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# NEW PRODUCT INTRODUCTION BOOK 90 CM VITROCERAMIC FREE STANDING COOKERS

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MEA Region

Marketing



SENSING THE DIFFERENCE



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- ▶ Unique Selling Propositions (USPs) Deep Dive

# RANGE LINE-UP

# RANGE LINE UP



VITROCERAMIC  
COOKTOP

**ACM 9414 V/IX**  
220-230/50  
No plug  
EXW – Reggio Emilia (ITALY)

ELECTRIC OVEN

# PRODUCT GENERAL SPECIFICATIONS

<b>Commercial code</b>	ACM 9414 V/IX
<b>12NC</b>	857694279000
<b>EAN code</b>	80 03437 21656 5
<b>Brand</b>	Whirlpool



**Photocode:** Indicative  
Digital timer missing

<b>Instruction manual languages</b>	GB, FR, Arabic
<b>Carton Package</b>	Yes (Whirlpool Packaging Label)
<b>Package dimensions [WxDxH cm.]</b>	960 x 685 x 844
<b>Container load (20, 40, 40 HC)</b>	48, 106, 126
<b>Delivery terms</b>	EXW Reggio Emilia(IT)

<b>Dimensions [WxDxH cm.]</b>	90 x 60 x 83,5:87
<b>"Made in..." Indication</b>	Italy
<b>OVEN</b>	
<b>Oven type: Gas/Electric [G/E]</b>	Electric
<b>Electric multifunction</b>	Yes
<b>Power of oven [kW]</b>	2900 W
<b>Grill type: Gas/Electric [G/E]</b>	Electric
<b>Power of grill [kW]</b>	2000 W
<b>Oven volume [l.]</b>	118
<b>Oven light</b>	Yes (knob)
<b>Turnspit</b>	Yes
<b>Oven: Thermostat / Tap</b>	Thermostat
<b>Flat walls with removable side racks</b>	Yes
<b>Catalytic: fixed/removable [F/R]</b>	Removable panels (Sides), Fixed panels (Back)
<b>Energy consumption class (only for CEE market)</b>	A
<b>TOTAL ELECTRIC POWER (kW)</b>	11800 W
<b>HOB</b>	
<b>Hob configuration: (Gas/Ele/Mix/VC)</b>	VC
<b>FRONT LEFT: type / kW</b>	140-210mm - 2200 W
<b>REAR LEFT: type / kW</b>	140mm - 1200W
<b>FRONT CENTRE: type / kW</b>	oval zone 190x285 mm - 2200 W
<b>FRONT RIGHT: type / kW</b>	140mm - 1200W
<b>REAR RIGHT: type / kW</b>	210mm - 2100 W
<b>TOTAL ELECTRIC POWER (kW)</b>	8900 W
<b>AESTHETICS</b>	
<b>Cooktop</b>	4cm Squared Shape
<b>Lid: type / front finising profile</b>	Splash back
<b>Control panel</b>	Flat - Stainless Steel
<b>Control panel graphics/color</b>	1 colour - black
<b>Knobs: colour / number</b>	Inox painted 122 / 9 pieces
<b>Type of knobs</b>	1068 with black inner ring
<b>Oven door: type / colour</b>	Black Glass + SS U-frame (9cm glass coverage)
<b>Oven door glasses no.</b>	3
<b>Storage comp. (Fixed/Flap/Drawer)</b>	Yes, Flap
<b>Height adjustable legs</b>	Yes, Silver (W=63mm, H=75/110mm)
<b>Cooker sides colour</b>	Silver painted
<b>Anti-tilting</b>	Yes
<b>Cooling fan</b>	Yes
<b>Minute minder</b>	Digital touch control timer
<b>Automatic off</b>	yes
<b>Thermostat lamp/on-off lamp (Y/N)</b>	y/y
<b>Enamelled drip tray</b>	1
<b>Wire shelf</b>	1
<b>Supply cable without plug</b>	No cable No Plug
<b>Voltage/Frequency (V/Hz)</b>	220 - 230V~ 50 Hz

# UNIQUE SELLING PROPOSITIONS (USP'S)





# DEEP DIVE - UNIQUE SELLING PROPOSITIONS (USPS)



# XXL Giant oven & cooktop

## 1 INNOVATION

Open and discover the best cooking results

## 2 CONSUMER BENEFIT

Wide space for your dishes and different sizes burners

## 3 SALES ARGUMENT

Versatile 90 cm range. Giant oven & up to 5 flexible cooking zone

All the space and flexibility you need to enjoy your cooking experience.

## 4 EXECUTION

ACM 9414 V/IX



# VITROCERAMIC COOKTOP

## 1 INNOVATION

Easy to clean and flexible cooktop

## 2 CONSUMER BENEFIT

Full flat surface to facilitate the cleaning process

## 3 SALES ARGUMENT

Vitroc ceramic cooktop minimizes clean-up time with a smooth glass surface that withstands intense heat.

## 4 EXECUTION

ACM 9414 V/IX



# MADE IN ITALY

## 1 INNOVATION

Made in Italy. Good quality and design

## 2 CONSUMER BENEFIT

Stylish Italian design & improved features

## 3 SALES ARGUMENT

Versatile solution with good quality materials and improved design ensuring better cooking performance

## 4 EXECUTION

ACM 9414 V/IX

