



# Program Materials

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Q1 2026

**DISCLAIMER:** PRICING EFFECTIVE **February 2, 2026.**  
Price Sheets are available via the Portal.



NCP/Curate Program Overview  
Marketing Assets  
How to Claim  
Competitive Assessments

# NCP/Curate Program Overview

Starting **January 8, 2026**, changes will occur to  
**National Consumer Program / Curate (Consumer)**

The 5% discount will now be available **at 1 unit purchased.**

Consumers who purchase a specified number of JennAir appliances during the program period will be eligible to receive an instant rebate equal to a percentage off of UMRP. Description of offer listed below. Trade Customers can submit a claim for the Dealer Claimback amount as shown via [www.whirlpoolhub.com](http://www.whirlpoolhub.com).

**1 Units**  
**5%**

**2 Units**  
**10%**

**3+ Units**  
**15%**

*\*Note: effective January 8, 2026 through June 30, 2026. Discount taken off regular or sale price excluding taxes, delivery, install/uninstall and haul-away. Applies to all JennAir appliances and Refrigeration panel kits (including discontinued products). Excludes Accessories & Unbranded Product*

# NCP/Curate Program Overview



## Additional Notes & Disclaimers

- Program effective January 8, 2026 through June 30, 2026.
- Effective January 1st, 2026, claims will be submitted after all products listed on the invoice have been delivered to the end consumer.
- Claim Deadline: Claims for eligible sales during this period must be submitted online in The HUB by 12 months following the product sale date to the consumer.
- All JennAir appliance(s) purchased must be on the same consumer sales receipt executed as a line item within the program period specified above. A copy of the consumer sales receipt showing delivery date will be required to be submitted with the claim for reimbursement.
- Discount taken off regular or sale price excluding taxes, delivery, install/uninstall and haul-away. Applies to all JennAir appliances and Refrigeration panel kits (including discontinued products and floored models).
- Trade Customers must display required POP on showroom floor to participate in Product Consumer Program
- All claims for reimbursement must be submitted via the Whirlpool HUB ([www.whirlpoolhub.com](http://www.whirlpoolhub.com)). Questions regarding claims or the claiming process can be directed to: The HUB Team 855.458.546 (option #2) or 60help@whirlpoolhub.com
- Payments will be issued via credit memo to the dealer via Whirlpool Corporation standard process in place at the time of claim.
- Whirlpool Corporation reserves the right to audit dealer records to confirm accuracy.
- Second Channel sales and quoted business do not qualify for this program.
- This program is subject to Whirlpool Corporation's Standard Terms & Conditions For Trade Customer Programs, available at [www.whr.com](http://www.whr.com) or upon request and the Instant Rebate program rules available in the Resources Section of the Whirlpool HUB.

# NCP/Curate Program

## Marketing Assets



CURATE JENNAIR



THE MORE YOU INDULGE, THE MORE YOU'LL SAVE



START CUSTOMIZING

**GET UP TO 15% OFF**  
IN INSTANT SAVINGS\*

JANUARY 8 - JUNE 30, 2026



FLEXIBILITY TO INDULGE  
BUILD YOUR SUITE & GET INSTANT SAVINGS\*

<b>5% OFF</b> ANY ONE	<b>10% OFF</b> ANY TWO	<b>15% OFF</b> ANY THREE+
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APPLIANCES OR REFRIGERATION PANEL KITS\*

\*Effective January 8, 2026 through June 30, 2026. Discount taken off regular or sale price excluding taxes, delivery, install/uninstall and haul-away. Applies to all JennAir appliances and Refrigeration panel kits (including discontinued products). Pricing and savings are subject to change. Photo credits: designed and photographed by Riverside Homes. Back credits: designed by Phyllis Lui, photographed by Proveske Studios, 6/26 © 2026 JennAir. All rights reserved.

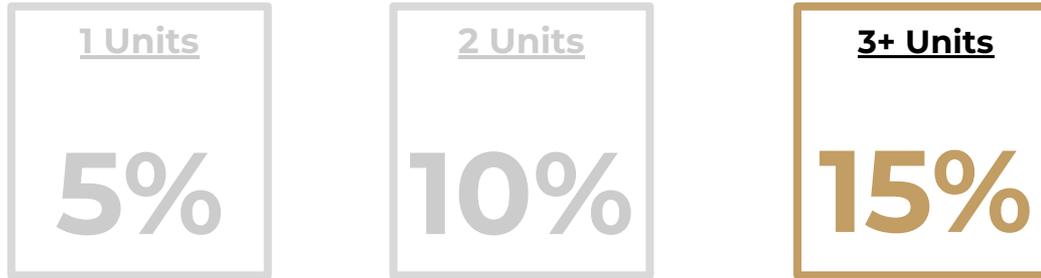
## Google Drive with Assets

- Brochures
- Digital Ad Banners - Social Ads
- Retailer.com Banners
- Ways to Save Banners

*\*Note: effective January 8, 2026 through June 30, 2026. Discount taken off regular or sale price excluding taxes, delivery, install/uninstall and haul-away. Applies to all JennAir appliances and Refrigeration panel kits (including discontinued products). Excludes Accessories & Unbranded Product*

# NCP/Curate Program

## Scenario 1 - Retail Curate



- Consumer Jane Doe purchases a 4-piece suite from Trade Customer A
  - Since Jane **is not** working with a registered builder/designer, she qualifies for a **15% discount**
- The following slide illustrates how the discount will be executed for both the consumer and trade customer

# NCP/Curate Program

Trade Margin Opportunity @ 28% (No change vs prior NCP program)

## Consumer View

EXAMPLE	UMRP
JGRP548HL	\$12,099
JBSFS48NMX	\$12,099
JXW9048HP	\$3,199
JDAF5924RL	\$2,499
<b>Subtotal</b>	<b>\$29,896</b>
<b>NCP Discount</b> <i>(3+ units = 15%)</i>	<b>(\$4,484)</b> <i>15% off invoice</i>
<b>Promo Price</b>	<b>\$25,412</b>

## Trade Customer View

EXAMPLE	COST
JGRP548HL	\$8,711
JBSFS48NMX	\$8,711
JXW9048HP	\$2,303
JDAF5924RL	\$1,799
<b>Subtotal</b>	<b>\$21,524</b>
<b>NCP Reimbursement</b> <i>(72% of consumer discount)</i>	<b>(\$3,228)</b> <i>from The Hub</i>
<b>Net Trade Price</b>	<b>\$18,296</b>

**Trade Margin Opportunity**

**28%**

# NCP/Curate Program

## Margin Calculation

	UMRP	Cost	Margin	Qualifying Discount %	Discount Value	Discount Reimbursed (72%)	UMRP After Discount	Cost after Reimbursement	Margin
JGRP436HL	\$7,799	\$5,615	28%	15%	\$1,170	\$842	\$6,629	\$4,773	28%
JF42NXFXDE	\$11,349	\$8,171	28%	15%	\$1,702	\$1,226	\$9,647	\$6,946	28%
JDPSS244PL	\$1,699	\$1,223	28%	15%	\$255	\$183	\$1,444	\$1,040	28%
<b>TOTAL</b>	<b>\$20,847</b>	<b>\$15,010</b>	<b>28%</b>	<b>15%</b>	<b>\$3,127</b>	<b>\$2,251</b>	<b>\$17,720</b>	<b>\$12,758</b>	<b>28%</b>



JF42NXFXDE



JGRP436HL



JDPSS244PL

**National Consumer Program/Curate  
(consumer/retail)**

**28%**

trade margin opportunity to UMRP

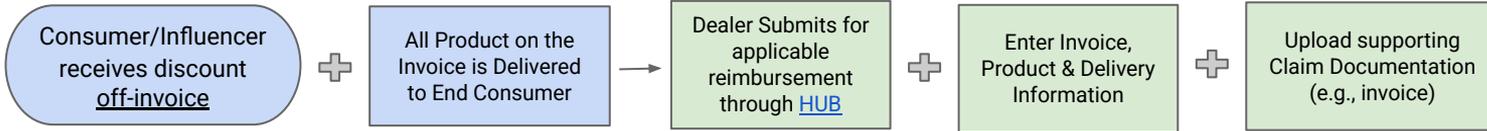
# NCP/Curate Program

## How To Claim Reimbursement

Program eligibility is based on date of sale. All program claims should be made after all product on invoice has been delivered to the end consumer.

- Claims must be submitted on the Whirlpool HUB within 12 months of the sale date.
- EXAMPLE | Salesperson sells Curate package on February 15, 2026. Dealer inputs claim on The Hub no later than February 16, 2027.

1 Units	5%
2 Units	10%
3+ Units	15%



<b>Example Retailer</b>		<b>Invoice #</b>	123456	
123 Your Street		<b>Sales Date</b>	1/1/26	
Your City, ST 12345				
(123) 456-7890				
<b>Bill To</b> Bob & Sue Smith		<b>Ship To:</b> Example Customer		
Street address		1234 Main Street, City, ST 12345		
City, State, Zip				
Sales Person	Shipping	Job	Closing Date	Delivery Date
Jason	Home Delivery	Bob & Sue Smith	6/1/26	5/1/26
Qty	Item	Description	Unit price	Total price
1	JIDT836SBL	INDUCTION DD 36 IN.	\$5,199.00	\$5,199.00
1	JOEDC730RL	RISE 30" DOUBLE WALL OVEN	\$8,199.00	\$8,199.00
1	JBSS48E22L	BIR 48" 5x5 EXT DISP	\$14,199.00	\$14,199.00
2	JDAF5924RX	FTC DISH 3 RACK WASH PANEL	\$2,499.00	\$4,998.00
		JennAir Instant Rebate 15%		\$4,889.25
Subtotal			\$37,484.25	
Sales Tax			\$2,623.90	
			\$40,108.15	

- ### Important Reminders:
- HUB reimbursements based on date of sale, NOT delivery date
  - Invoices must clearly indicate credit was given to the consumer
  - Claim submission docs must contain proof of delivery via a delivery doc or a delivery date must be written on original invoice.
  - Curate credit should be reflected as a single line item on the invoice
  - Claim to payment turnaround is between 7 and 10 days

# NCP/Curate Program

## Competitive Assessment - 4 Piece Suite

### JennAir



### Thermador



### Monogram



SKU	Old UMRP	New UMRP
JGRP436HL	\$7,499	\$7,799
JF36NFXDE	\$10,299	\$10,549
JDTS3924SL	\$1,699	\$1,699
JXW9036HP	\$2,599	\$2,899
<b>Total UMRP</b>	<b>\$22,096</b>	<b>\$22,946</b>
<b>CURATE 15% REBATE</b>	<b>(\$3,314)</b>	<b>(\$3,442)</b>
<b>Final Consumer Price</b>	<b>\$18,782</b>	<b>\$19,504</b>

SKU	\$
PRG366WGSS	\$8,699
T42IT100NP	\$12,499
DWHD640EFP (free)	\$1,399
PH36HWS + Blower (\$999)	\$3,349
<b>Total UMRP</b>	<b>\$25,946</b>
<b>NCP (free product x2)</b>	<b>(\$3,748)</b>
<b>Final Consumer Price</b>	<b>\$22,198</b>

SKU	\$
ZGP366NTSS	\$7,400
ZIP364IPVII	\$11,600
ZDT925SPNSS	\$2,150
ZV36SSJSS	\$2,900
<b>Total UMRP</b>	<b>\$24,050</b>
<b>NCP (\$1,500 x2)</b>	<b>(\$3,000)</b>
<b>Final Consumer Price</b>	<b>\$21,050</b>

# Competitive H2H | Curate/National Consumer Program

## 2 piece - Double Wall Oven & Cooktop

### JennAir



SKU	Old UMRP	New UMRP
JOEDC730RL	\$7,399	\$8,199
JGCP436HL	\$4,699	\$4,899
<b>Total UMRP</b>	<b>\$12,098</b>	<b>\$13,098</b>
<b>Curate 10% REBATE</b>	<b>(\$1,201)</b>	<b>(\$1,301)</b>
<b>Final Consumer Price</b>	<b>\$10,897</b>	<b>\$11,797</b>

### Thermador



SKU	\$
PO302W	\$8,799
PCG366W	\$4,899
<b>Total UMRP</b>	<b>\$13,698</b>
<b>Free Product Value</b>	<b>(\$1,399)</b>
<b>Final Consumer Price</b>	<b>\$12,299</b>

### Monogram



SKU	\$
ZTDXIDSSNSS	\$7,500
ZGU366NTSS	\$4,900
<b>Total UMRP</b>	<b>\$12,400</b>
<b>Free Product Value</b>	<b>(\$1,500)</b>
<b>Final Consumer Price</b>	<b>\$10,900</b>



## JENNAIR®

- Builder/Premier Influencer Program Overview
- Marketing Assets
- How to Claim
- Competitive Assessments

# Builder/Premier Influencer Program



Starting **January 8, 2026**, changes will occur to  
**Premier Influencer (Builder)**

The program will **start with a 20% discount @ at 1 unit** and applicable regardless of the number of units

Consumers who purchase a specified number of JennAir appliances during the program period will be eligible to receive an instant rebate equal to a percentage off of UMRP. Description of offer listed below. Trade Customers can submit a claim for the Dealer Claimback amount as shown via [www.whirlpoolhub.com](http://www.whirlpoolhub.com).

**1 Units**  
**20%**

**2 Units**  
**20%**

**3+ Units**  
**20%**

*\*Note: effective January 8, 2026 through June 30, 2026. Discount taken off regular or sale price excluding taxes, delivery, install/uninstall and haul-away. Applies to all JennAir appliances and Refrigeration panel kits (including discontinued products). Excludes Accessories & Unbranded Product*

# NCP/Curate Program Overview



## Additional Notes & Disclaimers

- Program effective January 8, 2026 through June 30, 2026.
- Effective January 1st, 2026, claims will be submitted after all products listed on the invoice have been delivered to the end consumer.
- Claim Deadline: Claims for eligible sales during this period must be submitted online in The HUB by 12 months following the product sale date to the consumer.
- All JennAir appliance(s) purchased must be on the same consumer sales receipt executed as a line item within the program period specified above. A copy of the consumer sales receipt showing delivery date will be required to be submitted with the claim for reimbursement.
- Discount taken off regular or sale price excluding taxes, delivery, install/uninstall and haul-away. Applies to all JennAir appliances and Refrigeration panel kits (including discontinued products and floored models).
- Trade Customers must display required POP on showroom floor to participate in Product Consumer Program
- All claims for reimbursement must be submitted via the Whirlpool HUB ([www.whirlpoolhub.com](http://www.whirlpoolhub.com)). Questions regarding claims or the claiming process can be directed to: The HUB Team 855.458.546 (option #2) or 60help@whirlpoolhub.com
- Payments will be issued via credit memo to the dealer via Whirlpool Corporation standard process in place at the time of claim.
- Whirlpool Corporation reserves the right to audit dealer records to confirm accuracy.
- Second Channel sales and quoted business do not qualify for this program.
- This program is subject to Whirlpool Corporation's Standard Terms & Conditions For Trade Customer Programs, available at [www.whr.com](http://www.whr.com) or upon request and the Instant Rebate program rules available in the Resources Section of the Whirlpool HUB.

# Builder/Premier Influencer Program

## Additional Notes & Disclaimers

### STEP 1: REGISTER

- Sales associates and JennAir Market Managers may register builders by visiting the Whirlpool HUB at whirlpoolhub.com and clicking the Influencer button in the blue bar.
- Sales associates registering builders do NOT need to select the builder's sold-to. The system will automatically associate the builder with the Sold-To their login is linked to in The HUB.
- JennAir Market Managers registering builders will select the builder's sold-to. The easiest way is to simply enter the Sold-To Number in the search box.

### STEP 2: INFLUENCER CONTACT DETAILS

- Fill in the required contact details.
- Details required: First/Last Name & Email Address

### STEP 3: INFLUENCER BUSINESS INFORMATION

- Enter the business information.
- Details required: Business Name, Business Address, Business Phone Number

### STEP 4: CONFIRMATION

- The request for a Jennair Premier Influencer Number is confirmed and displayed on the final registration screen. Trade customer may want to keep note of the Premier Influencer Number before exiting screen.
- Trade Customer/Sales Associate must include this Premier Influencer Number on all invoices, quotes, or sales documents when utilizing Premier Influencer Discount.
- A confirmation of the registration including the Premier Influencer Number will be sent to the email address provided in Step 2.

### **TO PURCHASE JENNAIR APPLIANCES**

**Builders and Designers:** Visit your local JennAir brand dealer to purchase JennAir appliances. In order to receive the discount, the Premier Influencer Number must be provided to the sales associate.

**Dealers:** Be sure to include the JennAir Premier Influencer Number and name on any quote or invoice. This confirms the JennAir Premier Influencer's eligibility to purchase at a 20% discount to UMRP regardless of unit count. Invoices that do not reference a Premier Influencer number, but reflect such a discount run the risk of being independently determined by JennAir as a violation of the UMRP Policy (All questions regarding the JennAir UMRP Policy can be submitted to the JennAir UMRP Administrator via email at [jennair.umrp@jennair.com](mailto:jennair.umrp@jennair.com).)

**SPIFF PROGRAM ELIGIBILITY:** Sales under this program may be claimed under applicable JennAir Spiff Program.

# Builder/Premier Influencer Program

## Marketing Assets



**PREMIER**  
INFLUENCER PROGRAM  
JennAir Builder Program

JENNAIR®



 **GET 20% OFF**  
IN INSTANT SAVINGS\*  
JANUARY 8 - JUNE 30, 2026

START CUSTOMIZING



FLEXIBILITY TO DESIGN  
**BUILD YOUR SUITE & GET INSTANT SAVINGS\***

**20% OFF ANY APPLIANCES OR REFRIGERATION PANEL KITS\***

The Premier Influencer Program is a Trade Program. The trade includes, but is not limited to, qualifying builders, designers, renovators, and architects. In order to qualify for the program, please work with your local retail/distributor sales professional. Effective January 8, 2026 through June 30, 2026. Discount taken off regular or sale price excluding taxes, delivery, install/uninstall and haul-away. Applies to all JennAir® appliances and Refrigeration panel kits (including discontinued products). Pricing and savings are subject to change. Credits designed and photographed by Riverside Homes. ©2026 JennAir. All rights reserved.

[Link to Brochure](#)

*\*Note: effective January 8, 2026 through June 30, 2026. Discount taken off regular or sale price excluding taxes, delivery, install/uninstall and haul-away. Applies to all JennAir appliances and Refrigeration panel kits (including discontinued products). Excludes Accessories & Unbranded Product*

# Builder/Premier Influencer Program

## Scenario - Builder/Designer



- Builder A purchases a 4-piece suite from Trade Customer B for a future home
  - Since Builder A **is a registered builder**, it qualifies for a **20% discount**
- The following slide illustrates how the discount will be executed for both the consumer and trade customer

# Builder/Premier Influencer Program

Trade Margin Opportunity @ 26% (change from prior program)

## Consumer View

## Trade Customer View

EXAMPLE	UMRP
JGRP548HL	\$12,099
JBSFS48NMX	\$12,099
JXW9048HP	\$3,199
JDAF5924RL	\$2,499
<b>Subtotal</b>	<b>\$29,896</b>
Builder <b>Discount</b> (20%)	(\$5,979) <i>20% off invoice</i>
<b>Promo Price</b>	<b>\$23,917</b>

EXAMPLE	Cost
JGRP548HL	\$8,711
JBSFS48NMX	\$8,711
JXW9048HP	\$2,303
JDAF5924RL	\$1,799
<b>Subtotal</b>	<b>\$21,524</b>
NCP <b>Reimbursement</b> (65% of consumer discount)	(\$3,886) from Hub
<b>Net Trade Price</b>	<b>\$17,638</b>

**Trade Margin Opportunity**

**26%**

# Builder/Premier Influencer Program

## Margin Calculation

	UMRP	Cost	Margin	Qualifying Discount %	Discount Value	Discount Reimbursed (65%)	UMRP After Discount	Cost after Reimbursement	Margin
JGRP436HL	\$7,799	\$5,615	28%	20%	\$1,560	\$1,014	\$6,239	\$4,601	26%
JF42NFXDE	\$11,349	\$8,171	28%	20%	\$2,270	\$1,475	\$9,079	\$6,696	26%
JDPSS244PL	\$1,699	\$1,223	28%	20%	\$340	\$221	\$1,359	\$1,002	26%
<b>TOTAL</b>	<b>\$20,847</b>	<b>\$15,010</b>	<b>28%</b>	<b>20%</b>	<b>\$4,169</b>	<b>\$2,710</b>	<b>\$16,678</b>	<b>\$12,300</b>	<b>26%</b>



JF42NFXDE



JGRP436HL



JDPSS244PL

**Premier Influencer  
(builder)**

**26%**

trade margin opportunity to UMRP

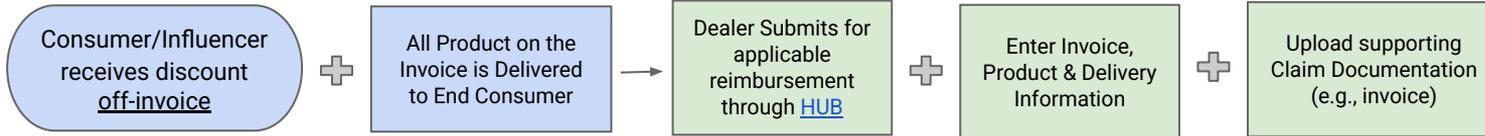
# Builder/Premier Influencer Program

## How To Claim Reimbursement in The Hub

Program eligibility is based on date of sale.

All program claims should be made after all product on invoice has been delivered to the end consumer.

- Claims must be submitted on the Whirlpool HUB within 12 months of the sale date.
- EXAMPLE | Salesperson sells Curate package on February 15, 2026. Dealer inputs claim on The Hub no later than February 16, 2027.



1 Units  
**20%**

2 Units  
**20%**

3+ Units  
**20%**

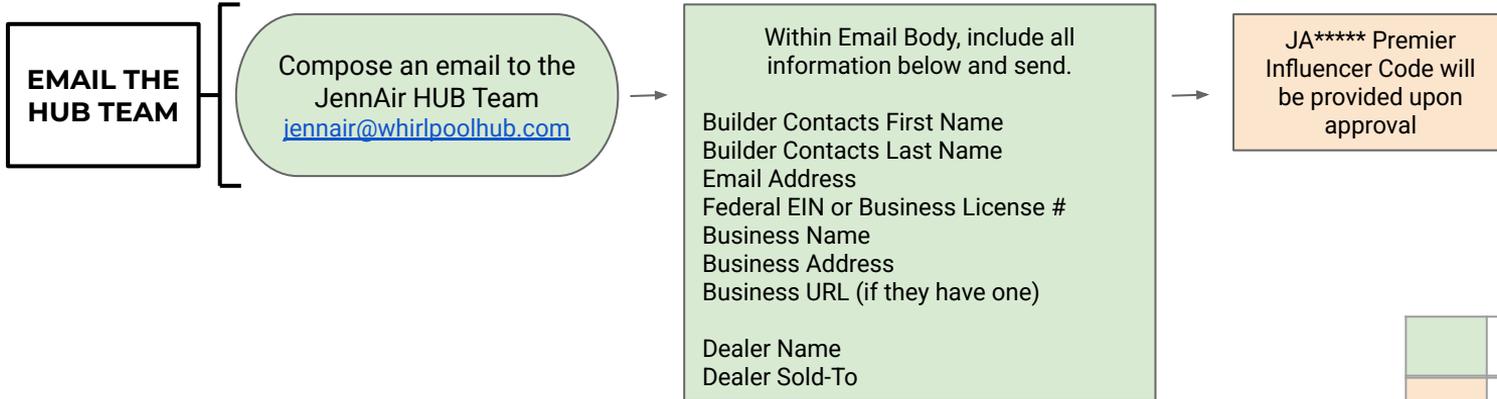
<b>Example Retailer</b>		<b>Invoice #</b>	123456	
123 Your Street		<b>Sales Date</b>	1/1/26	
Your City, ST 12345				
(123) 456-7890				
<b>Bill To</b> Example Builder		<b>Ship To:</b> Example Customer		
Street address		1234 Main Street, City, ST 12345		
City, State, Zip				
JennAir Premier Influencer Code: JA123456				
Sales Person	Shipping	Job	Closing Date	Delivery Date
Jason	Home Delivery	Example Builder PI Code: JA123456	6/1/26	5/1/26
Qty	Item	Description	Unit price	Total price
1	JIDT836SBL	INDUCTION DD 36 IN.	\$5,199.00	\$5,199.00
1	JOEDC730RL	RISE 30" DOUBLE WALL OVEN	\$8,199.00	\$8,199.00
1	JBSS48E22L	BIR 48" SxS EXT DISP	\$14,199.00	\$14,199.00
2	JDAF5924RX	FTC DISH 3 RACK WASH PANEL	\$2,499.00	\$4,998.00
JennAir Instant Rebate 20%				\$6,519.00
<b>Subtotal</b>			<b>\$39,114.00</b>	
<b>Sales Tax</b>			<b>\$2,737.98</b>	
<b>Total</b>			<b>\$41,851.98</b>	

### Important Reminders:

- HUB reimbursements based on date of sale, NOT delivery date
- Invoices must clearly indicate credit was given to the consumer
- Claim submission docs must contain proof of delivery via a delivery doc or a delivery date must be written on original invoice.
- **Premier Influencer code must be reflected on the actual invoice to receive the 20% discount**
- Curate credit should be reflected as a single line item on the invoice
- Claim to payment turnaround is between 7 and 10 days

# Builder/Premier Influencer Program

## How To Register for a Premier Influencer Code



# Builder/Premier Influencer Program

## Competitive Assessment - 4 Piece Suite



### JennAir



JF36NFXDE JGRP436HL JDTS3924SL

### Thermador



T36FT810NS PH36HWS PRG366WG DWHD640EFP

### Monogram



ZGP366NTSS ZV36SSJSS ZGP366NTSS ZDT925SPNSS

SKU	Old UMRP	New UMRP
JGRP436HL	\$7,499	\$7,799
JF36NFXDE	\$10,299	\$10,549
JDTS3924SL	\$1,699	\$1,699
JXW9036HP	\$2,599	\$2,899
<b>Total UMRP</b>	<b>\$22,096</b>	<b>\$22,946</b>
<b>Builder/PI 20%</b>	<b>(\$4,419)</b>	<b>(\$4,589)</b>
<b>Final Consumer Price</b>	<b>\$17,677</b>	<b>\$18,357</b>

SKU	\$
PRG366WGSS	\$8,699
T42IT100NP	\$12,499
DWHD640EFP (free)	\$1,399
PH36HWS + Blower (\$999)	\$3,349
<b>Total UMRP</b>	<b>\$25,946</b>
<b>Builder 15%</b>	<b>(\$3,892)</b>
<b>Final Consumer Price</b>	<b>\$22,054</b>

SKU	\$
ZGP366NTSS	\$7,400
ZIP364IPVII	\$11,600
ZDT925SPNSS	\$2,150
ZV36SSJSS	\$2,900
<b>Total UMRP</b>	<b>\$24,050</b>
<b>Builder 20%</b>	<b>(\$4,810)</b>
<b>Final Consumer Price</b>	<b>\$19,240</b>

December 2025 - Competitive data scrubbed from public manufacturer website.

UMRP is a unilaterally established minimum retail price for products provided to the trade customer. The dealer alone determines selling price.

# Builder/Premier Influencer Program

## Competitive Assessment - 2 Piece Wall Oven & Cooktop

### JennAir



### Thermador



### Monogram



SKU	Old UMRP	New UMRP
JOEDC730RL	\$7,399	\$8,199
JGCP436HL	\$4,699	\$4,899
<b>Total UMRP</b>	<b>\$12,098</b>	<b>\$13,098</b>
<b>Builder/PI 20%</b>	<b>(\$2,420)</b>	<b>(\$2,620)</b>
<b>Final Consumer Price</b>	<b>\$9,678</b>	<b>\$10,478</b>

SKU	\$
PO302W	\$8,799
PCG366W	\$4,899
<b>Total UMRP</b>	<b>\$13,698</b>
<b>Builder 15%</b>	<b>(\$2,055)</b>
<b>Final Consumer Price</b>	<b>\$11,643</b>

SKU	\$
ZTDX1DSSNSS	\$7,500
ZGU366NTSS	\$4,900
<b>Total UMRP</b>	<b>\$12,400</b>
<b>Builder 20%</b>	<b>(\$2,480)</b>
<b>Final Consumer Price</b>	<b>\$9,920</b>

December 2025 - Competitive data scrubbed from public manufacturer website.

Whirlpool Corporation Confidential

THANK YOU