

SELLING A BUILT-IN REFRIGERATOR

KitchenAid®

HELP CUSTOMERS BUY WHAT'S RIGHT FOR THEM

CHOOSE A REFRIGERATOR TYPE

When you have a passion for cooking, choosing an ideal refrigerator is essential. Help customers explore fresh possibilities for their stylish home kitchen with questions like these.

- Are you remodeling your kitchen space?
- What does your existing kitchen look like?
- What fresh and frozen ingredients do you cook with most?
- Does your current refrigerator offer the capacity and storage you need?
- Would you like your appliances to match your surrounding cabinetry?



SIDE-BY-SIDES

Available in 36", 42" and 48" width

- Provide more freezer space than most other types
- Narrow doors require less space to open which is ideal in smaller kitchens or tight traffic flow areas
- Models are available with or without an external ice and water dispenser



BOTTOM-FREEZERS

Available in 36" width

- Put fresh ingredients at eye level and within easy reach
- Models sized for smaller kitchens
- Separate left- or right-hand door swings are available to fit the layout of your kitchen



FRENCH DOORS

Available in 36" and 42" width

- Two doors open for easy access to fresh ingredients
- Ideal for customers who enjoy entertaining
- Keep less frequently used frozen items out of the way while still providing ample freezer storage



PANEL READY STYLING

Available on multiple configurations

- Can be customized to match surrounding cabinetry
- Handles can be selected to match cabinet pulls
- Custom panels are not included and should be made by a qualified cabinetmaker or carpenter

See reverse side ►

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KNOW THE AVAILABLE SPACE

What are the measurements of your current refrigerator—height, width and depth?

- What are the measurements of the cutout space— height, width and depth?
- What is the height and width of any doorways, hallways or stairways the refrigerator would have to pass through for installation?
- Does your floor plan present any restrictions, such as low lighting fixtures, an overhead cabinet, load-bearing wall in the center of the room, etc.?

Fit System Limited Guarantee: This installation guarantee ensures your customer's 36", 42" or 48" wide qualifying built-in refrigerator will fit their existing cabinet cut-out or KitchenAid brand will provide up to \$300 toward the cost of cabinet modification.*

Don't forget . . .

Refer to the other side of this document to determine which configuration options are available in customer's desired width.

TALK ABOUT PREMIUM FEATURES

Ask: *What types of ingredients do you use in your recipes?*

Show: French door and bottom-freezer refrigerators feature the **Preserva® Food Care System** which uses dual evaporators, a produce preserver and an air filter to enhance food preservation. Side-by-side refrigerators use a sensor-controlled system with thermistors in the refrigerator and freezer to keep food fresh and flavorful.

Ask: *What ingredients do you try to store in their ideal environment?*

Show: **Intuitive controls** make it easy to precisely adjust the temperature of both the refrigerator and freezer.

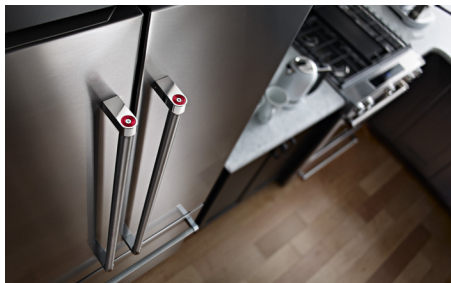
Ask: *What items have accidentally spilled in your refrigerator?*

Show: Prevent messes from spilling over into other parts of the refrigerator with **adjustable spill-resistant glass shelves**.

Ask: *What style do you gravitate toward when decorating your home?*

Show: A glossy **platinum interior** on the walls of the refrigerator and freezer offers an attractive, elegant look that is a welcome contrast to a traditional interior.

UNDERSTAND THE PREMIUM FEATURES



PRINTSHIELD™ FINISH

Resists smudges and keeps stainless steel appliances looking great with just water and a soft cloth.



SATINGLIDE® SYSTEM WITH SOFT-CLOSE

Offers smooth operation with rollers, glides and a soft-close mechanism.



LED LIGHTING

Illuminates the interior to provide better visibility while also using less energy than incandescent bulbs.



AUTOMATIC ICEMAKER

Ensures a constant supply of ice is on hand when entertaining.

See reverse side ▶

*Excludes new cabinet installations and custom wood panels. Offer valid for qualified models of a compatible width purchased between 1/1/18-12/31/19. Visit kitchenaid.com/fitsystemlimitedguarantee for complete details.