

GE Appliances

Volume 2, 2004

NEWSLINE



DSS25KGRWW



JBP83THWW



AdoraTM
series

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imagination at work



The New GE Adora™ Side-By-Side Refrigerator

Only available at The Home Depot®



ClimateKeeper™ System
Combines upfront electronic touch controls, multiple electronic sensors and a multiflow air system to keep temperatures consistent and help keep foods fresh.

Adjustable ClearLook™ bins
Hold gallon-size containers with style and ease.



TurboCool™ feature
Quickly cools the refrigerator after frequent door openings or when hot items are placed inside.



As an ENERGY STAR® Partner, GE has determined that this product meets the ENERGY STAR® guidelines for energy efficiency.

GE Adora 25.4 Cu. Ft.
Side-By-Side Refrigerator
DSS25KSRSS

- Stainless Steel
- Upfront, Electronic-Touch Temperature Controls
- Integrated Ice™ System
- Adjustable Slide-Out, Spillproof Glass Shelves
- TurboCool™ Setting
- Tall LightTouch! Dispenser
- Adjustable Humidity Vegetable/Fruit Crispers
- Child Lock
- Adjustable Gallon Door Bins
- Snack Pan
- Dimensions (HxDxW): 69-1/4" x 33-9/16" x 35-3/4"

Depot Direct 510-014



The One We're Replacing.

GE 25.4 Cu. Ft.
Side-By-Side Refrigerator
GSH25SGPSS
Depot Direct 325-917

GE Adora Advantages

- TurboCool Setting
- Integrated Shelf Support System
- 45° Tubular Door Handle Design



Integrated Ice™ system

The ice bucket is integrated into the icemaker, not the freezer door, freeing up valuable storage space. It pulls out and down, providing easy access to cubed ice.



Freezer door bins

Make room for small containers and boxes.



**Wire slide-out
Everware basket**
Provides quick, easy access to frozen foods.



Also Available:



DSS25KGRWW
White on white
Depot Direct
507-954



DSS25KGRBB
Black on black
Depot Direct
508-258



The One We're Replacing.

GE 25.4 Cu. Ft.
Side-By-Side Refrigerator
GSH25SGPSS
Depot Direct 325-917

GE Adora Advantages

- **Wire slide-out freezer basket**
Provides quick, easy access to frozen foods
- **Freezer door bins**
Make room for small containers and boxes

The New GE Adora™ Electric Range

Only available at The Home Depot®



GE Adora
Free-Standing Electric Range
JBP83THWW True White

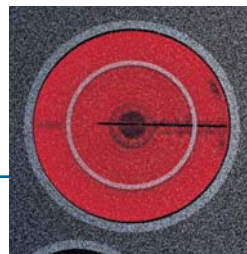
- Self-Clean Oven
- Super-Large Oven Capacity
- TrueTemp™ System
- Bridge Element
- Dual-Size Ribbon Element
- Warming Zone
- QuickSet IV Oven Controls
- Dimensions (HxDxW):
46-7/8" x 25-3/8" x 29-7/8"

Depot Direct 206-877



Bridge Element

Combines three cooktop elements into one large cooking area, ideal for oversized cooking pans.



Dual Size Ribbon Element

Offers a convenient choice of using a 6" or 9" heating element, depending on the size of the pan.



Self-Clean Heavy-Duty Oven Racks

Double-coated porcelain racks provide extra support and no longer require hand-cleaning.



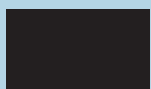
Warming Zone

Provides low-heat capability for foods, making meal coordination simple.

Also Available:



JBP83SHSS
Stainless Steel
Depot Direct
206-309



JBP83HHBB
Black on black
Depot Direct
205-551

GE Adora Advantages

- Self-Clean Heavy-Duty Oven Racks

The New GE Adora™ Gas Range

Only available at The Home Depot®



GE Adora
Free-Standing Gas Range
JGBP83WEHWW White on white

- Self-Clean Oven
- Extra-Large Oven Capacity
- TrueTemp™ System
- QuickSet IV Oven Controls
- High Output Burner
- Precise Simmer Burner
- All-Purpose Burners
- Dimensions (HxDxW):
46-7/8" x 26-1/4" x 30"

Depot Direct 206-988



Precise Simmer Burner

Offers a low setting of 600 BTUs, ensuring more temperature control for simmering.



Self-Clean Heavy-Duty Oven Racks

Double-coated porcelain racks provide extra support and no longer require hand-cleaning.



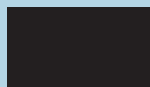
High-Output Burner

With 12,000 BTUs, provides a powerful burner output for efficient heat-up and boiling.

Also Available:



JGBP83SEHSS
Stainless Steel
Depot Direct
207-006



JGBP83BEHBB
Black on black
Depot Direct
207-284

GE Adora Advantages

- Self-Clean Heavy-Duty Oven Racks

Sharpening Your Saw!

Mental keys to successful selling.

1. Understanding consumer's attitude or frame of mind. 50% of appliance purchases are out of necessity, not of convenience. These consumers are value-sensitive and very receptive to ESP's.
2. Believe that by resolving a consumer's appliance dilemma you are creating a permanent Home Depot customer.
3. Enthusiasm is contagious. If you are energetic and positive, the consumer is more likely to feel your energy and react positively.
4. If a consumer does not buy, they don't have enough information or they have a condition (have to measure, etc.). Know the difference.
5. Know your product – you can't satisfy a consumer's need if you don't know what your products will do!
6. Acknowledge a consumer's presence, even if you're busy. Just telling the consumer you will be with them in a minute goes a long way.

ESP Contest!!



EXTENDED SERVICE PLAN

- **Three winners per month for each U.S. Division**
- **East, Central and West Awards to Store Employee Fund**

1st Place **\$1,000**

2nd Place **\$500**

3rd Place **\$200**

Eligibility: Any store that...

1. Completes 100% ESP Learning Curriculum
2. Achieves at least 3% unit attachment on the ESP program

When: March, April and May

Ask your manager for additional details.

Commercial Laundry Opportunity

Take advantage of this selling opportunity!



Displaying GE Coin-op laundry models on your floor can create an opportunity for untapped sales. Property managers are looking for value and performance and GE provides the models that deliver.

GE Coin-Op Washer WCRD2050DWC

In Stock 192-343

- Stainless Steel Wash Basket
- Electronic Cycle Countdown
- 2-Speed Motor
- 5 Wash Cycles
- 24-Minute Wash Cycle—does not include fill times
- **CKTHDV8 Coin Box sold separately**
- Dimensions (HxDxW):
42" x 25-1/2" x 27"

GE Coin-Op Dryer DCCD330EDWC

In Stock 192-360

DCCD330GDWC

In Stock 192-623

- 7.0 cu ft capacity
- Cycle Countdown
- 100% Front Serviceable
- 3 Cycles
- 3 Heat Selections
- **CKTHDV8 Coin Box sold separately**
- Dimensions (HxDxW):
42" x 25-1/2" x 27"

**Display On
Your Floor
TODAY!**

Opportunity

- Perfect fit with "Pro" business
- Untapped potential in DIY Channel
- Improve average ticket

How to Order

- Store must have dedicated display
- Buying office can make "stock active" by store
- Follow current stock order process
- Remember coin kit sold separately (CKDTHDV8)

How to Get Service

- No labor warranty
- 3 years parts warranty
- Call 800-GE-CARES to schedule service
- Owner can opt to service themselves; GE will furnish parts up to 3 years
- Fax form available from support binder. See GE Rep for details.

Cannot Sell ESP

Leading By Example

With the Designplace renovation came immediate success with comp sales for most stores. By taking the appliances out of the steel and into the new format, the stores were instantly rewarded with significant volume. Store 4706 in Seattle, WA, enjoyed great success immediately after renovation, but store comps soon failed to meet everyone's expectations. In fact, appliance sales were sluggish through November 2003 at (2%).

What could be the problem?

With the help of their GE AMS, Breana Hackler, the team of Store 4706 identified that the root cause of their comp sales dilemma was they had let their Plan-o-gram slip. After reviewing the Plan-o-gram, they realized they had significant holes on the floor and could not support product in print. Understanding that each SKU is vital to the store's success, Breana worked with the team to order in the missing units and created an event at 4706 – Plan-o-gram Friday!

Sanita, Breana, Dave and Dennis selected a Friday on which they could all participate in blitzing the department. Every hole was filled in the correct order and merchandised to plan. The result was predictable: Appliance comp sales for December were up 8%! This is a significant improvement considering the baseline volume of 4706.

Bob Baird, *The Global Product Merchant* states, "Winning in the appliance business is like building a three-legged stool—any weak leg will cause the stool to topple over. The formula is simple: Have the right product assortment, increase promotional frequency and have the right people. And thank the team at 4706!"

Have you planned your Plan-o-gram Friday?



Dave Henwood and Dennis Nolton

March/April Dishwasher Offer

HDA3400GWW



HDA3400GWW
In Stock 265-097
Depot Direct 446-097



Trimless door design

Features sleek, classic panels for an instant built-in look.

Power Wash II System

Provides three-level wash action with powerful water jets to effectively remove food soils.

Hot PreWash Option

Preheats water before the main wash cycle for excellent performance time after time.

QuietPower™ motor

Runs quietly and efficiently to help keep the kitchen peaceful and quiet.

Push-button controls

Operate with ease.

Special Price
\$199

Super Upper Rack

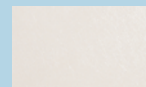
Includes a deep, tiered upper rack with fold-down utility shelves to double-stack dishes and cups.

Deluxe Lower Rack

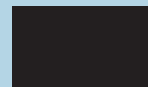
Features curved tines to accommodate stoneware, large plates or broiler pans.

Approximate Dimensions (HxDxW):
34" x 25-3/4" x 24"

Also Available:



HDA3400GCC
Bisque on bisque
Depot Direct
172-888



HDA3400GBB
Black on black
In Stock
265-405
Depot Direct
172-774