



DATE: July 24th, 2014
TO: Customers; Sales Representatives; Distributors
FROM: Kelli M. Rosen
Marketing Coordinator
SUBJECT: Turnkey Installation Solution

Beverage-Air is pleased to announce our "Turnkey Installation Solution"

Please note: this is a service, not a product or accessory. Pricing is based on first floor installation, weight of unit per each model, and is NET. Pricing is valid only on units shipping direct from the Beverage-Air factory. For other shipping/installation options, please contact the factory.

Turnkey Services Advantages:

- Unit completely set up and installed
- No lift-gate required or white glove service
- No disposal of packaging and skid
- No store personnel required
- Eliminates freight damage component

Install Package 1

Receive, uncrate, & install casters
Deliver unit(s) to restaurant
Set-up shelving
Set model in place
Start-up
Customer sign off

Install Package 2

Receive, uncrate, & install casters
Deliver unit(s) to restaurant
Set-up shelving
Set model in place
Start-up
Customer sign off
Remove & dispose of old unit

(Install Package 1) (Install Package 2)

Individual Unit Weight	Delivery & Install	Delivery, Install. & Removal	Delivery & Install Example	
Up to 250	\$415.00	\$525.00	Model:	SPE27
Up to 400	\$520.00	\$625.00	Weight:	203
Up to 600	\$570.00	\$700.00	Freight/Install: (pkg 1)	\$415.00
Up to 800	\$655.00	\$790.00	Freight/Install/Removal: (pkg 2)	\$525.00

All PO's must be clearly marked with a line item stating install package 1 or 2 & must include site address, contact name, & phone number.

Thank you for your continued support of the Beverage-Air brand.

Sincerely,

Kelli M. Rosen
Marketing Coordinator
Beverage-Air Corporation