bulb.

Its elegant stainless steel design may look too luxurious to also be sensible, but that's far from the case. Featuring an easy-to-navigate electronic control panel glowing in Dacor's signature blue, the internal temperature is always visible and users are alerted when the water filter needs to be changed. The exterior dispenser not only serves up fresh, cool and convenient filtered ice and water - it also minimizes how often the doors are opened, leading to even greater energy - and cost - savings. And, the 36" Refrigerator now features the intelligent Sabbath Mode, which allows users to open the doors at any time without turning on energy-consuming lights or features.

The convenient French Door design provides full access to the impressive interior storage space, ideal for large platters and complete with slide-out shelves and in-door gallon bins. Its bottom freezer drawer promises effortless organization and easy accessibility to all items. And, an innovative modular design system allows owners to customize each model to fit their personal style with either a professional, classic Epicure® handle or the more contemporary Millennia® handle.

With superior functionality, innovative features and the coveted ENERGY STAR® qualification, this refrigerator couldn't be any cooler.

For more information visit dacor.com or contact your local Dacor District Manager.



Sales Tip

Become a Master. What are 2-3 skills in your profession that are a must have for success? Determine these for yourself and work on mastering these key skills to the absolute best of your ability. This knowledge will position you as an expert, differentiate you from the competition, improve your sales, and increase the number of referrals you receive. These key areas could include: product knowledge, qualifying potential customers, or overall industry expertise – just to name a few.