



---

## MEMORANDUM

---

**To:** North American Distributor Group

**From:** Eric Stieber, Sales Operations

**Date:** September 12, 2022

**RE:** New Product Availability – Next Generation Convection Steam Oven

---

The Sub-Zero Group is pleased to announce the launch plan for the Next Generation Convection Steam Oven. Production began today, 09/12/2022 and we are excited to begin the launch process within our network. With this communication, we provide the following activities:

- Marketing Communication and Supporting Materials
- Display Standards: Product Configuration
- Product training resources
- New product launch schedule

Consumer Availability: **January 2023**

### Marketing Communication and Supporting Materials

- *Marketing materials:*
  - a) Sell Sheets are available in Asset Haven (<https://haven.subzero.com>).
  - b) Product pages will be available on the web Tomorrow, September 13, 2022.
  - c) Quick Reference Guides will be available on the web Tomorrow, September 13, 2022.
  - d) Reveal specs will be available on the web Tomorrow, September 13, 2022.

### Display Execution

- These products will be new configurations, so please refer to product specifications in Asset Haven.
- Product will be available for displays beginning in January 2023. Please work with all dealers to support display orders beginning immediately. There will not be an allocation.

### Training / Learning and Development

- The Next Generation Convection Steam Oven Spotlight Video will be assigned late September 2022.
- Web-based Training (WBT) will be available to distributor employees on October 15, 2022. On that date, the Learning and Development team will assign the training to all VPs, TSMs, Trade Reps, etc. It may be assigned to any of your dealer associates and designers who have LMS account immediately.
- Instructor-led Training (ILT) will be made available March 1, 2023.

## Launch Planning and Supporting Systems

- The product is live in the quoting tool.
- Product availability:
  - As product is manufactured, it will be shipped out into the RDC network.
  - Please work with your fulfillment planner for any urgent needs.
- COMNet (ODM)
  - COMNet will open for ordering effective immediately for non-SOM distributor ordering. All SOM dealers will be activated by **Today, September 12, 2022**, for all products.

Please contact your Regional Sales Manager with any questions.