

Appliance Planning and Display Guide 2004



New Floor Display Order Form for 2004

Using the 2003 display checklist as a reference, update your sales floor for 2004 with selections from the chart below. To maximize profit opportunities, we recommend that you choose at least 20 products, *16 units required*.

Refrigeration

At least one required

48" Side-by-Side	42" Side-by-Side	36" Side-by-Side	36" Bottom-Freezer	Free Standing
<input type="checkbox"/> ZISW480DR <input type="checkbox"/> ZISB480DR <input type="checkbox"/> ZISS480DRSS <input type="checkbox"/> ZIS480NR <input type="checkbox"/> ZISS480NRSS	<input type="checkbox"/> ZISW420DR <input type="checkbox"/> ZISB420DR <input type="checkbox"/> ZISS420DRSS <input type="checkbox"/> ZIS420NR <input type="checkbox"/> ZISS420NRSS	<input type="checkbox"/> ZISW360DR <input type="checkbox"/> ZISB360DR <input type="checkbox"/> ZISS360DRSS <input type="checkbox"/> ZIS360NR <input type="checkbox"/> ZISS360NRSS	<input type="checkbox"/> ZIC360NRRH <input type="checkbox"/> ZIC360NRLH <input type="checkbox"/> ZICS360NRRH <input type="checkbox"/> ZICS360NRLH	<input type="checkbox"/> ZFSB26DRSS <input type="checkbox"/> ZFSB23DRSS

Large Showroom Option

All-Freezer	All-Refrigerator
<input type="checkbox"/> ZIF36NMRH with <input type="checkbox"/> ZIF36NMLH with <input type="checkbox"/> ZIFS36NMRH with <input type="checkbox"/> ZIFS36NMLH with	<input type="checkbox"/> ZIR36NMRH <input type="checkbox"/> ZIR36NMLH <input type="checkbox"/> ZIRS36NMRH <input type="checkbox"/> ZIRS36NMLH

Refrigeration Modules*

Three required

Wine Chiller or Beverage Center	Outdoor/Indoor Refrigerator	Fresh Food Refrigerator
<input type="checkbox"/> ZDWC240NBS <input type="checkbox"/> ZDWR240PBS <input type="checkbox"/> ZDBC240NBS <input type="checkbox"/> ZDBR240PBS	<input type="checkbox"/> ZDOD240PSS Refrigerator Drawers <input type="checkbox"/> ZIDS240PSS <input type="checkbox"/> ZIDI240PII	<input type="checkbox"/> ZIFS240PSS <input type="checkbox"/> ZIFI240PII Bar Unit with Icemaker <input type="checkbox"/> ZIBS240PSS <input type="checkbox"/> ZIBI240PII

*Accepting preorders now for new Refrigeration Modules.

Dishwashers and Chef's Washers

At least one Dishwasher and one Chef's washer required

Dishwasher	Chef's Washer
<input type="checkbox"/> ZBD7100GSS with <input type="checkbox"/> ZBD7000GII with <input type="checkbox"/> ZBD6800KWW/BB <input type="checkbox"/> ZBD6880KSS <input type="checkbox"/> ZBD6890KII	<input type="checkbox"/> ZBD7105GSS <input type="checkbox"/> ZBD7005GII

Hoods

One required

Professional Hood	Chimney Hood
<input type="checkbox"/> ZV48SSFSS <input type="checkbox"/> ZV48TSFSS <input type="checkbox"/> ZV48RSFSS <input type="checkbox"/> ZV36SSFSS <input type="checkbox"/> ZV36TSFSS <input type="checkbox"/> ZV36RSFSS	<input type="checkbox"/> ZV30SSFSS <input type="checkbox"/> ZV30TSFSS <input type="checkbox"/> ZV30RSFSS <input type="checkbox"/> ZV54ISHSS <input type="checkbox"/> ZV42ISHSS <input type="checkbox"/> ZV1050SFSS <input type="checkbox"/> ZV950SDSS <input type="checkbox"/> ZV850SBSS <input type="checkbox"/> ZV750SYSS

Cooking Products

One required

Double Wall Oven	Single Wall Oven
<input type="checkbox"/> ZET958SFSS <input type="checkbox"/> ZET958BFBB <input type="checkbox"/> ZEK958SFSS <input type="checkbox"/> ZEK958BFBB <input type="checkbox"/> ZET1058SFSS <input type="checkbox"/> ZET1058PFSS	<input type="checkbox"/> ZET938SFSS <input type="checkbox"/> ZET938BFBB <input type="checkbox"/> ZEK938SFSS <input type="checkbox"/> ZEK938BFBB <input type="checkbox"/> ZET1038SFSS <input type="checkbox"/> ZET1038PFSS

One required

Speedcook Oven Technology Trivention Oven	Advantium® Oven
<input type="checkbox"/> ZET3058SHSS <input type="checkbox"/> ZET3058VHWW <input type="checkbox"/> ZET3058BHBB <input type="checkbox"/> ZET3038SHSS <input type="checkbox"/> ZET3038VHWW <input type="checkbox"/> ZET3038BHBB	<input type="checkbox"/> ZSC2001FSS <input type="checkbox"/> ZSC2000FBB <input type="checkbox"/> ZSC2000FWWW

**Optional*

Warming Drawer
<input type="checkbox"/> ZTD910SFSS <input type="checkbox"/> ZTD910VFWWW <input type="checkbox"/> ZTD910BFBB <input type="checkbox"/> ZKD910SFSS <input type="checkbox"/> ZKD910VFWWW <input type="checkbox"/> ZKD910BFBB

*Compliments cooking center

One required

Digital Rapid Hi/Lo Cooktop	36" Stainless Steel Gas Cooktop
<input type="checkbox"/> ZEUG36RSFSS <input type="checkbox"/> ZEUG36RWFWW <input type="checkbox"/> ZEUG36RBFBB <input type="checkbox"/> ZEUG30RSFSS <input type="checkbox"/> ZEUG30RWFWW <input type="checkbox"/> ZEUG30RBFBB	<input type="checkbox"/> ZGU375NSDSS <input type="checkbox"/> ZGU375LSDSS

One required

One required

36" or 48" Professional Range		
<input type="checkbox"/> ZDP48N4GHSS* <input type="checkbox"/> ZDP48L4GHSS* <input type="checkbox"/> ZDP36N4DHSS <input type="checkbox"/> ZDP36L4DHSS <input type="checkbox"/> ZDP36N4RHSS <input type="checkbox"/> ZDP36L4RHSS	<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____	<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____

*Accepting preorders now for sealed burner Professional Ranges. Begin transitioning old models now.

Additional Units

I agree to display the above product selections for the year 2004 in accordance with the Monogram Sales Agreement and understand that a minimum of 16 units are required for floor display. Once the order is submitted, products will ship immediately to specified store location. Available product will ship immediately, freight prepaid.

Account Name/Number _____

Signature _____ Date _____

ASM Signature _____ Date _____

Important Instructions: ASM must place display orders. The Monogram Display Discount Program can be found in the Bundle Book. Discounts come directly from invoice. In addition to maintaining a copy with the customers account plan, **please fax a completed and signed copy to Marty Troiani, Marketing Manager, 502-452-0164.**

Monogram appliances provide the foundation for profitable growth.

New product introductions from Monogram® set the stage for significant sales in 2004!

Refrigeration Modules

Model	Descriptions	Timing	Key Features
ZDOD240PSS	Outdoor/Indoor Refrigerator	March-04	Stainless steel exterior
ZIDS240PSS	Double Drawer Refrigerator	March-04	Stainless steel exterior, 2 full extension drawers, movable dividers, removable bin
ZIDI240PII	Double Drawer Refrigerator	March-04	Custom panel exterior, 2 full extension drawers, movable dividers, removable bin
ZIBS240PSS	Bar Refrigerator with Icemaker	April-04	Stainless steel exterior, icemaker, spillproof glass shelves
ZIBI240PII	Bar Refrigerator with Icemaker	April-04	Custom panel exterior, icemaker, spillproof glass shelves
ZIFS240PSS	Fresh-Food Refrigerator	March-04	Stainless steel exterior, spillproof glass shelves, vegetable drawer
ZIFI240PII	Fresh-Food Refrigerator	March-04	Custom panel exterior, spillproof glass shelves, vegetable drawer
ZDWR240PBS	Wine Reserve	March-04	New model w/ electronic controls
ZDBR240PBS	Beverage Center	March-04	New model w/ electronic controls

Refrigerators

ZISW360DR ZISB360DR ZISS360DRSS ZIS360NRSS ZIS360NR	36" Built-in Custom Side-by-Side Refrigerators	March-04	Updated finish, new Sabbath kit available, now ENERGY STAR®-qualified
ZISW420DR ZISB420DR ZISS420DRSS ZISS420NRSS ZIS420NR	42" Built-in Custom Side-by-Side Refrigerators	March-04	Updated finish, new Sabbath kit available, now ENERGY STAR®-qualified
ZISW480DR ZISB480DR ZISS480DRSS ZISS480NRSS ZIS480NR	48" Built-in Custom Side-by-Side Refrigerators	March-04	Updated finish, new Sabbath kit available, now ENERGY STAR®-qualified
ZICS360NRRH ZIC360NRRH ZICS360NRLH ZIC360NRLH	Built-in Custom Bottom-Freezer Refrigerators	March-04	Updated finish, new Sabbath kit available, now ENERGY STAR®-qualified
ZFSB23DRSS ZFSB26DRSS	Stainless Steel-Wrapped Free-Standing Refrigerators	April-04 February-04	New Integrated Ice™ system

Dishwashers

ZBD1800GSS	18" Dishwasher	March-04	New stainless steel model w/ stainless interior
ZBD6890KII	Built-in Custom Panel Dishwasher	March-04	New model with hidden integrated controls, flat front, stainless interior
ZDB6880KSS ZBD6800KVVV ZBD6800KBB	Built-in Dishwashers	March-04	New model with hidden, integrated controls, flat front, stainless interior

Compactors

ZCG150PSS	15" Compactor	March-04	New stainless steel model with stainless control knob
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Speedcook Ovens

Professional Wall Ovens

Professional Ranges

Professional Cooktops

Professional Hoods

External and Inline Blower Kits

Model	Descriptions	Timing	Key Features
ZET3058SHSS ZET3058BHBB ZET3058VHWW	30" Electronic Double Wall Ovens with Trivection™ Technology	November-03	New model, up to 3 times faster than conventional cooking
ZET3038SHSS ZET3038VHWW ZET3038BHBB	30" Electronic Single Wall Ovens with Trivection Technology	November-03	New model, up to 3 times faster than conventional cooking
ZET1058PFSS	30" Professional Double Wall Oven	November-03	New silhouette w/ diecast knobs, self-clean oven racks, professional-style handle
ZET1038PFSS	30" Professional Single Wall Oven	November-03	New silhouette w/ diecast knobs, self-clean oven racks, professional-style handle
ZDP48N4GHSS ZDP48L4GHSS ZDP48N6RHSS ZDP48L6RHSS ZDP48N6DHSS ZDP48L6DHSS	48" Dual-Fuel Professional Ranges	March-04	New silhouette w/ sealed, dual-flame stacked burners, 140° simmer, diecast metal knobs, patented three-piece grates, self-clean oven racks
ZDP36N6HSS ZDP36L6HSS ZDP36N4RHSS ZDP36L4RHSS ZDP36N4DHSS ZDP36L4DHSS	36" Dual-Fuel Professional Ranges	March-04	New silhouette w/ sealed, dual-flame stacked burners, diecast knobs
ZDP30N4HSS ZDP30L4HSS	30" Dual-Fuel Professional Ranges	March-04	New silhouette w/ diecast knobs
ZGU48N4GHSS ZGU48L4GHSS ZGU48N6RHSS ZGU48L6RHSS ZGU48N6DHSS ZGU48L6DHSS	48" Professional Cooktops	March-04	New silhouette w/ sealed, dual-flame stacked burners, diecast knobs
ZGU36N6HSS ZGU36L6HSS ZGU36N4RHSS ZGU36L4RHSS ZGU36N4DHSS ZGU36L4DHSS	36" Professional Cooktops	March-04	New silhouette w/ sealed, dual-flame stacked burners, 140° simmer, diecast knobs, patented three-piece grates
ZX12B48H ZX22B48H ZX12B36H ZX22B36H ZX9B30H ZX22B30H	12" Backsplash - 48" Pro Range/Cooktop 22" Backsplash - 48" Pro Range/Cooktop 12" Backsplash - 36" Pro Range/Cooktop 22" Backsplash - 36" Pro Range/Cooktop 9" Backsplash - 30" Pro Range/Cooktop 22" Backsplash - 30" Pro Range/Cooktop	March-04	
ZV54ISHSS ZV42ISHSS	54" Island Hood 42" Island Hood	November-03 November-03	New stainless steel, taper-sided model New stainless steel, taper-sided model
ZXRBEX	External Blower Kit for Monogram Pro Wall and Island Hoods	April-04	New easy to install snap-in motor mount
ZXRBIN	In-Line Blower Kit for Monogram Pro Wall and Island Hoods	April-04	New easy to install snap-in motor mount



Existing Floor Display Checklist 2003

This checklist will help you review dealers' current product lineups and transition them to new products.

Note: The 13 piece display requirement is increasing in 2004. Please review the 2004 display requirements for details.

Refrigeration

At least one required

48" Side-by-Side	42" Side-by-Side	36" Side-by-Side	36" Bottom-Freezer	At least one required Free Standing
<input type="checkbox"/> ZISW480DM <input type="checkbox"/> ZISB480DM <input type="checkbox"/> ZISS480DMSS <input type="checkbox"/> ZIS480NM <input type="checkbox"/> ZISS480NMSS	<input type="checkbox"/> ZISW420DM <input type="checkbox"/> ZISB420DM <input type="checkbox"/> ZISS420DMSS <input type="checkbox"/> ZIS420NM <input type="checkbox"/> ZISS420NMSS	<input type="checkbox"/> ZISW360DM <input type="checkbox"/> ZISB360DM <input type="checkbox"/> ZISS360DMSS <input type="checkbox"/> ZIS360NM <input type="checkbox"/> ZISS360NMSS	<input type="checkbox"/> ZIC360NMRH <input type="checkbox"/> ZIC360NMLH <input type="checkbox"/> ZICS360NMRH <input type="checkbox"/> ZICS360NMLH	<input type="checkbox"/> ZFSB26DNSS <input type="checkbox"/> ZFSB23DNSS

All-Freezer	All-Refrigerator
<input type="checkbox"/> ZIF36NMRH with <input type="checkbox"/> ZIF36NMLH with <input type="checkbox"/> ZIFS36NMRH with <input type="checkbox"/> ZIFS36NMLH with	<input type="checkbox"/> ZIR36NMRH <input type="checkbox"/> ZIR36NMLH <input type="checkbox"/> ZIRS36NMRH <input type="checkbox"/> ZIRS36NMLH

One required

Wine Chiller or Beverage Center

- ☐ ZDWC240NBS
☐ ZDBC240NBS

Dishwashers and Chef's Washers

At least one Dishwasher and one Chef's washer required

Dishwasher	Chef's Washer
<input type="checkbox"/> ZBD7100GSS with <input type="checkbox"/> ZBD7000GII with <input type="checkbox"/> ZBD6900GSS with <input type="checkbox"/> ZBD6600GSS with	<input type="checkbox"/> ZBD7105GSS <input type="checkbox"/> ZBD7005GII <input type="checkbox"/> ZBD6905GSS <input type="checkbox"/> ZBD6605GSS

Additional recommended options

Dishwasher
<input type="checkbox"/> ZBD7100GSS <input type="checkbox"/> ZBD7000GII <input type="checkbox"/> ZBD6900GSS <input type="checkbox"/> ZBD6700GWW/BB

- ☐ ZBD6600GSS
☐ ZBD6500GSS
☐ ZBD6400GWW/BB

Cooking Products

*Two required,
one must be a stainless steel double oven*

Double Wall Oven	Single Wall Oven
<input type="checkbox"/> ZET958SFSS <input type="checkbox"/> ZET958WFVW <input type="checkbox"/> ZET958BFBB <input type="checkbox"/> ZEK958SFSS <input type="checkbox"/> ZEK958WFVW <input type="checkbox"/> ZEK958BFBB <input type="checkbox"/> ZET1058SFSS <input type="checkbox"/> ZET1058BFBB <input type="checkbox"/> ZET1058PFSS	<input type="checkbox"/> ZET938SFSS <input type="checkbox"/> ZET938WFVW <input type="checkbox"/> ZET938BFBB <input type="checkbox"/> ZEK938SFSS <input type="checkbox"/> ZEK938WFVW <input type="checkbox"/> ZEK938BFBB <input type="checkbox"/> ZET1038SFSS <input type="checkbox"/> ZET1038BFBB <input type="checkbox"/> ZET1038PFSS

One required

Speedcook Oven Technology Advantium® Oven
<input type="checkbox"/> ZSC2001FSS <input type="checkbox"/> ZSC2000FBB <input type="checkbox"/> ZSC2000FVW

One required

Warming Drawer
<input type="checkbox"/> ZTD910SFSS <input type="checkbox"/> ZTD910WFVW <input type="checkbox"/> ZTD910BFBB <input type="checkbox"/> ZKD910SFSS <input type="checkbox"/> ZKD910WFVW <input type="checkbox"/> ZKD910BFBB

One required

Digital Rapid Hi/Lo Cooktop
<input type="checkbox"/> ZEU36RSFSS <input type="checkbox"/> ZEU36RWFWW <input type="checkbox"/> ZEU36RBFBB <input type="checkbox"/> ZEU30RSFSS <input type="checkbox"/> ZEU30RWFWW <input type="checkbox"/> ZEU30RBFBB

One required

36" Stainless Steel Gas Cooktop
<input type="checkbox"/> ZGU375NSDSS <input type="checkbox"/> ZGU375LSDSS

One required

48" Professional Range
<input type="checkbox"/> ZDP48N4GDSS <input type="checkbox"/> ZDP48L4GDSS

One required

Designer Hood
<input type="checkbox"/> ZV1050SFSS <input type="checkbox"/> ZV950SDSS <input type="checkbox"/> ZV850SBSS <input type="checkbox"/> ZV750SYSS

One required

Professional Hood
<input type="checkbox"/> ZV48SSFSS <input type="checkbox"/> ZV48TSFSS <input type="checkbox"/> ZV48RSFSS <input type="checkbox"/> ZV36SSFSS <input type="checkbox"/> ZV36TSFSS <input type="checkbox"/> ZV36RSFSS <input type="checkbox"/> ZV30SSFSS <input type="checkbox"/> ZV30TSFSS <input type="checkbox"/> ZV30RSFSS

Monogram Meeting Plan

The primary objectives are to increase program participation and offer the customer guidelines for transitioning to new products.

- ☒ 2003 Current Floor Display Checklist *(to be completed prior to planning meeting)*
☐ 2003 Performance Review
 Monogram GSB/PIF Performance YTD
 Review Monogram Product/Category Report
☐ Review New 2003/2004 Products

Sales Objectives

- | | | |
|---|--|-----------------------|
| <input type="checkbox"/> 2004 Floor Lineup | <input type="checkbox"/> Establish Display Transition Date | Completion Date _____ |
| <input type="checkbox"/> Complete 2004 Floor Display Order Form | <input type="checkbox"/> Establish Product Training Date | Completion Date _____ |
| <input type="checkbox"/> Closeout Opportunities | <input type="checkbox"/> 2004 Account Planning | Completion Date _____ |

Exceptional service is a Monogram standard.

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24-M373 Full Line Catalog and Design Guide	24-M453 Electric Wall Ovens with Trivection® Technology Spec
24-M363 Brand Brochure	24-M423 Professional Wall Oven Spec
24-M353 Design Guide	24-M442 Electronic Convection Wall Oven Spec
24-M413 Display Solutions	24-M393 European Convection Wall Oven Spec
24-M244 Merchandiser for the Contract Market	24-M061-1 Gas Cooktop Spec
24-M483 Sales Materials Guide	24-M251 36" and 30" Digital Electric Cooktop with Rapid Hi/Lo Burners Spec
24-M022 Black Book	24-M412 Microwave Oven Spec
24-M071-1 Refrigeration Brochure	24-M231 Dual-Blower Ventilation Hood Spec
24-M214 Refrigeration Modules Brochure	24-M402 Dual-Blower Island Hood Spec
24-M403 Free-Standing Refrigeration Spec	24-M392 Professional Hood Spec
24-M422 Wine Reserve and Beverage Center Spec	
24-M011-1 Dishwasher/Chef's Washer Spec	
24-M234 Professional Cooking Spec	



Monogram®

GE Consumer Products
GE Company
Louisville, Kentucky 40225

ENERGY STAR® Before purchasing an ENERGY STAR® qualified appliance, read important information about its estimated annual energy consumption or energy efficiency rating that is available from your retailer or at GEAppliances.com.

All Monogram products are appropriately UL or AGA approved.

Product improvement is a continuing endeavor at General Electric. Therefore, materials, appearance and specifications are subject to change without notice.

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