



M E M O R A N D U M

To: North American Distributor Management

From: Sales Operations

Date: January 13, 2020

RE: New ASKO Laundry Model - The T411HSW Dryer

We are pleased to announce the new ASKO Logic Heat Pump Dryer is now available for ordering. The new dryer is part of ASKO's Logic line, the mid-tier of their laundry products. It features a white exterior, stainless-steel controls, a 5.1 cubic foot capacity, and 16 programs. ASKO's heat pump technology is a closed system in which the air is continually circulated inside the tumble dryer. This makes it possible to install within confined spaces, such as closets, with little incoming air, and requires no exterior venting. It will pair well with the Logic series washer model W4114CW (item 578205).

Following is the pertinent information you need to launch this product:

Consumer Availability – Jan 24, 2020

Marketing Launch Schedule:

Available Now	As needed, you may place orders for materials via Partner Portal. Select 'Links' then 'Marketing Materials Store'. Continue with Marketing Tools > ASKO <ul style="list-style-type: none">• Laundry Brochure• Laundry POP• Laundry Capacity Towels Please review the attached quick reference sheets for additional product details.
Available Now	YouTube Videos: <ul style="list-style-type: none">• Logic Dryer Interface• Heat Pump Technology• Steam Drying
1/15/2020	Full web launch on www.askona.com , content will include product guide and specifications.

Distributors on SOM Systems – Dealer Pricing Collection:

For those locations that are on our SOM system, Theresa Everett will be collecting pricing information for each location. After all dealer pricing is collected and loaded into the system, we will activate these items for dealer ordering by region.

Pricing:

Item #	Model #	Description	MSRP
730244	T411HSW	DRYER, LOGIC, HEAT PUMP, STEAM, WHITE	\$2,199.00

Please review this information with your sales staff and other appropriate personnel in your organization. In the meantime, should you have any questions, please contact Tonya Lambeth at tonya.lambeth@subzero.com.