



THE FIRST. STILL THE BEST.

SPECIFIER REWARDS INCENTIVE PROGRAM

THE MORE YOU SPECIFY, THE MORE YOU EARN! • JANUARY 1, 2021 – DECEMBER 31, 2021

Designers and architects are an integral part of Viking's business. A lot of you work behind the scenes specifying the product for your customer's dream kitchen and then directing them to purchase at the appliance retailer that you have a relationship with. Viking has created several online tools to assist you specifying our product, from our MVP quotation tool, to CAD renderings and 20/20 support*. Viking also acknowledges the best designs with our annual Design Competition which provides the winners with both a financial reward, as well as trade acknowledgment in targeted upscale home shelter publications.

Viking Range wants to acknowledge all certified kitchen designers and architects for their efforts, by initiating a VIKING SPECIFIER SALES INCENTIVE PROGRAM. The program is very simple: For every Viking Product specified that results in a sale, we will pay you 2%** for all major Viking Products, or you can accrue and use these funds towards the purchase of Viking Product instead of cash if preferred.

- WHO IS ELIGIBLE** { Any independent kitchen designer or architect that specifies but doesn't sell Viking appliances directly to the consumer. }
- HOW TO REGISTER** { Complete the simple form on the back and submit to your local Viking DSM or email this directly to Viking: tkitching@middlebyresidential.com }
- HOW TO CLAIM INCENTIVE** { Submit copy of your quote, along with copy of the Dealer's invoice with the total amount claimed to spiffs@middlebyresidential.com** }



2-PAGE PRODUCT SPEC SHEETS
Provides comprehensive features and specifications.
VIKINGRANGE.COM PRODUCT PAGE

2020

DESIGN SOFTWARE PRODUCT CATALOG
Provide your clients with compelling, realistic 3D renderings of their new Viking kitchen layouts using the 20-20 Viking Product Catalog.

CAD SYMBOLS
CAD symbols in 2D and 3D formats may be used for planning by designers and architects.

VIKINGRANGE.COM/2020



2021 VIKING DESIGN COMPETITION
One Grand Prize Winner and Monthly Winners will receive global recognition and prizes.
VIKINGRANGE.COM/DESIGNERS

*Available on vikingrange.com **Incentive will be taken off the net (before sales tax, freight, special handling fees, etc.) sales price for any major Viking appliance (serialized units only). Incentive will be applied on the current published UMRP, or sales invoice value, whichever is less. **Cannot be combined with any other consumer or trade promotion. Submit incentive claims directly to tkitching@middlebyresidential.com or mail to address listed on back of form.** All incentive claims or product redemptions for credits earned, must be received and/or claimed by January 15, 2022.

SPECIFIER REWARDS INCENTIVE PROGRAM REGISTRATION FORM

VIKING REGISTERING DEALER **DATE:** _____

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Appliance Sales Associate _____

DESIGNER OR ARCHITECT REWARDS PARTNER

Name _____

Address _____

City _____ State _____ Zip _____

Phone Number _____

Business License # _____

Certification # (e.g. NKBA) _____

Viking Representative _____

Email _____

PLEASE CHECK ONE:

I opt to receive payment or accrue for Viking product

Viking Range, LLC must have a completed W-9 form on file to process Specifier Rewards Incentives. This may be submitted, confidentially, to:

*Middleby Residential
Attention: Accounting Department
4960 Golden Pkwy, Bldg. #3A
Buford, GA 30518
Email: tkitching@middlebyresidential.com*

Viking is making it easier than ever to design your client's dream kitchen. Download product spec sheets, installation guides, the latest promotional material, and more.



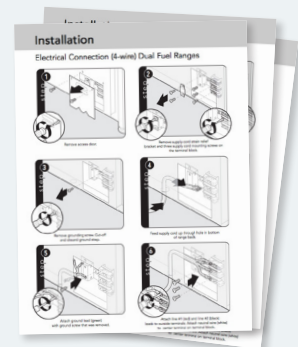
ACCOLADES AND AWARDS

Viking has been the recipient of many accolades and awards. View the latest. VIKINGRANGE.COM/AWARDS



GALLERY OF DESIGNERS

See all Viking Designers of Distinction and images of their winning designs. VIKINGRANGE.COM/DESIGNERS



INSTALLATION INSTRUCTIONS

Easily download Installation Instructions and Use & Care Manuals for each product. VIKINGRANGE.COM/PRODUCT PAGE