



2021

JENNAIR ALLIANCE PROGRAM

NEW PROGRAM FOR 2021

JennAir carries the torch as champions of the design community and the industry at large. We are purveyors of distinctive luxury kitchen appliances that push form and function to transform spaces. With exceptional performance, masterful execution and provocative design, JennAir offerings are powerful, yet bespoke to each individual's tastes.

The NEW Alliance Program has been created to support products being available for a discounted price for prominent placement in design centers, parade or model homes and for personal use to select influencers in order to further expand our community of JennAir owners.

STEP 1: REVIEW PROJECT WITH JENNAIR SALES REPRESENTATIVE

- All projects are executed through authorized JennAir dealers and must be reviewed with and approved by a JennAir sales representative.
- The dealer sales representative will facilitate the proposal and product selection with the influencer/designer/architect /builder.
- The JennAir sales representative will review the proposal and product selection and provide final approval and confirm the discount the project is eligible to receive..

STEP 2: PROVIDE COMPLETED PO

- Once the proposal has been approved, the dealer sales representative will provide the JennAir sales representative with a PO including "Alliance Program" in the comments section.
- The JennAir sales representative will place the order on behalf of the authorized JennAir dealer in order to have the discount applied to the order.

STEP 3: ORDER CONFIRMATION

- The dealer sales representative will receive order confirmation from the JennAir sales representative once they have placed the order.

DEALERS: Be sure to include the words "Alliance Program" on any quote or invoice. This confirms the sale was as a result of this program. Invoices failing to indicate Alliance Program but reflect a discount on JennAir models, 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.

SPIFF PROGRAM ELIGIBILITY

Sales under this program may be claimed under the applicable JennAir Spiff program however the dealer invoice must indicate the words "Alliance Program".