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JENN-AIR PLANNING AGGRESSIVE GROWTH AFTER RECORD YEAR

BENTON HARBOR, Mich. (January 13, 2014) – Following a year marked by a record number of product introductions, the launch of its first showroom, and significant gains in both sales and retail flooring, luxury appliance maker Jenn-Air plans an even greater number of new product launches for 2014, according to Brian Maynard, the brand’s director of marketing.

“In the four years since re-launching Jenn-Air as a luxury brand, we’ve experienced tremendous growth and significantly outpaced the market,” said Maynard. “But given our aggressive product plans and the improving economic picture, we have every reason to believe that 2014 will be our biggest year yet.”

Plans call for introducing 63 new SKUs in 2014, exploring showroom opportunities in Chicago and the west coast, and adding the WestEdge Design Fair in Los Angeles to its growing roster of major design and culinary events. Product introductions will run the gamut from a built-in coffee system to new cooktops, refrigerators, slide-in ranges, dishwashers and ventilation systems.

Among the many new SKUs introduced in 2013 were a 36” 6-burner cooktop with the industry’s most powerful burners and near-flush design; a sleek and powerful built-in steam and convection oven; and the Accolade telescoping ventilation system hand-crafted of stainless steel and glass with a dramatically curved, sculptural profile.

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The new Accolade system is the latest in a long history of “firsts” in ventilation for the pioneering brand, including the first downdraft cooktop; a black glass and stainless steel “perimetric” system that hangs on the wall like a flat screen TV; and the first duct-free downdraft ventilation that filters and recirculates air, requiring no ducting to the outside.

“It’s gratifying to enter a new year in such a strong position and with so much opportunity for growth, both for Jenn-Air and its trade customers,” notes Maynard.

About Jenn-Air:

Since the introduction of the first self-ventilated cooktop in 1961 and downdraft ventilated range in 1965, Jenn-Air brand has consistently grown its reputation as a technology and design innovator. Its selection of style options includes two distinct stainless steel collections and a cutting-edge Floating Glass finish in black or white. From downdraft cooktops, wall ovens and professional style ranges to dishwashers, refrigerators and such entertaining essentials as warming drawers, built-in ice machines and wine cellars, Jenn-Air brand offers a complete line of major kitchen appliances. To learn more about the Jenn-Air® appliance collection, or speak with a member of the concierge team, please visit jennair.com, twitter.com/jennairusa or facebook.com/jennair.

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