

Training Facilitation Plan

Next Gen Induction Downdraft Cooktop Demo

Total Training Session Run Time: 15 Minutes

Tips:

Training takes about 12-15 minutes to complete

Before your session starts, turn on the element to medium for a couple minutes to warm the water up. Make sure you have 2 cups of water in there and do not overfill.

Caution: Please remind trade customers and sales associates that the cooktop surface may be warm. Do not leave the cooktop unattended at any time.



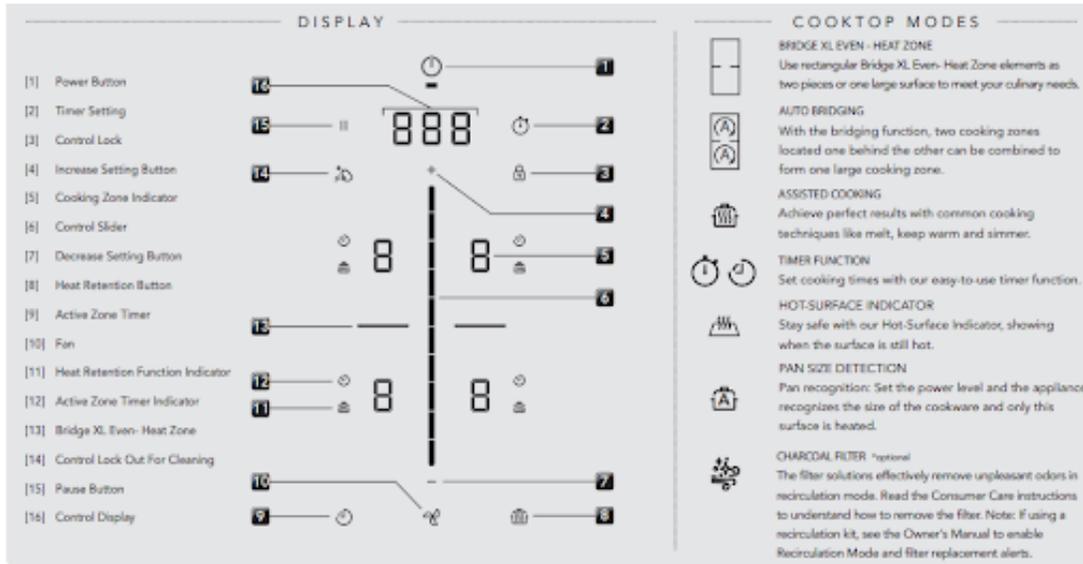
Shopping List:

- KitchenAid [saucepan](#) with lid
- [Wooden spoon](#)
- [lights](#) (2)
- One 16.9 oz bottle of water
- 5000 W [Transformer](#) (needed for suitcase demonstration only)
- Towel
- Optional [Silicone Mat](#) (customer sensitive to glass and scratch - resistant)

Topic	Time	Product Available at Training
Introduction	2 min	JennAir & KitchenAid Downdraft Induction
Clear the View	2	Qualifying Questions about planning around updraft
More Design Possibilities	3	Sleek under cabinet installation, option for cabinets above / lighting / backsplash
No Duct, No Problem	5	Demo: Remove and replace filters Demo: pour water in ss filter
Quiet Operation	2	Demo: Capture vapor while on powerboost boiling water - 42 dBA
Review & Action Items	1	

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Introduction

XX Minutes

Introduction

Thank you for joining today -- my name is ----- and my role is -----

Whirlpool Corporation is excited to offer a look into our NextGen Induction Downdraft Cooktops which will launch this year in JennAir and KitchenAid.

These will be available in 30 and 36 inch widths. The JennAir & KitchenAid 30 inch will feature two round elements and a bridge zone. JennAir 36 inch will feature two Flex-Choice™ XL zones and KitchenAid 36 inch will feature one Bridge XL Even-Heat™ Zones, accommodating multiple pans at once and automatically bridging for large pans like griddles.

Today we want to focus on the downdraft technology of these cooktops

Before we get started, I want to get your current impressions of downdraft ventilation. Do you / your customers prefer downdraft or updraft ventilation? ---- Why?

...my goal today is to overcome these objections and change your opinion about this exciting technology

Feature #1 Clear the View

First, let's talk about all of the design capabilities that are unlocked with our new downdraft cooktops.

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Let's pretend you have a customer in your store with a new construction home with large windows in the kitchen to appreciate a beautiful view of the coast or of a skyline.

Or your customer is one that loves to entertain family and friends while you're in the kitchen instead of having your back to them.

What are the challenges with installing a traditional downdraft cooktop?

...wait for answers (responses: it takes up usable space, it is loud, it limits design opportunities)

Our JennAir & KitchenAid Downdraft ventilation liberates the space from bulky updraft hoods, **clearing the view for windows and open concept designs**

Here is a look at a traditional downdraft install. As you can see there is limited storage and usability under the cabinet. (Feel free to download this image below to your phone/ipad/presentation)



Feature #2 More Design Possibilities

Continuing the kitchen design mindset -

How does updraft ventilation impact planning for **backsplashes, cabinets and lighting?**

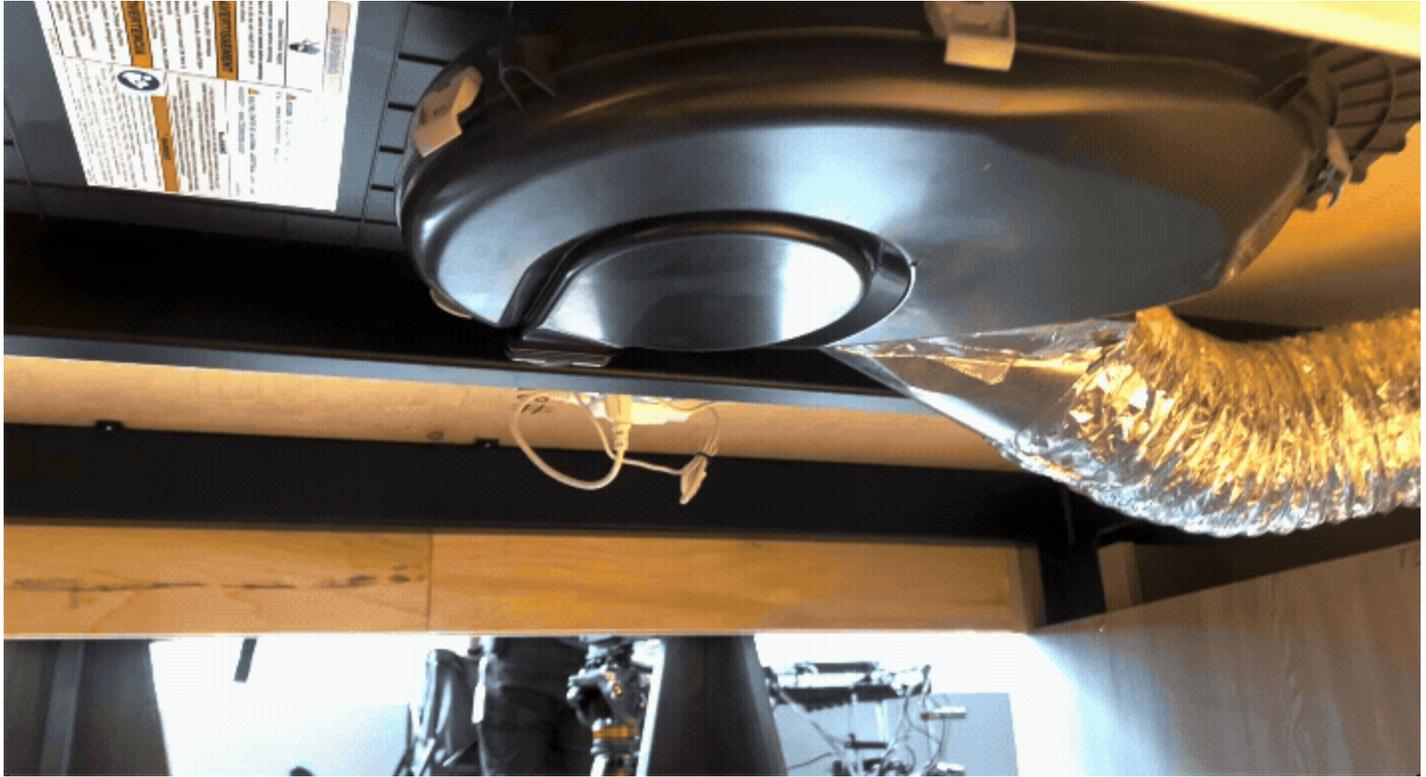
...wait for answers

This new technology has flattened the design of the downdraft system -- requiring just 7" below for exterior extracted models and a much smaller profile for recirculated models than our current offerings.

Insert Photo of our downdraft system installed in a cabinet: (Feel free to download this image below to your phone/ipad/presentation)

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Feature #3 No Duct, No Problem

My last question when it comes to kitchen design and building planning surrounds ductwork? How does planning for access to an outside wall or accessing floor or ceiling ducting impact kitchen plans?

And what about costs?

How would switching to a duct free recirculating system impact kitchen design plans?

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As mentioned before -- this unit is set up for recirculating, and it is taking up minimal cabinet space below. What other concerns do you have around vent recirculation?

(Responses: look for changing the filter and loss of power)

Let's now take a look at our demo kit that has the exact same functions as our 30 and 36 inch versions. First let's address the filter. You probably expect to have to get under the cabinet to clean or change the filter which would be particularly difficult with these drawers below.

BEGIN REMOVING FILTERS

But with this unit everything is accessed from the top.

First you have the stainless steel grease filter which we recommend cleaning at least once a week. Its dishwasher safe, so you can just pop it in the dishwasher when washing the rest of your dishes from the meal.

The stainless filter is used whether you are venting out or recirculating

For recirculation only, you'll also need a charcoal filter - this is the filter that removes cooking odors.

Pull out filter -- we recommend replacing this after 150 hours of use or every 6 months. (MSRP \$130)

The stainless filter is cleaned and the charcoal filter gets replaced --- hold up the filter and then snake back into the cooktop.

As you are putting it back in, test the liquid in the stainless filter.

One question we get asked often is --- what if something spills into the middle. It is shallow and easy to wipe clean, but most liquids should be contained by this stainless filter -

pour a couple of tablespoons of water into the filter to show that it is contained --- then just dump that water into one of your pans. Replace filter and grid and move on to power demo.

If any liquids do escape, you'll notice this is a very shallow, easy to reach the opening that is fully sealed with no exposed screws that you could cut yourself on.

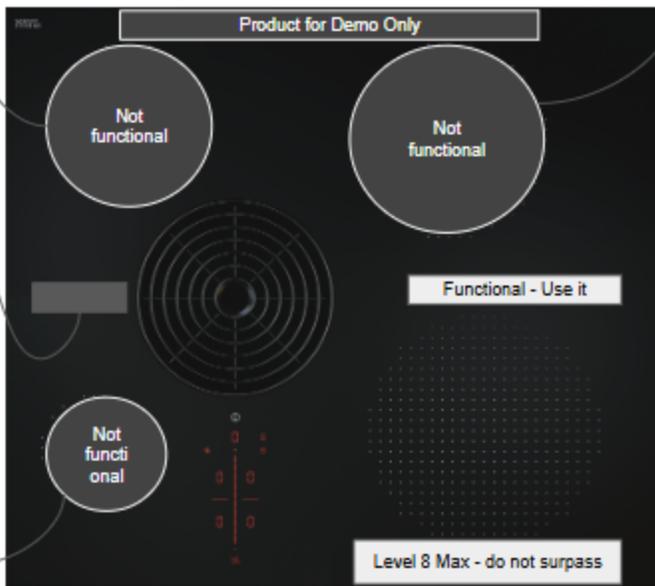
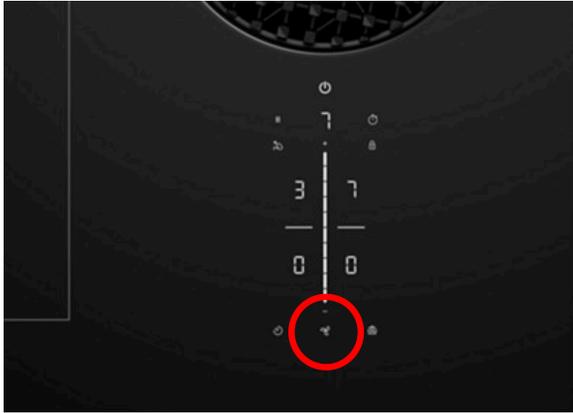
Now let's talk about power --- First, let me add a water to these pans-- add at least 2 cups of water -- MAKE SURE YOU USE FRESH WATER FOR EACH DEMO as it will evaporate

We mentioned that this model is set up for recirculating. We know that cooking vapors rise at a speed of 1m per second. This downdraft system runs at 345 cfm - removing cooking vapors at a speed of 4m per second – faster than the steam rises.

Turn on the ventilation to full power (referred to as Power Boost). (to do that tap the ventilation and scroll to the top to be on full power...level 8!)

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Turn on the bottom right zone cooktop as high as level 8 **(no higher, very important or it might trip the cooktop)** and put the lid on the pot.

If the water is directly from the faucet, it will take 2.5 minutes to boil. (If you redo the demo it will boil quicker)

While your water comes to a boil place your LED light on the surface of the cooktop facing the vent. This light will illuminate the smoke/steam as it is captured. This shows off the powerful capture performance.

Once the water is boiling, remove the lid and place the wooden spoon across the top of the pot and then place the lid on top of the spoon creating a vent for the steam to escape.

So as you can see it is removing the smoke, steam and cooking odors 4x faster than they can rise and the consumer isn't having to deal with a loud fan in their kitchen.

Give them a min to watch in awe then turn the fan completely off to allow vapors to spread again.

Then turn the fan back up to full power (power boost) to remove smoke/steam.

Once complete, turn off the element and leave the fan on

Feature #4 Quiet Operation

The amazing thing about this cooktop is that it has extremely powerful performance, but thanks to the weight balanced blades of the fan, it is also extremely quiet

Turn cooktop fan down to 1 --

I have turned this cooktop down to its lowest setting, which is rated at just 30 decibels (or 1.1 sones). I'm able to easily hold a conversation without having to shout over anyone.

For an added WOW factor, pull out your phone to the DBA app and demonstrate the volume level.

CLOSING

What do you think? Are you excited about pitching in these new cooktops coming from JennAir and KitchenAid to your customers?

Both brands are now OTO with JennAir going open to ship in July and KitchenAid shortly after in August.

To recap: The top reasons we love these cooktops are

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1. Opening up to more design capability with a slim profile downdraft installation, allowing drawers underneath the cooktop or floating islands
2. Powerful downdraft extraction that removes cooking vapors 4x faster than they rise
3. And very quiet operation at 30 dba on its lowest settings
4. Easy maintenance filter

For Future Maintenance

CHARCOAL FILTER

W11751834



GREASE FILTER

W11751832



INLET NOZZLE (JENNAIR)

W11751830



INLET NOZZLE (KITCHENAID)

W11751831



For Recirculating Ventilation System (Required for non-external ducted installation)

These accessory is required if you are setting up your cooktop for recirculating extraction, where air is filtered and returned to the kitchen rather than vented outside.

RECIRC ATTACHMENT KIT
(Charcoal filter and adapter included)

W11751835

