

e

GE Consumer Products

---

# **GE 42" Monogram SxS**

**Competitive  
Analysis  
with Sub-Zero**



# Three Monogram Built-In Refrigerators Built For Europe with 220v 50hz - 42"

- ZSGS420DMSS

- ZSGW420DM

- ZSGB420DM



# Three Different Looks in Just Two Models!

1.



**SS  
Wrapped**

**ZSGS420DMSS**

2.



**1/4"  
Framed**

**ZSGB420DM**



**3/4"  
Overlay**

48" US version shown

# Monogram Refrigeration

- Design
- Innovation
- Performance



## Proximity sensor dispenser - 'Comes alive' when approached



# Design, Innovation & Performance



- Electronic Glass Touch Dispenser Control
- Halogen Light Tower/Air Management Tower
- Electronic Temperature Control
- SmartWater Filtration
- Climate Control Drawer - QuickChill, QuickThaw, SelectTemp
- Sealed Adjustable Humidity Produce Pans
- Full Extension Ball-Bearing Accuride Slides
- Totally New Lexan Interior
- Overhead Evaporator-
- Accepts 1/4", 3/4" panels plus custom handles

# Electronic Glass Touch Dispenser

- Available in Black or White
- Proximity Sensor
- Extra Tall Design
- Chilled Water, Crushed Ice or Cubes
- Light Switch
- Door Alarm



# Halogen Light Tower

- Soft Interior Lighting
- Individual Lighting for each shelf and crisper
- Reduces shadowing
- 3M Laminate
  - Unique Innovation for even lighting
  - Architects use in commercial applications



# Air Management Tower

- Part of Light Tower
- Individual Air Circulation for each shelf



# Electronic Controls

- Upfront Electronic Controls with Digital Readout



- Door Alarm Reset
- Readout accurate within one degree
- Electronic Temp Set
  - (FF & Freezer)
- International Temps ( F or C)
- SmartWater Filtration
  - Filtered Water, Cubed / Crushed Ice
  - One Year Replacement Indicator
  - Filter Bypass Included
  - Certified by NSF to remove lead, cyst and chlorine

# Interior Features

- GE Lexan
  - All Non-Glass Clear Parts
- Tempered Glass Shelves
  - SpillProof
- Adjustable Sealed Deli Pan
  - Accuride Slides & Lexan



# Interior Features

- Larger Door Bins
  - Adjustable- Two Position
  - Clear GE Lexan Fronts
  - Gallon Door Storage



# Full Extension Slides

- **Full Extension for Easy Access**
- **Nylon Ball Bearings for Smooth Operation**

**These Slides are used by custom cabinet manufacturers all over the world.**



# Adjustable Sealed Produce Pan



- Accuride Full Extension Slides
- Adjustable Humidity
- Easy Access Lid
- Clear and Durable GE Lexan®

# Climate Control Drawer

## Express Thaw

1/2 LB Meat in 4 hrs

## Express Chill

Chill a can in 15 minutes

Chill a 2-liter in 45 minutes

## Select Temp

Store Citrus at 6° C

Store Produce at 1° C

Store Meat at -1° C



# Climate Control Tray

- Can Hold Two Wine Bottles
- Stores up to 30 Cans
- Durable Aluminum Alloy
- Tray Can Be Used as Cold Plate



# Freezer Features



- Bulk Ice Storage
  - Convenient
  - Removable Bin Holds up to 15 lbs
- Light Tower
  - Even Lighting each shelf
- New Slide Out Can Rack
- Cantilevered Wire Racks
  - 1” increment adjustability
- Two Position Adjustable Door Bins

**Is Monogram as Good as the Competition?**

**Better!**

# Compare Capacity!

## SubZero Capacity Comparison

	Monogram			SubZero			Difference	
	Freezer	Fresh Food	Total	Freezer	Fresh Food	Total	Monogram is Cu/Ft Larger	Monogram is % Larger
48" with Dispenser	12.90	17.80	30.70	9.80	18.20	28.00	2.70	9.64%
48" No Dispenser	12.80	17.80	30.60	9.80	18.90	28.70	1.90	6.62%
42" with Dispenser	9.80	16.30	26.10	8.20	15.60	23.80	2.30	9.66%
42" No Dispenser	9.70	16.30	26.00	8.20	16.20	24.40	1.60	6.56%
36" with Dispenser	9.80	11.90	21.70	NA	NA	NA	NA	NA
36" No Dispenser	9.70	11.90	21.60	8.80	12.50	21.30	0.30	1.41%
36" Bottom Freezer	6.1	14.5	20.60	4.9	15.70	20.60	0.00	0.00%
All Freezer	21.9		21.90	19.3		19.30	2.60	13.47%
All Refrigerator		21.9	21.90		19.90	19.90	2.00	10.05%

Monogram's 42 and 48" Dispenser Models are almost 10% larger than SubZero.

Monogram All Freezers are over 13% Larger Than SubZero while the All Refrigerator is over 10%

# SubZero



## Refreshment Center Comparison

- No Crushed Ice!!
- No Proximity Sensor
- No Glass Touch Controls
- Small Glass Access
- No outside bucket access
- Bland Gray Color
- Dispenser models least popular of SubZero line
- Two Hand Operation

# Monogram



- **Crushed Ice!**
- **Proximity Sensor**
- **Glass Touch Controls**
- **Huge Pitcher and Bucket Access**
- **Automatic Fill Light**
- **Smartwater Filtration**
- **Door Alarm**
- **One Hand Operation**

# SubZero Monogram



*Exposed Hinges*



*Brushed Trim*

## Exterior

- Exposed Hinges
- Brushed Trim Exterior
- Industry Standard Depth



*Concealed Hinges*



*Brushed Trim*

- Concealed Hinges
- Brushed Trim Exterior
- Industry Standard Depth
- New Hinged Grill

SubZero

Monogram



## Interior Lighting

- Lighting in top of cabinet only
- Dark box crisper

- Light Tower in Fresh Food and Freezer!
- Soft light for EACH shelf and crisper
- Easy to see throughout refrigerator

# SubZero

# Monogram



## Water Filtration

**No Water Filtration!**

- **Certified by NSF**
- **Reduces Chlorine, Taste and Odor**
- **Reduces Lead and Cysts**
- **Filter Reminder on Controls**
- **Extended Life-Lasts up to one year**
- **Filter Reminder Light**

# SubZero Monogram



## Bulk Ice Dispensing

- Space robbing design
- Includes bucket dispenser robs space from fresh food section

**Monogram®  
Dispenses from Exterior  
No Need to Open Door**

## Door Storage

- Optional gallon door storage rob from fresh food shelf
  - Must order gallon door bin
- Blue sticker warns that gallon door shelf will knock over food stored on front of fresh food shelf
- Limited lower door storage

