



• full-line catalogs • point-of-purchase materials • **merchandising 2003** • specifications • product displays • signage • literature

GE Profile™ and GE® Sales Materials

imagination at work



Ordering Information

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Spec Sheets/Catalogs

<i>Description</i>	<i>Pub. No.</i>	<i>Price</i>
GE Profile™ and GE® Retail Catalog Spring 2003.....	1-G083	\$ 3.75 ea.
2003 GE Spec Binder: Retail	1-S013	\$25.00 ea.
GE Profile Appliances Catalog	001-G073-AC.....	\$ 2.50 ea.
Refrigerator Catalog	002-S033-1	\$ 2.50 ea.
Electric Range Catalog	003-S123	\$.75 ea.
Gas Range Cooking	003-S133	\$.75 ea.
Built-In Catalog	003-S143	\$ 2.50 ea.
Dishwasher Catalog	005-S213	\$ 1.75 ea.
SmartWater Catalog	027-S012	\$.75 ea.
Advantium Brochure	028-X011-1	\$ N/C
Over-the-Range Microwave Ovens Catalog	4-S403	\$.75 ea.
Countertop Microwave Ovens Catalog	4-S303	\$.75 ea.
Laundry Catalog	14-S123	\$ 1.75 ea.
Built-In Room Air Conditioners Catalog	20-S040-1	\$.50 ea.
Monogram® Brand Brochure	24-M363	\$ 1.25 ea.
Monogram Full Line Catalog	24-M373	\$ 6.00 ea.

Advertising

<i>Description</i>	<i>Pub. No.</i>	<i>Price</i>
Monogram Advertising Guide	24-M343.....	\$ 1.25 ea.
GE Profile and GE Advertising Guide	24-C363	\$.75 ea.
High Fashion High Tech TV Spot	1-R033.....	\$75.00 ea.
AdDesigner Program Brochure	1-X183-1	\$.10 ea.

Miscellaneous

<i>Description</i>	<i>Pub. No.</i>	<i>Price</i>
ENERGY STAR® Merchandiser	1-X213	\$.25 ea.
GE At Your Service Brochure	1-X173	\$.50 ea.

GE Full Line

Indoor Signage

LIMITED TIME OFFER!

GE TRUCKLOAD SALE!

SAVE NOW ON SELECTED MODELS



ASK FOR DETAILS.

GE TRUCKLOAD SALE! 100,000 units available in 2011

LIMITED TIME OFFER!

GE TRUCKLOAD SALE!

SAVE NOW ON THIS MODEL



ASK FOR DETAILS.

LIMITED TIME OFFER!

GE TRUCKLOAD SALE!



SAVE NOW ON THIS MODEL



ASK FOR DETAILS.

Banner
GE Truckload Sale! Support Material
(2 Wall Banners, 25 Product Cards, 25 Price Tags)
Kit Pub. No. 1-D019 **\$10.00 ea.**

LIMITED TIME OFFER!

GE FACTORY SAVINGS!

SAVE NOW ON SELECTED MODELS



ASK FOR DETAILS.

GE FACTORY SAVINGS! 100,000 units available in 2011

LIMITED TIME OFFER!

GE FACTORY SAVINGS!

SAVE NOW ON THIS MODEL



ASK FOR DETAILS.

LIMITED TIME OFFER!

GE FACTORY SAVINGS!



SAVE NOW ON THIS MODEL



ASK FOR DETAILS.

Banner
GE Factory Savings! Support Material
(2 Wall Banners, 25 Product Cards, 25 Price Tags)
Kit Pub. No. 1-D029 **\$10.00 ea.**

LIMITED TIME OFFER!

GE CLEARANCE DAYS!

SAVE NOW ON SELECTED MODELS



ASK FOR DETAILS.

GE CLEARANCE DAYS! 100,000 units available in 2011

LIMITED TIME OFFER!

GE CLEARANCE DAYS!

SAVE NOW ON THIS MODEL



ASK FOR DETAILS.

LIMITED TIME OFFER!

GE CLEARANCE DAYS!



SAVE NOW ON THIS MODEL



ASK FOR DETAILS.

Banner
GE Clearance Days! Support Material
(2 Wall Banners, 25 Product Cards, 25 Price Tags)
Kit Pub. No. 1-D039 **\$10.00 ea.**

LIMITED TIME OFFER!

PRESIDENT'S DAY SALE!

SAVE NOW ON SELECTED MODELS



ASK FOR DETAILS.

PRESIDENT'S DAY SALE! 100,000 units available in 2011

LIMITED TIME OFFER!

PRESIDENT'S DAY SALE!

SAVE NOW ON THIS MODEL



ASK FOR DETAILS.

LIMITED TIME OFFER!

PRESIDENT'S DAY SALE!



SAVE NOW ON THIS MODEL



ASK FOR DETAILS.

Banner
President's Day Sale! Support Material
(2 Wall Banners, 25 Product Cards, 25 Price Tags)
Kit Pub. No. 1-D049 **\$10.00 ea.**



GE Indoor Neon Sign
Pub. No. 1-D229 **\$199.00 ea.**
(19" in diameter; white neon; std. 120 V plug-in)



GE Logo – 24" Vacuum Formed
Pub. No. 1-D110 **\$8.00 ea.**
(24" vacuumed form GE logo- black with platinum logo)

4



GE Authorized Dealer Indoor Sign
(16" x 23-1/4")

Pub. No. 1-D028 \$25.00 ea.



GE Appliances Nylon Banner
(42" x 42")

Pub. No. 1-D116 \$20.00 ea.



GE Generic Price Tag
(10 tags of three)

Pub. No. 1-X055 \$2.00 ea.



GE Identification Decals
Grey/Red/White Background

Size 6" x 5-3/4"	Pub. No. 1-D069	\$2.25 ea.
Size 12" x 11-1/2"	Pub. No. 1-D079	\$3.50 ea.
Size 18" x 17-1/4"	Pub. No. 1-D089	\$5.50 ea.
Size 24" x 23"	Pub. No. 1-D099	\$9.00 ea.



GE Appliances Sale Indoor/
Outdoor Vinyl Banner (10' x 3')

Pub. No. 1-D016 \$18.00 ea.



GE Identification Decals
(Static Cling)

1-K0C7-12	\$1.00
3" Black GE Logo decal (2 per pkg.)	
1-K0C7-16	\$4.50
18" Black GE Logo decal (2 per pkg.)	
1-K0C7-3	\$.75
1-1/2" Grey GE Logo decal (6 per pkg.)	
1-K0C7-4	\$1.00
3" Grey GE Logo decal (2 per pkg.)	
1-K0C7-5	\$1.25
6" Grey GE Logo decal (2 per pkg.)	
1-K0C7-6	\$1.50
9" Grey GE Logo decal (2 per pkg.)	

GE Full Line

Indoor Signage



ENERGY STAR® Indoor/Outdoor Banner
(10' x 3')

Pub. No. 1-D091 **\$30.00 ea.**



ENERGY STAR® Sticker POP
(19 buttons per page)
(All ENERGY STAR® qualified models)

Pub. No. 1-D013 **\$2.00 ea.**



GE Full Line

CD



Customer Elaunch CD for Fall 2003
Complete information on products introducing
August–December 2003

Pub. No. 1-X243 **N/C**

Spec Sheets/Catalogs

<i>Description</i>	<i>Pub. No.</i>	<i>Price</i>
Hotpoint Full Line Catalog	80-H013	\$ 3.25 ea.
Hotpoint Dishwasher Catalog	94-S013	\$.75 ea.
Hotpoint Microwave Catalog.....	91-S022-2	\$.75 ea.
Hotpoint Free-Standing Gas Range Catalog	90-S063	\$.75 ea.
Hotpoint Free-Standing Electric Range Catalog	90-S053	\$.75 ea.
Hotpoint Laundry Catalog	85-S023	\$.75 ea.
Hotpoint Refrigerator Catalog	86-S013-1	\$.75 ea.

Miscellaneous

<i>Description</i>	<i>Pub. No.</i>	<i>Price</i>
Hotpoint Generic Price Tag	80-X025	\$ 1.15 ea.
Hotpoint Replacement Spec Binder/Tabs.....	80-X035	\$ 2.00 ea.

GE Profile™ and GE® Refrigerators/Freezers

Literature and Accessories

Spec Sheets/Catalogs

Description	Pub. No.	Price
2003 Refrigeration Retail Catalog.....	2-S033-2	\$ 2.50 ea.

Merchandising

Description	Pub. No.	Price
Side-by-Side 2003 Merchandiser	2-X043-1	\$.75 ea.
Bottom-Freezer 2003 Merchandiser	2-X063-1	\$.75 ea.
Top-Freezer 2003 Merchandiser	2-X073-1	\$.75 ea.
CustomStyle™ Merchandiser	2-X123	\$.75 ea.
#1 Rated Refrigerator Merchandiser	2-X133	\$.95 ea.
Spring 2003 GE Profile™ and GE® Refrigerator Wiro.....	2-X103	N/C

Miscellaneous

Description	Pub. No.	Price
2003 Refrigeration Training Manual	2-T113.....	\$ 2.50 ea.
2003 Side-by-Side Refrigeration Pocket Guide	2-T083.....	\$.20 ea.
2003 Top-Freezer Refrigeration Pocket Guide	2-T103.....	\$.20 ea.
2003 Bottom-Freezer Refrigeration Pocket Guide.....	2-T093.....	\$.20 ea.

GE Profile™ and GE® Side-by-Side and Top-Freezer Refrigerators

Point of Purchase Materials



GE Profile Arctica™ Mix POP
(PSS26NGP, PSS26SGP, PSS27NGP, PSS27SGP, PSS29NGP, PSF26NGP, PSW26SGP)

Pub. No. 2-D153 \$1.00 ea.



GE Profile Arctica Mix POP
(PSS26MGP)

Pub. No. 2-D163 \$1.00 ea.



GE Profile Arctica Mix POP
(PSS26NHP, PSS26SHP, PS29NHP)

Pub. No. 2-D173 \$1.00 ea.



GE Profile Arctica Mix POP
(PSC23NGP, PSC23SGP, PSI23NGP, PSI23SGP, PSH23SGP, PSH23NGP, PSI23NCP, PSI23SCP, PSC23NHP, PSC23SHP)

Pub. No. 2-D203 \$1.00 ea.



GE Profile Arctica Mix POP
(PSC23MGP, PSI23MGP)

Pub. No. 2-D213 \$1.00 ea.



GE Mix POP
(GSS25LGP, GSS25LSP)

Pub. No. 2-D183 \$1.00 ea.



GE Mix POP
(GSS25KGP, GSH25KGP, GSS25SGP, GSH25SGP, GSS22KGP, GSH22KGP, GSS22SGP, GSH22SGP)

Pub. No. 2-D193 \$1.00 ea.



GE Profile Mix POP
(PTC22MFM, PTC22SFM, PTI22MFM, PTI22SFM)

Pub. No. 2-D243 \$1.00 ea.



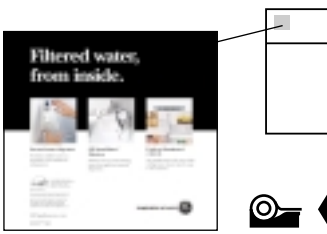
GE Profile Arctica Mix POP
(PTS22LHP, PTS22SHP, PTS25LHP, PTS25SHP)

Pub. No. 2-D253 \$1.00 ea.



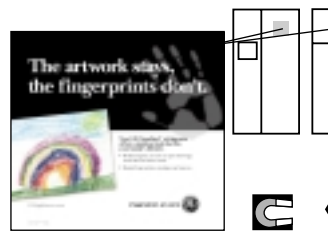
GE Mix POP
(GTH22KBP, GTH22SBN, GTS18KBP, GTH18KBP, GTS22KCP, GTS18KCP)

Pub. No. 2-D263 \$1.00 ea.



GE Mix POP
(GTH22SHP, GTS22KHP, GTS18SHP, GTS18KHP)

Pub. No. 2-D273 \$1.00 ea.



GE CleanSteel™ POP
(GSL25JFP, GSL22JFP, GTL18JBP, GTL18JCP)

Pub. No. 2-D363 \$.50 ea.

Method of Adhesion



Placement of P.O.P.



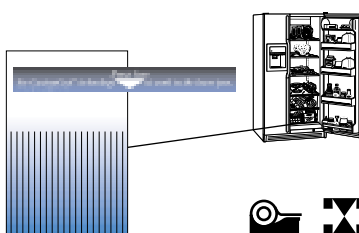
GE Profile™ and GE® Side-by-Side and Top-Freezer Refrigerators

Point of Purchase Materials



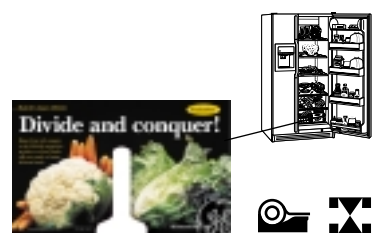
CustomCool™ Technology
Refer to Side-by-Side P.O.P. chart on page 5 for model number information.

Pub. No. 2-D142 \$.25 ea.



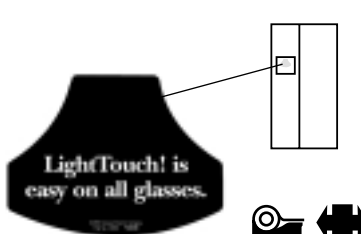
CustomCool Pan Airflow Demo
Refer to Side-by-Side P.O.P. chart on page 5 for model number information.

Pub. No. 2-D112 \$.45 ea.



Raised Crisper Divider
(GSS25QGM, GSS22QGM)

Pub. No. 2-D601 \$.35 ea.



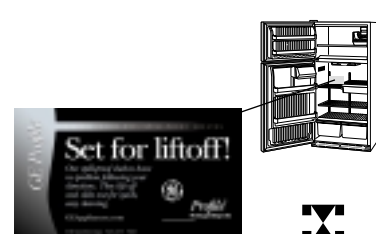
LightTouch! Dispenser Paddle
Refer to Side-by-Side P.O.P. chart on page 5 for model number information.

Pub. No. 2-D461 \$.20 ea.



Gallon Door Storage
Refer to Side-by-Side, Top-Freezer and Bottom-Freezer P.O.P. charts on page 5 for model number information.

Pub. No. 2-D611 \$.60 ea.



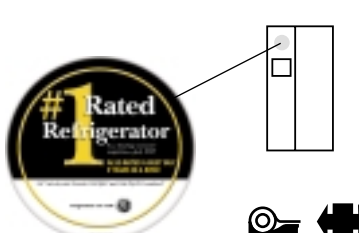
Liftoff, Slide-out, Spillproof Shelves
(PTS25SBM, PTS22SBN, PTS25LBM, PTS22LBN, GTS22QBN, GTS19QBN)

Pub. No. 2-D771 \$.75 ea.



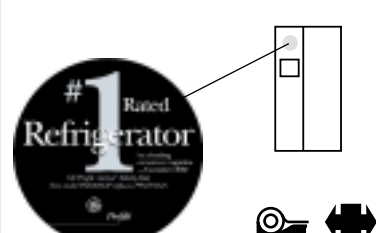
Arctica™ Awards
Refer to Side-by-Side P.O.P. chart on page 5 for model number information.

Pub. No. 2-D831 \$.70 ea.



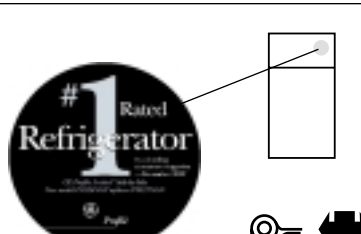
#1 Rated GE Refrigerator & Best Buy
(GSS25JFP, GSL25JFP)

Pub. No. 2-X403 \$.25 ea.



#1 Rated Profile Side-by-Side Refrigerator
(PSS26NGP)

Pub. No. 2-X393 \$.25 ea.



#1 Rated Profile Top-Freezer Refrigerator
(PTC22LCP)

Pub. No. 2-X413 \$.25 ea.

Method of Adhesion



Placement of P.O.P.



GE Profile™ and GE® Bottom-Freezer Refrigerators

Point of Purchase Materials



Easy access.
Even temperatures.

GE Profile Arctica™ Mix POP
(PDS22SCP, PDS20SCP, PDS22MCP, PDS20MCP,
PDS22SBP, PDS20SBP, PDS22MBP, PDS20MBP)

Pub. No. 2-D293 **\$1.00 ea.**



Freshness is well
within reach.

GE Mix POP
(GDS18SCP, GDS18SBP, GDS18LBP)

Pub. No. 2-D303 **\$1.00 ea.**



Total convenience,
from top to bottom.

GE Mix POP
(GBS22KBP, GBS20KBP)

Pub. No. 2-D313 **\$1.00 ea.**

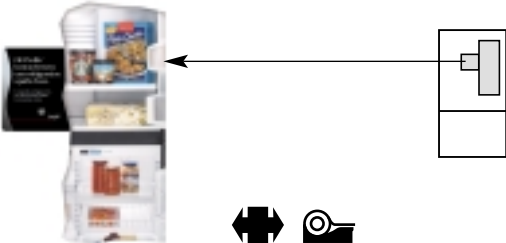


We have nothing
to hide.

No more hide & seek.
(Inside freezer drawer)

Slide 'N Store™ Freezer Drawer
(GSD18SBP, GDS18LBP, GSD18SCP, GDS18LCP)

Pub. No. 2-D130 **\$2.75 ea.**



GE Profile Lenticular POP
(PDS22SCP, PDS20SCP, PDS22MCP, PDS20MCP, PDS22SBP, PDS20SBP,
PDS22MBP, PDS20MBP)

Pub. No. 2-D383 **\$8.00 ea.**

Refrigeration POP at a Glance

Side-By-Side Refrigeration POP

	GE Profile Arctica™					GE®							
	PSS29NHP PSS29NGP PSS27SGP PSS27NGP PSS26SHP PSS26NHP PSW26SGP PSF26NGP PSS26SGP PSS26NGP	PSC23SHP PSC23NHP PSH23SGP PSI23SGP PSH23NGP PSI23NGP PSC23SGP PSC23NGP	PSS26MGP	PSI23SCP PSI23NCP	PSI23MGP PSC23MGP	GSS25LSP GSS25LGP	GSS25SGP GSS22SGP GSH25KGP GSH22KGP GSS25KGP GSS22KGP	GSS25QGM GSS22QGM	GSL25JFP GSL22JFP	GSS25JFP	GSS22JFP	GSS25JEP GSS22JEP	GSS20IBP
LightTouch! Dispenser Paddle (Pub. No. 2-D461)	•	•	•		•	•	•	•	•	•	•	•	
CustomCool™ Technology (Int.) (Pub. No. 2-D142)	•	•		•									
CustomCool Pan Airflow Demo (Pub. No. 2-D112)	•	•		•									
Arctica Awards (Pub. No. 2-D831)	•	•		•									
#1 Rated GE Refer/Best Buy (Pub. No. 2-X403)								•	•				
Gallon Door Storage (Pub. No. 2-D611)						•	•	•	•	•	•	•	•
CleanSteel™ (Pub. No. 2-D363)								•					
#1 Rated Profile Refer (Pub. No. 2-X393)	• (PSS26NGP Only)												

Top-Freezer Refrigeration POP

	GE Profile™					GE									
	PTC22MFM PTI22MFM	PTC22MBM PTI22MBM	PTC22SFM PTC22SBM PTI22SFM	PTS25SHP PTS22SHP PTS22SCP	PTS25LHP PTS22LHP PTS22LCP	GTH22SBN GTH22SHP	GTS22KHP GTS22KCP GTS22KBP	GTS20ICN	GTS22JCP GTS22JBP	GTS22FBP	GTS18SHP GTS18KHP GTS18SBP GTH18KBP GTS18KBP GTS18KCP	GTS18JCP GTS18JBP GTH18JBP	GTL18JBP GTL18JCP	GTS18HCM GTS18HBM	GTS18FBM
Lift-off, Slide-Out, Spillproof Shelves (Pub. No. 2-D771)				●	●		●		●			●	●		
Gallon Door Storage (Pub. No. 2-D611)	●	●	●			●	●	●	●	●	●	●	●	●	●
CleanSteel™ (Pub. No. 2-D363)													●		
#1 Rated Profile Refer (Pub. No. 2-X413)					● (PTC22LCP) only										

Bottom-Freezer Refrigeration POP

	GE Profile	GE		
	PDS22SBP PDS22SCP PDS22MBP PDS22MCP PDS20SCP PDS20MCP PDS20SBP PDS20MBP	GBS22KBP GBS22HBP GBS20KBP	GDS18SBP GDS18LBP	GBS18KBP GBS18HBP
Gallon Door Storage (Pub. No. 2-D611)	•	•	•	•
Slide 'n Store™ Freezer Drawer (Pub. No. 2-D130)	•		•	
GE Profile Lenticular (Pub. No. 2-D383)	•			



2-Unit CustomStyle™ Refrigerator Display
(Display Headers Included)
86-1/2"H x 88-1/2"W x 26-1/2"D

Pub. No. 2-D059 **\$1,100.00 ea.**



3-Unit CustomStyle™ Refrigerator Display
(Display Headers Included)
86-1/2"H x 138"W x 26-1/2"D

Pub. No. 2-D049 **\$1,600.00 ea.**

Also Available:

1-Unit CustomStyle Refrigerator Display (Not shown)
(Display header included)
86-1/2"H x 50"W x 26-1/2"D

Pub. No. 2-D229 **\$800.00 ea.**

Spec Sheets/Catalogs

Description	Pub. No.	Price
Gas Range Catalog 2003	3-S133	\$.75 ea.
Electric Range Catalog 2003	3-S123	\$.75 ea.
Built-In Catalog 2003	3-S143	\$ 2.50 ea.

Merchandising

Description	Pub. No.	Price
Trivection™ Technology Merchandiser 2003.....	3-X193	\$.75 ea.
Electric Range Merchandiser 2003	3-X183	\$.75 ea.
Gas Range Merchandiser 2003.....	3-X173	\$.75 ea.
Gas and Dual-Fuel Slide-in Range Merchandiser 2003	3-X063-1	\$.75 ea.
Built-In Wiro 2003.....	3-X203	N/C
Electric and Gas Range Wiro 2003	3-X213	N/C

Miscellaneous

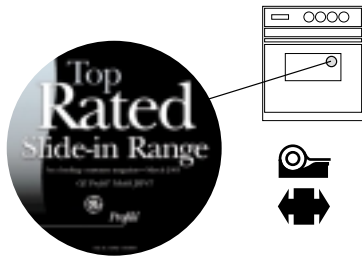
Description	Pub. No.	Price
Built-In Installation Reference Guide.....	3-X133	\$.75 ea.
36"/30" TDD Planning Guide 2003	3-X283	\$.25 ea.
#1 CU Merchandiser Pad March 2003	3-D623	\$ 1.00 ea.
Cooktop Selection Guide.....	3-X123	\$ 7.50 ea.
Wall Oven Selection Guide.....	3-X152	\$ 7.50 ea.
Range Built-In Display Brochure	3-X163	\$.50 ea.
Precise Air™ Convection Oven Pocket Card	3-T204	\$.20 ea.
Trivection™ Technology Pocket Card.....	3-T308	\$.25 ea.
Free-Standing Electric Range Pocket Card.....	3-T309	\$.25 ea.
Slide-In Gas and Dual-Fuel Range Pocket Card.....	3-T305	\$.20 ea.
Free-Standing Gas Range Pocket Card.....	3-T210	\$.20 ea.
Dual-Fuel Range Pocket Card	3-T203	\$.20 ea.
Accessory Guide	3-X092	\$.25 ea.
Display Merchandiser	3-X163	\$.50 ea.

Accessories

Description	Pub. No.	Price
Built-In Oven 120V Hook-Up Demo Cord Kit (Packed: 1 cord per kit w/hook-up instructions)	3-A011.....	\$ 12.50 ea.
Free-Standing Electric Range 110V Hook-Up Demo Cord Kit (Packed: 1 cord per kit w/hook-up instructions)	3-A029.....	\$ 15.00 ea.
120V Demo Cord Kit for Cooktops	3-A050.....	\$ 12.50 ea.
120V Demo Cord Kit for JB988 Free-Standing Range	3-A003.....	\$ 12.50 ea.
120V Demo Cord Kit for Trivection Technology Wall Ovens	3-A063.....	\$ 12.50 ea.
120V Demo Cord Kit for Trivection Technology Slide-In Ranges ...	3-A073.....	\$ 12.50 ea.

GE Profile™ and GE® Ranges Consumer Rating Merchandising Kit

Point of Purchase Materials



GE Profile Top-Rated Slide-In POP
(JSP47)



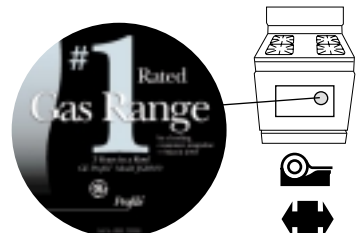
GE #1 Rated Coil Range POP
(JBP35)



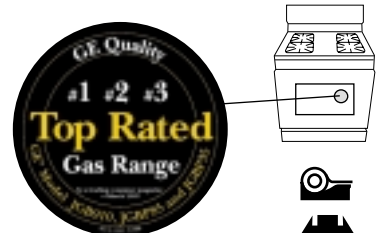
GE #1 Rated Electric Range POP
(JBP80)



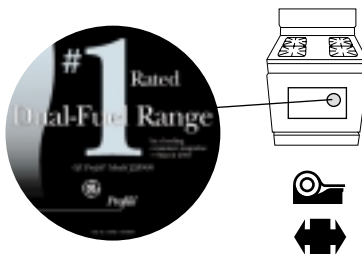
GE #1 & #2 Rated Electric
Range POP
(JBP82, 80)



GE Profile #1 Rated Gas
Range POP
(JGB910)



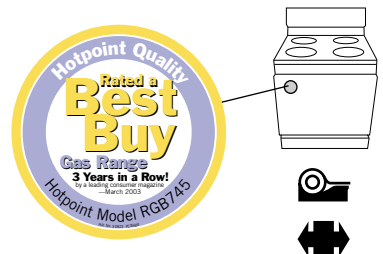
GE #1, 2, 3 Rated Gas
Ranges POP
(JGB910/JGBP85/35)



GE Profile #1 Rated
Dual-Fuel Range POP
(J2B900)



#1 CU Merchandiser Pad
(JBP80/35/82/JGBP85/35/JGB910/J2B900/
JSP47/RGB745)



Hotpoint Best Buy
(RGB745)

GE Profile & GE Consumer Rating Merchandising Kit

Pub. No. 3-D623

N/C

Method of Adhesion

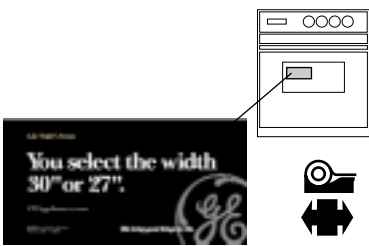


Placement of P.O.P.



GE Profile™ and GE® Built-In Cooking Products

Point of Purchase Materials



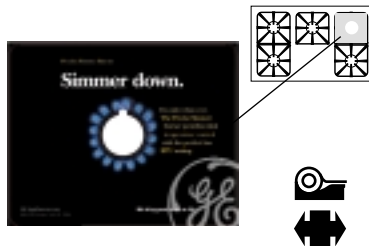
GE Profile & GE Double Tag POP
(For double and single wall ovens with 27" & 30" size options)

Pub. No. 3-D361 \$1.00 ea.



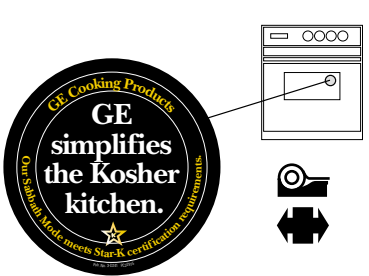
GE Profile Pan size, Pan Pressure POP
(JP969/939)

Pub. No. 3-D301 \$2.00 ea.



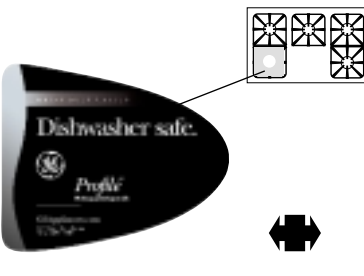
GE Profile & GE Precise Simmer POP
(JGP963/962/960/636/628/JGP933/932/930/336/328)

Pub. No. 3-D291 \$1.00 ea.



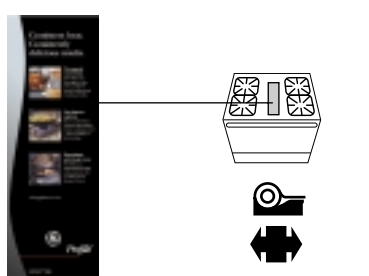
GE Profile & GE Sabbath mode POP

Pub. No. 3-D241 \$2.00 ea.



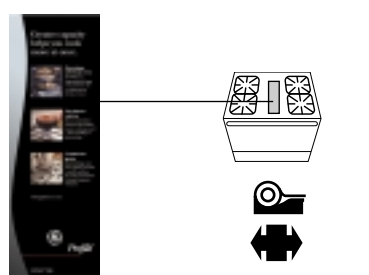
GE Profile Dishwasher Safe POP
(JGP963/962/933/932)

Pub. No. 3-D261 \$1.00 ea.



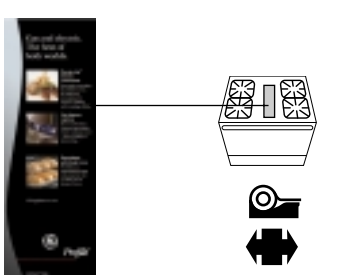
GE Profile Mix POP
(JGS968)

Pub. No. 3-D573 \$1.00 ea.



GE Profile Mix POP
(JGSP48)

Pub. No. 3-D583 \$1.00 ea.



GE Profile Mix POP
(JTS968)

Pub. No. 3-D563 \$1.00 ea.



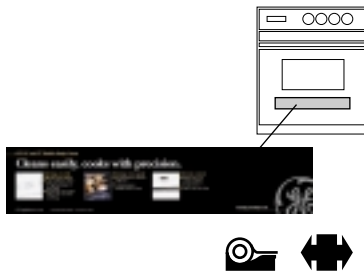
GE Profile Bakes more evenly claim POP
(JT955/952/915/912/JK955/915)

Pub. No. 3-D452 \$.50 ea.



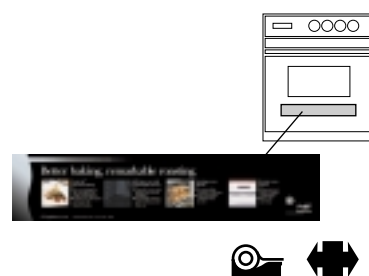
GE Profile Mix POP
(JT965)

Pub. No. 3-D392 \$1.00 ea.



GE Mix POP
(JTP48, JTP28, JTP20, JKP48, JKP28, JKP20)

Pub. No. 3-D382 \$1.00 ea.



GE Profile Mix POP
(JT952, JT912)

Pub. No. 3-D372 \$1.00 ea.

Method of Adhesion

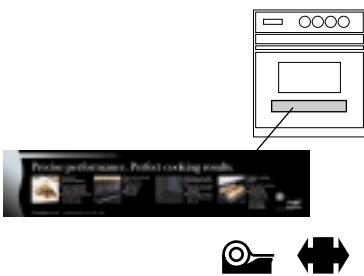


Placement of P.O.P



GE Profile™ and GE® Built-In Cooking Products

Point of Purchase Materials



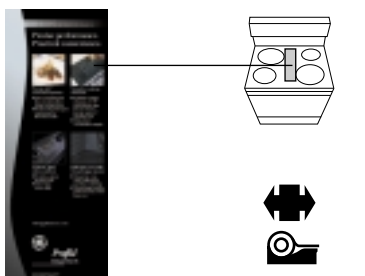
GE Profile Mix POP
(JT955, JK955, JT915, JK915)

Pub. No. 3-D362 \$1.00 ea.



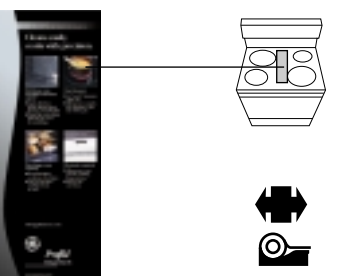
GE Mix POP
(JTP86, JKP86)

Pub. No. 3-D402 \$1.00 ea.



GE Profile Mix POP
(JS968, JD968)

Pub. No. 3-D412 \$1.00 ea.



GE Profile Mix POP
(JSP47WF, JDP47WF)

Pub. No. 3-D432 \$1.00 ea.



Built-in ruler
(For consumer use to measure old appliance)

Pub. No. 3-D003 \$.50 ea.



GE Profile Trivection Mix POP
(JT980, 930)

Pub. No. 3-D763 \$1.00 ea.



GE Profile Trivection Mix POP
(JS998)

Pub. No. 3-D773 \$1.00 ea.



GE Profile Cooks up to five times faster POP
(JT980, 930, JS998)

Pub. No. 3-D783 \$1.00 ea.

Method of Adhesion



Placement of P.O.P



GE Profile™ and GE® Free-Standing Electric Ranges

Point of Purchase Materials



GE Profile & GE Six-pass bake element POP
(JB988/968/905, JBP84/82/80/69/66/48/35/26)

Pub. No. 3-D381 \$1.00 ea.



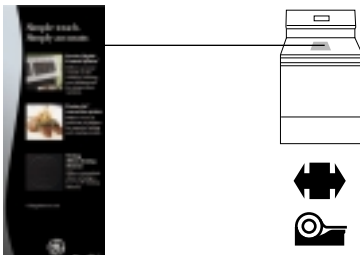
GE Profile Claim POP
(JB988/968)

Pub. No. 3-D743 \$.50 ea.



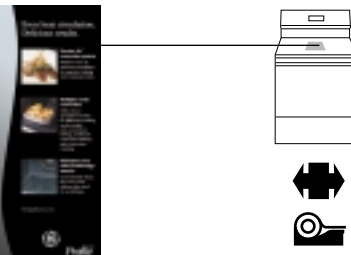
GE Profile Precise Digital Control System
(JB988)

Pub. No. 3-D753 \$.50 ea.



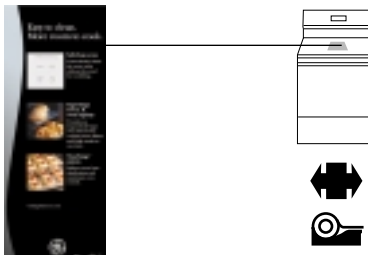
GE Profile Mix POP
(JB988)

Pub. No. 3-D633 \$1.00 ea.



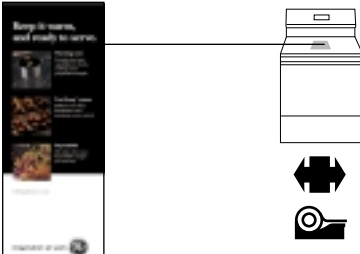
GE Profile Mix POP
(JB968)

Pub. No. 3-D643 \$1.00 ea.



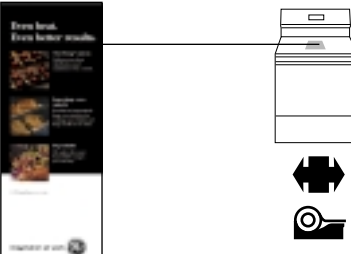
GE Profile Mix POP
(JB905)

Pub. No. 3-D653 \$1.00 ea.



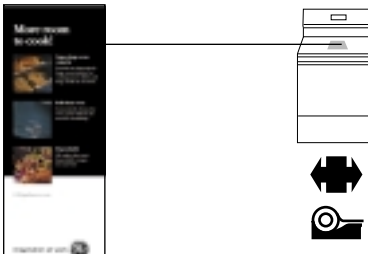
GE Mix POP
(JBP82/80)

Pub. No. 3-D673 \$1.00 ea.



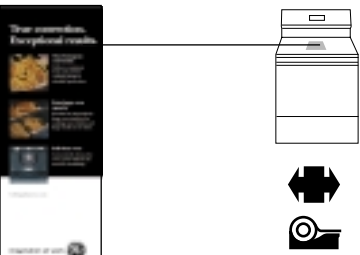
GE Mix POP
(JBP69/66/48/35)

Pub. No. 3-D683 \$1.00 ea.



GE Mix POP
(JBP64/24)

Pub. No. 3-D693 \$1.00 ea.



GE Mix POP
(JBP84)

Pub. No. 3-D663 \$1.00 ea.

Method of Adhesion

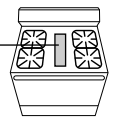


Placement of P.O.P.

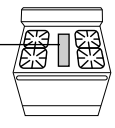


GE Profile™ and GE® Free-Standing Gas Ranges

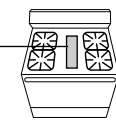
Point of Purchase Materials

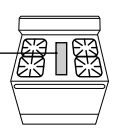

GE Mix POP (JGBP28)
Pub. No. 3-D212 \$1.00 ea.

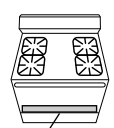

GE Profile Mix POP (JGB920)
Pub. No. 3-D593 \$1.00 ea.

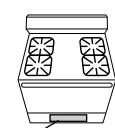

GE Profile Mix POP (JGB915)
Pub. No. 3-D603 \$1.00 ea.

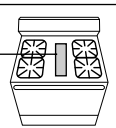

GE Profile Mix POP (JGB905, JGB900)
Pub. No. 3-D613 \$1.00 ea.

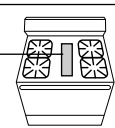

GE Profile Warming
Drawer Exterior (JGB920/915/JBP90/85)
Pub. No. 3-D160 \$3.00 ea.


GE Profile Warming
Drawer Insert (JGB920/915/JBP90/85)
(P.O.P. lays inside warming drawer)
Pub. No. 3-D170 \$3.00 ea.


GE Profile Mix POP (J2B915)
Pub. No. 3-D703 \$1.00 ea.


GE Mix POP (JGBP90/85/80/33/30)
Pub. No. 3-D713 \$1.00 ea.

GE Profile™ and GE® Free-Standing Gas and Electric Ranges

Point of Purchase Materials



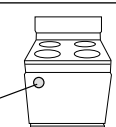


GE Claim POP
(All GE free-standing gas and electric ranges.)
Pub. No. 3-D431 \$.50 ea.





GE Profile Claim POP
(All GE Profile free-standing gas and electric ranges.)
Pub. No. 3-D451 \$.50 ea.


GE Profile & GE Sabbath
mode POP
Pub. No. 3-D241 \$2.00 ea.

Method of Adhesion



Placement of P.O.P.



GE Profile™ and GE® Cooking Products

Displays



27" Wall Oven Display

Pub. No. 3-D121 \$450.00 ea.



30" Wall Oven Display

Pub. No. 3-D111 \$495.00 ea.



30" Oven Display

Pub. No. 3-D091 \$350.00 ea.



30" Wall Oven Display

Pub. No. 3-D081 \$450.00 ea.



Tubular Slide-in or Drop-in Display

Pub. No. 4-D371

\$515.00 ea.



Free-Standing or Slide-in/Drop-in Display

Pub. No. 3-D131

\$460.00 ea.



30" Tubular Free-Standing Display

Pub. No. 4-D001

\$225.00 ea.



Slide-in or Drop-in Display

Pub. No. 3-D222

\$350.00 ea.

GE Profile™ and GE® Cooking Products

Displays



Five-Unit Cooktop Display
Pub. No. 3-D001 \$500.00 ea.



Downdraft Cooktop Display
Pub. No. 3-D150 \$390.00 ea.



Hood Display
Pub. No. 3-D101 \$385.00 ea.

Spec Sheets/Catalogs

Description	Pub. No.	Price
Over-the-Range Microwave Oven Catalog.....	4-S403	\$.75 ea.
Countertop Microwave Oven Catalog	4-S303	\$.75 ea.

Merchandising

Description	Pub. No.	Price
Advantium and Spacemaker Oven Merchandiser Fall 2003	4-X033	\$ 1.75 ea.
Advantium and Spacemaker Oven Wiro Fall 2003	4-X023	N/C

Miscellaneous

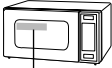
Description	Pub. No.	Price
Spacemaker XL1800 Training Manual	4-T201	\$ 2.00 ea.
Over-the-Range Convection Pocket Trainer	4-T103	\$.15 ea.
Spacemaker 2.0 Selling Guide.....	4-T203	\$ 1.00 ea.
Spacemaker 2.0 Selling Video	4-T303	\$10.00 ea.
Spacemaker 2.0 Pocket Training Card	4-T403	\$.50 ea.

Accessories

Description	Pub. No.	Price
Undercabinet Installation Kit.....	4-A019-7.....	\$13.00 ea.
CMO/OTR MWO Braille Pad Kit	4-A202.....	N/C

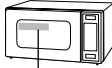
GE Profile™ and GE® Countertop Microwave Ovens

Point of Purchase Materials



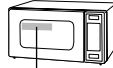

GE Mix POP
(JE1640)

Pub. No. 4-D212 \$1.00 ea.



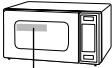

GE Mix POP
(JE1660)

Pub. No. 4-D222 \$1.00 ea.



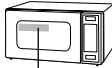

GE Profile Mix POP
(JE1590)

Pub. No. 4-D282 \$1.00 ea.



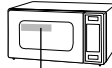

GE Mix POP
(JE1460)

Pub. No. 4-D332 \$1.00 ea.



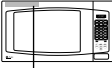

GE Mix POP
(JE1860)

Pub. No. 4-D093 \$1.00 ea.




GE Mix POP
(JE1840)

Pub. No. 4-D362 \$1.00 ea.




GE Profile Mix POP
(JE2160)

Pub. No. 4-D103 \$1.00 ea.

Method of Adhesion

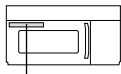


Placement of P.O.P.



GE Profile™ and GE® Over-the-Range Microwave Ovens

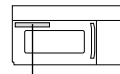
Point of Purchase Materials





GE Mix POP
(JVM1440)

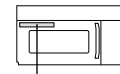
Pub. No. 4-D232 \$1.00 ea.





GE Mix POP
(JVM1640)

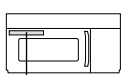
Pub. No. 4-D242 \$1.00 ea.





GE Mix POP
(JVM1650)

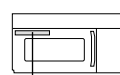
Pub. No. 4-D252 \$1.00 ea.





GE Mix POP
(JVM1850)

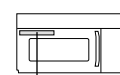
Pub. No. 4-D272 \$1.00 ea.





GE Profile Mix POP
(JVM1860)

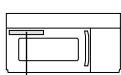
Pub. No. 4-D292 \$1.00 ea.





GE Profile Mix POP
(JVM3670)

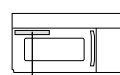
Pub. No. 4-D302 \$1.00 ea.





GE Profile Mix POP
(JVM1490)

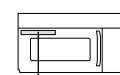
Pub. No. 4-D312 \$1.00 ea.





GE Mix POP
(JVM1430)

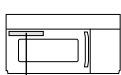
Pub. No. 4-D083 \$1.00 ea.





GE Mix POP
(JVM2050)

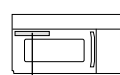
Pub. No. 4-D043 \$1.00 ea.





GE Profile Mix POP
(JVM2070)

Pub. No. 4-D073 \$1.00 ea.





GE Profile Mix POP
(JVM1870)

Pub. No. 4-D113 \$1.00 ea.

Method of Adhesion



Placement of P.O.P.



GE Profile™ and GE® Microwave Ovens

Displays



A white metal tubular display for GE Advantium Above-the-Cooktop/Over-the-Range Microwave Ovens/Range models. The display features a microwave oven mounted on top of a range oven, with a GE Appliances sign on top.

White Metal Tubular Display
(All Advantium Above-the-Cooktop/Over-the-Range Microwave Ovens/
Range models)

Pub. No. 4-D001	\$225.00 ea.
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A black Spacemaker Microwave Oven Cradle Display for GE Advantium Above-the-Cooktop/Over-the-Range Microwave Ovens/Range models. The display features a microwave oven mounted on a black cradle, with a GE Appliances sign on the front.

Spacemaker Microwave Oven Cradle Display
(All Over-the-Range Microwave Oven models)

Pub. No. 4-D020	\$80.00 ea.
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A tubular slide-in or drop-in display for GE Advantium Above-the-Cooktop/Over-the-Range Microwave Ovens/Range models. The display features a microwave oven mounted on top of a range oven, with wooden cabinets on either side.

Tubular Slide-In or Drop-In Display
(All Advantium Above-the-Cooktop/Over-the-Range Microwave Oven/Slide-In
Range/Drop-In Range models)

Pub. No. 4-D371	\$515.00 ea.
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Spec Sheets/Catalogs

Description	Pub. No.	Price
Advantium Oven Catalog	28-S003	\$.75 ea.

Merchandising

Description	Pub. No.	Price
Advantium and Spacemaker Oven Merchandiser Fall 2003	4-X033	\$ 1.75 ea.
Advantium and Spacemaker Oven Wiro Fall 2003	4-X023	N/C

Miscellaneous

Description	Pub. No.	Price
Advantium 120 Pocket Card	28-T101	\$.25 ea.
Advantium Sales Training Manual	28-T201	\$ 1.75 ea.
(Advantium 240 and 120 Oven Models)		
Advantium 120 Training Video	28-T301	\$15.00 ea.
Advantium Consumer Brochure	28-X011-1	N/C
Advantium 120 Getting Started Video	28-X031	N/C
Advantium/Pillsbury Recipe Book	28-X050	\$.25 ea.
Advantium Wall Oven Use & Care Video	28-X060	\$10.00 ea.
Advantium 240 Owner's Video	28-X129	\$10.00 ea.
Advantium Display VHS Video	28-X169	\$10.00 ea.

Accessories

Description	Pub. No.	Price
Advantium Display DVD	28-A011	\$25.00 ea.

GE Profile Advantium® Ovens

Point of Purchase Materials



Advantium Easel Card with Pocket
Holds Consumer Brochure Pub. No. 28-X011-1
(All Advantium Models)

Pub. No. 28-D011 N/C



Advantium 120 Mix POP
(SCA1001/SCA1000)

Pub. No. 28-D023 \$1.00 ea.



Advantium 240 Mix POP
(SCA2001/SCA2000)

Pub. No. 28-D013 \$1.00 ea.



Advantium Selection Guide
(All Advantium Models)

Pub. No. 28-D031 \$1.00 ea.

GE Profile Advantium® Ovens

Displays



GE Advantium Above-the-Cooktop/Wall Oven
89" H x 48" W x 32" D

Pub. No. 28-D019 \$1,000.00 ea.
(equipped with header and side panel signage)

Spec Sheets/Catalogs

<i>Description</i>	<i>Pub. No.</i>	<i>Price</i>
Dishwasher Catalog.....	5-S213	\$ 1.75 ea.

Merchandising

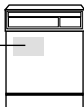
<i>Description</i>	<i>Pub. No.</i>	<i>Price</i>
Fully Integrated Dishwasher Merchandiser Fall 2003.....	5-X023	\$ 1.75 ea.
Fully Integrated Dishwasher Wiro Fall 2003.....	5-X033	\$ N/C

Miscellaneous

<i>Description</i>	<i>Pub. No.</i>	<i>Price</i>
2003 Dishwasher Training Manual	5-T053.....	\$.50 ea.
NPI Training Card	5-T103.....	\$.50 ea.
GE Profile Sound Demo Kit	5-D543	\$10.00 ea.

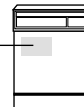
GE Profile™ and GE® Dishwashers

Point of Purchase Materials

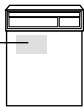

GE Mix POP
(GSD5500G, GSD5560G)

Pub. No. 5-D802 **\$1.00 ea.**

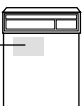

GE Mix POP
(GSD5960G, GSD5900G)

Pub. No. 5-D502-1 **\$1.00 ea.**

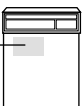

GE Mix POP
(GSD6260J, GSD6200J)

Pub. No. 5-D413 **\$1.00 ea.**


GE Mix POP
(GSD6660G, 6600G)

Pub. No. 5-D423 **\$1.00 ea.**


GE Mix POP
(GSD6900J)

Pub. No. 5-D433 **\$1.00 ea.**





GE Tall-Over-Tall™
pan and tumbler kit
(GSD6900J, GSD6860J, GSD6660G, GSD6600G, GSD6260J, GSD6200J)

Pub. No. 5-D161 **\$5.00 ea.**





GE Profile Mix POP
(PDW7300J)

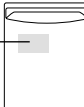
Pub. No. 5-D443 **\$1.00 ea.**





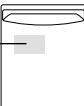
GE Profile Mix POP
(PDW7880J, PDW7800J)

Pub. No. 5-D453 **\$1.00 ea.**

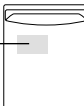

GE Profile Mix POP
(PDW8280J, PDW8200J)

Pub. No. 5-D473 **\$1.00 ea.**


GE Profile Mix POP
(PDW8480J, PDW8400J)

Pub. No. 5-D483 **\$1.00 ea.**


GE Profile Mix POP
(PDW8680J, PDW8600J)

Pub. No. 5-D493 **\$1.00 ea.**





GE Profile Mix POP
(PDW9280J, PDW9200J)

Pub. No. 5-D593 **\$1.00 ea.**

Method of Adhesion



Placement of P.O.P.



GE Profile™ and GE® Dishwashers

Point of Purchase Materials



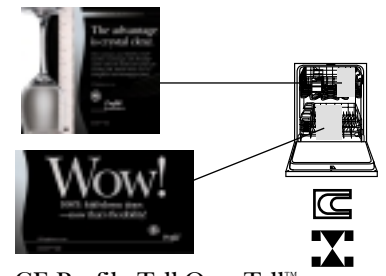
GE Profile Mix POP
(PDW9700JII)

Pub. No. 5-D583 \$1.00 ea.



GE Profile Mix POP
(PDW9880J, PDW9800J)

Pub. No. 5-D573 \$1.00 ea.



GE Profile Tall-Over-Tall™
stockpot and wineglass kit
(PDW7880J, PDW7800J)

Pub. No. 5-D171- 1 \$75.00 ea.



GE Profile 20-gallon stockpot
(PDW8680J, PDW8600J)

Pub. No. 5-D503 \$75.00 ea.



GE Profile stainless steel
interior POP
(PDW8680J, PDW8600J, PDW8480J, PDW8400J,
PDW8280J, PDW8200J)

Pub. No. 5-D603 \$1.50 ea.

Method of Adhesion



Placement of P.O.P.



Dishwashers

Displays



GE Dishwasher Single Unit
61.922" H x 26" W x 23.375" D
(All Dishwashers)

Pub. No. 5-D269 **\$325.00 ea.**



GE 1-Over-1 Dishwasher
82" H x 33-7/8" W x 30-3/4" D
(All dishwashers)

Pub. No. 5-D261 **\$450.00 ea.**



GE 2-Over-2 Dishwasher
82" H x 57.875" W x 30" D
(All dishwashers)

Pub. No. 5-D259 **\$517.00 ea.**

Spec Sheets/Catalogs

Description	Pub. No.	Price
Clothes Care Laundry Catalog 2003.....	14-S153	\$ 1.75 ea.
Commercial Front-Loading Washer Spec	14-S001	\$.10 ea.
Coin Op Laundry Brochure	14-S133	\$.75 ea.
Coin Op Laundry Pocket Guide Brochure	14-S143	\$.10 ea.
Vision Impaired Washer and Dryer Spec.....	14-S092	\$.10 ea.
Washer and Dryer Spacemaker® Spec	14-S150	\$.10 ea.
Non-Coin Commercial Laundry Spec.....	14-S160	\$.10 ea.
Profile™ Horizontal Axis Laundry Spec.....	14-S170	\$.10 ea.

Merchandising

Description	Pub. No.	Price
Clothes Care Merchandiser Fall 2003	14-X103	\$ 1.75 ea.
Clothes Care Wiro Fall 2003.....	14-X123	N/C

Miscellaneous

Description	Pub. No.	Price
Clear Lid Demo (WPRB9110D)	14-D223	\$40.00 ea.
Out-of-Balance Demo Instructions	14-X029	N/C

Accessories

Description	Pub. No.	Price
Manufactured Home Dryer Anchor Kit	14-A001	N/C
Dryer Rack for 6.0/7.0 Dryers	14-A006	\$19.00 ea.
Front-Loader Dryer Undercounter Kit	14-A008	\$18.21 ea.
Front-Loader Dryer Exhaust Kit	14-A018	\$15.55 ea.
Front-Loader Washer Undercounter Kit	14-A037	\$14.99 ea.
Front-Loader Dryer LP Conversion Kit	14-A038	\$14.99 ea.
Mobile Home Dryer Installation Kit	14-D346-33	\$ 1.00 ea.
Harmony 10 Ft. Cord Kit	14-A013	\$10.00 ea.
Harmony Side Vent Kit	14-A003	\$18.00 ea.

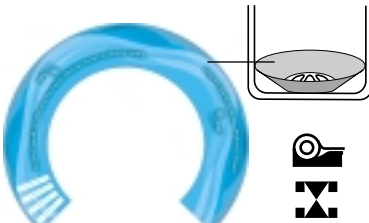
GE Profile Harmony™ Clothes Care System

Point of Purchase Materials



GE Profile Harmony
Washer Lid POP
(WPGT9350C)

Pub. No. 14-D033 \$7.00 ea.



GE Profile Harmony
Interior Basket POP
(WPGT9350C)

Pub. No. 14-D073 \$5.00 ea.



GE Profile Harmony
Easy-To-Use Controls POP
(WPGT9350CPL)

Pub. No. 14-D103 \$2.00 ea.



GE Profile Harmony
Easy-To-Use Controls POP
(WPGT9350CWW)

Pub. No. 14-D133 \$2.00 ea.



GE Profile Harmony
Dryer Door POP
(DPGT750EC/GC)

Pub. No. 14-D043 \$3.00 ea.

GE Profile™ and GE® Washers

Point of Purchase Materials



GE Profile Mix POP
(WPRB9220D)

Pub. No. 14-D143 \$1.00 ea.



GE Profile Washer Mix POP
(WPRB9110D)

Pub. No. 14-D173 \$1.00 ea.



GE Profile Washer Mix POP
(WPRB8050D)

Pub. No. 14-D183 \$1.00 ea.

Method of Adhesion



Placement of P.O.P.

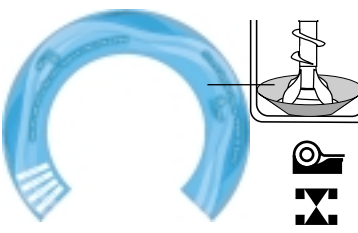


Point of Purchase Materials



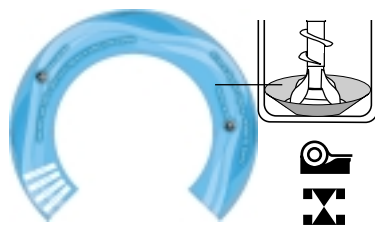
GE Washer Mix POP
(WWRE6260D)

Pub. No. 14-D193 \$1.00 ea.



GE Profile Washer Basket POP
3.5 cu. ft. King-size capacity—
washes 23 towels!
(WPRB9220D, WPRB9110D and WPRB8050D)

Pub. No. 14-D273 \$2.50 ea.



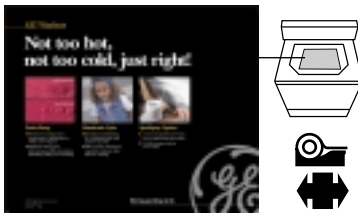
GE Washer Basket POP
3.5 cu. ft. King-size capacity—
washes 23 towels!
(WWRE6260)

Pub. No. 14-D263 \$2.50 ea.



GE Profile Stainless Steel Washer
Mix POP
(WPRB9220C)

Pub. No. 14-D262 \$1.00 ea.



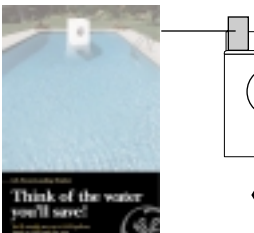
GE Washer Mix POP
(WWSE6260B)

Pub. No. 14-D241 \$1.00 ea.



GE Profile Washer Mix POP
(WHSB9000B, WHSB8000B)

Pub. No. 14-D181 \$1.00 ea.



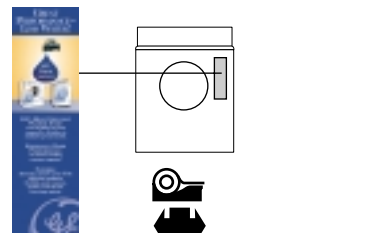
GE Front-Loading Water
Savings Easel Card
(WSXH208A, WPXH214A)

Pub. No. 14-D169 \$1.50 ea.



GE Front-Loading Front Panel
(WSXH208A, WPXH214A)

Pub. No. 14-D139 \$2.50 ea.



GE Front-Loading Feature
Focus Card
(WSXH208A)

Pub. No. 14-D079 \$1.00 ea.



Clear Panel Kit
(All GE top-loading washers)

Pub. No. 14-D001 \$6.00 ea.



24" Vertical Axis Washer
(WSLP1100A, WSL1100A)

Pub. No. 14-D220 \$1.00 ea.



GE Profile Washer
Highly Rated POP
(WPBR9220C)

Pub. No. 14-D283 \$.50 ea.

GE Profile™ and GE® Dryers

Point of Purchase Materials

GE Profile Dryer Mix POP
(DPSB620EC/GC)

Pub. No. 14-D153 \$1.00 ea.

GE Profile Dryer Mix POP
(DPSB613ED/GD)

Pub. No. 14-D203 \$1.00 ea.

GE Profile Dryer Mix POP
(DPSB619ED/GD)

Pub. No. 14-D213 \$1.00 ea.

GE Dryer Mix POP
(DRSR483ED/GD)

Pub. No. 14-D233 \$1.00 ea.

GE Profile #1 Rated Dryer POP
(DPSB620EC/GC)

Pub. No. 14-D253 \$.50 ea.

GE Dryer Mix POP
(DWXR485EB/GB)

Pub. No. 14-D211 \$1.00 ea.

GE Dryer Mix POP
(DWSR483EB/GB, DWXR483EB/GB)

Pub. No. 14-D281 \$1.00 ea.

Washers and Dryers

Display

Vision Impaired Braille Kit
(WNCD2050A/DNCD450EA/GA)

Pub. No. 14-D242 \$25.00 ea.

Method of Adhesion



Placement of P.O.P.



Spec Sheets/Catalogs

Description	Pub. No.	Price
Room Air Conditioners Catalog.....	26-S002	\$ 1.75 ea.
Built-In Room Air Conditioners Catalog	20-S040-1	\$.75 ea.

Miscellaneous

Description	Pub. No.	Price
GE Room Air Conditioners Training Manual	26-T307	\$ 2.00 ea.
Zonline® Model Identifier.....	20-T029	\$ 3.50 ea.
Zonline Video.....	20-T037	\$ 7.50 ea.
J-Model Accessory Helper (Classic Size)	20-T007.....	\$.25 ea.
J-Model Accessory Helper (Monarch Size).....	20-T017.....	\$.25 ea.
Sizing Guide/Cooling Cost Calculator.....	26-5300	\$ 2.88 ea.
Built-In/Zonline Training Binder.....	20-T009.....	\$ 7.00 ea.

GE® Room Air Conditioners

Point of Purchase Materials



GE Room Air Conditioner Sale!
We bring good things to life.

GE - The Number One #1 Room Air Conditioner Preferred Brand

GE Room Air Conditioners Merchandising Kit
(Free with pre-season order, includes full line spec sheet and POP)

Pub. No. 26-D003 **N/C**



GE #1 POP
(All Models)

Pub. No. 26-D030 **\$2.00 ea.**



GE Feature Stickers POP

Pub. No. 26-D053 **\$2.00 ea.**



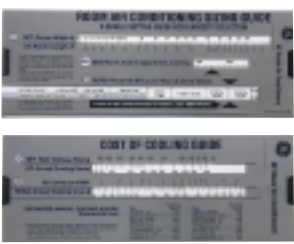
GE Quiet Dangler POP
(All Models)

Pub. No. 26-D033 **\$2.00 ea.**



GE Remote Dangler POP
(Electronic Models)

Pub. No. 26-D023 **\$2.00 ea.**



GE Cost of Cooling/Sizing Guide

Pub. No. 26-5300 **\$2.88 ea.**



GE Outdoor Sale Banner
(All Models)

Pub. No. 26-D013 **\$25.00 ea.**

Method of Adhesion



Placement of P.O.P





GE Room Air Conditioner 3-Tier Deluxe Rack
(32" W x 30" D x 78-1/2" H)

Pub. No. 26-D059
(includes model strips)

\$275.00 ea.

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