



DONE TO PERFECTION.



Vulcan Product Webinar

VTEC Spiff &
Literature, Video & Image
Resources

October 3, 2012



VTEC Product Summary

- Selling well (200+ YTD, growing monthly)
- Updated legs
 - 2" dia – same as 900RX/ACB
 - January 2013 implement
- Still need robust field support
 - Dealers with floor units
 - Road show demonstrations
 - Test locations for end users and/or 'friendly' user locations



VTEC \$100 Spiff Program

- \$100 for each unit to **Dealer Sales Person**
 - Return paperwork sent by Mark Easterday
- Effective immediately through 3/31/13
- Available in every territory
- Dealers & Reps responsible for providing literature and 'material' support (floor units)
- Flyer program in PBAC & KLH territories
 - \$100 coupon + \$100 spiff via mailed flyer
 - Select Dealers will have display units
 - Success will be repeated in other territories



VTEC Spiff Paperwork

\$CASH\$



VTEC CHAIRBROILERS

\$100

Sell any VTEC Charbroiler and receive \$Cash\$ paid directly to you from Vulcan FEG. Order must be received on/after **Sept 17, 2012** calling for shipment by **March 31, 2013**. Payment will be made upon shipment.

To receive your \$Cash\$, simply complete the information below and return to Sherry Bitely via EMAIL. Incomplete forms will not be processed for payment. All fields are required information.

PLEASE SUBMIT (1) FORM FOR EACH MODEL & SERIAL NUMBER
FORMS SAYING "See Attached" WILL NOT BE PROCESSED

Name _____

PO# _____

Street Address _____

Factory Order # _____

City, State, Zip _____

Model # _____

Phone _____

Serial # _____



Wood Assist Base

- 72" models only (SCB72, VCCB72)
 - consider other sizes based on opportunity
- Identical to standard Carrabas design
- List price \$6500
- 3 week lead to start



Vulcan Correctional Package

- Based on extensive Market Segment Focus in corrections
- Wholly updated design meets broadest array of customer needs
 - Gas & Electric
 - Gas will have rotary piezoelectric ignition (Like the VTEC)
 - Enclosed chassis, cover panel & protected knobs via front panel.
- Confirms Vulcan commitment to this segment and establishes brand superiority.
- Collective marketing material for all correctional products

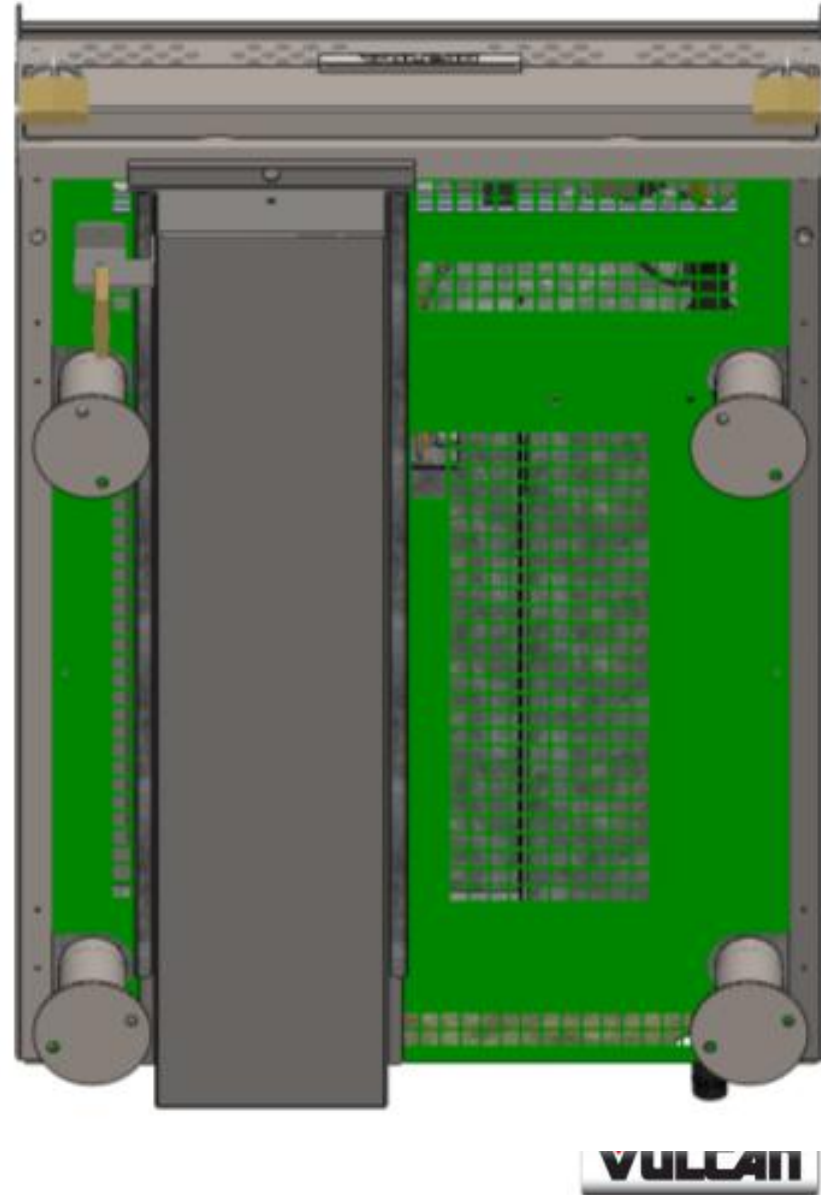


Updated Design – 900RX

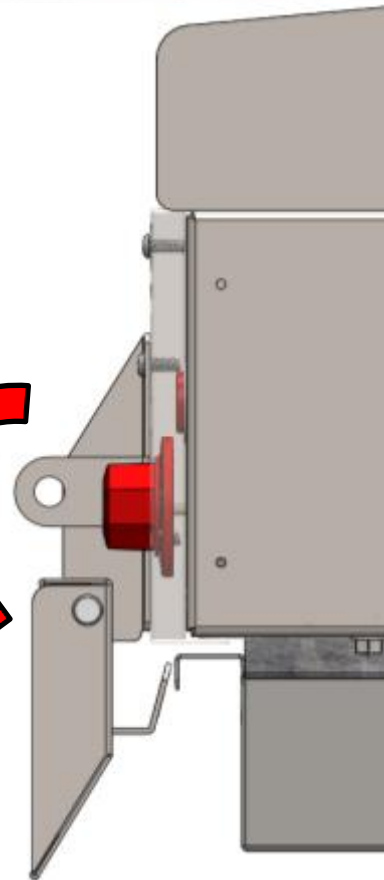


900RX BASE MODEL

- VENTILATED BOTTOM PANEL
- NO SHUT-OFF VALVE
- NO POWER CORD
- DRAMATICALLY REDUCED HIDING PLACES AND POTENTIAL FAILURE MODES
- ROTARY PIEZOELECTRIC IGNITION



Updated Design – MSA

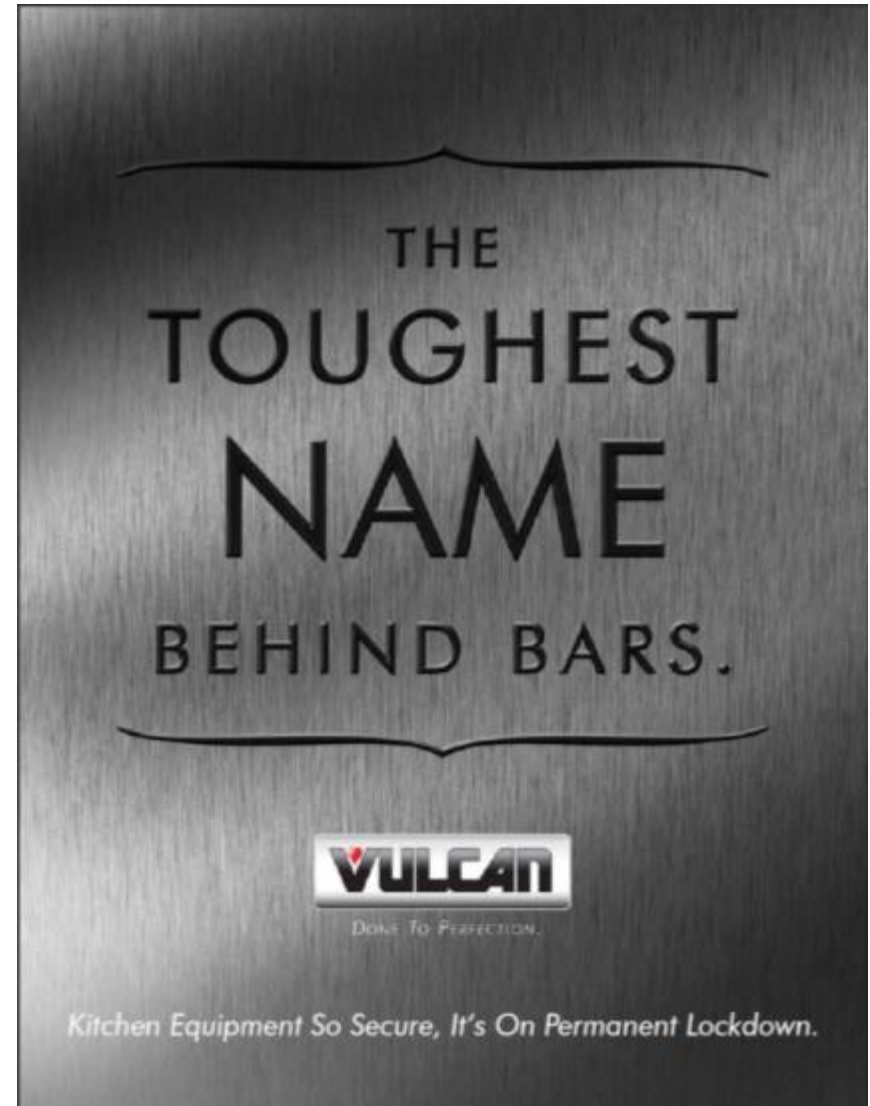
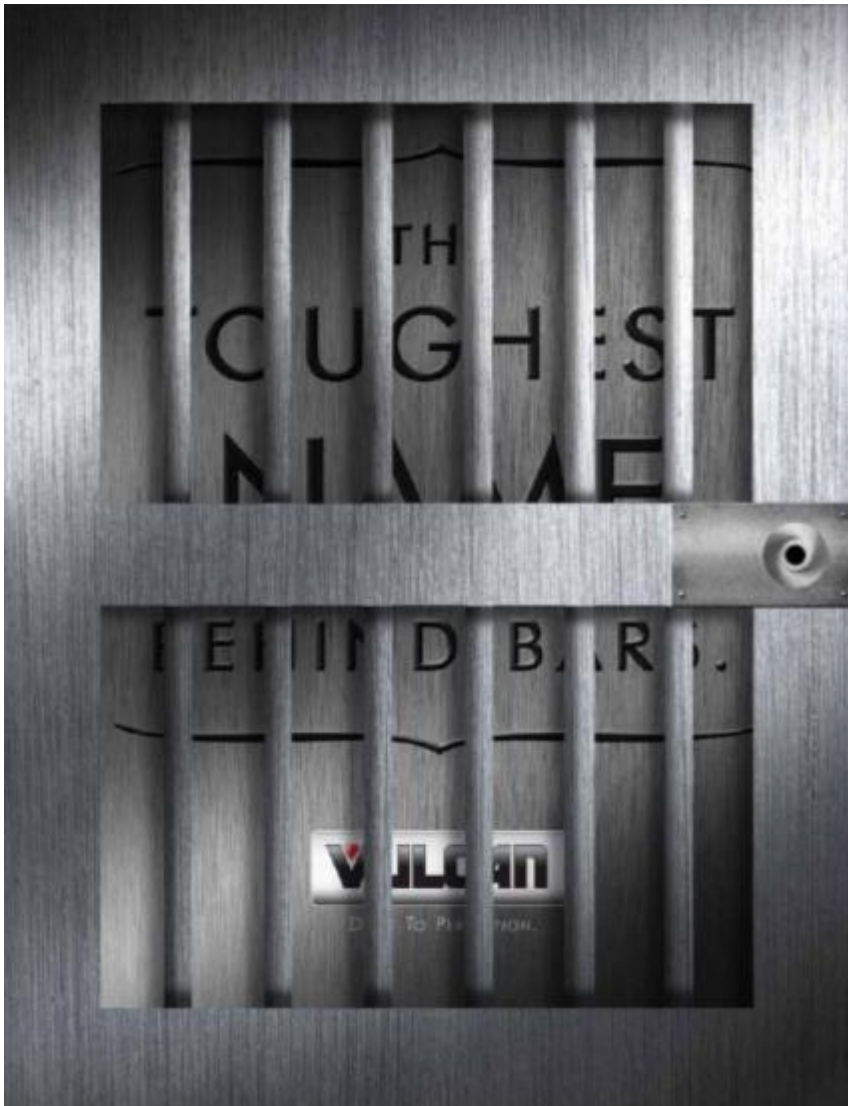


900RX BASE MODEL

- VENTILATION HOLES, NOT SLOTS
- **NO** BEZEL
- **NO** SWITCH OR HOLE PLUG (MSA)
- FRONT COVER DROPS DOWN **FULLY**
- KNOBS RETAINED AND PROTECTED BY FRONT PANEL
- PROTECT PILOT BUTTON WITH UNDERSIZED HOLE
- ELIMINATED LOGO PLATE – LOGO ETCHING



New Corrections Flyer



F45412 (08/12)

Corrections Flyer (cont...)

YOUR DEMANDING ENVIRONMENT DEMANDS VULCAN.

Unlike some manufacturers who retrofit existing products for corrections facilities, Vulcan specifically designs and builds our Corrections Kitchen Equipment to stand up to the abuse and harsh conditions you face every day.

Throughout our Corrections lineup, we include features like concealed screws, heavy duty welds, covered controls, heavy duty locks, security screens and more. Plus, all parts are easy to access, repair and replace. So it couldn't be simpler to maintain an entire kitchen of Vulcan equipment.



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Steam

- Draw-off valve secured with heavy gauge chain
- Heavy gauge chain secures crank handle and pan strainer
- Louvered protective corrections under-cover



Ovens

- Lockable door hasp
- Screened rear enclosure panel
- Lockable control panel cover
- Tamper-proof screws



Holding & Transport

- Removable welded tray slides
- Four-corner integral c-channel design enhances durability and performance, minimizes torque
- Tunnel distribution system ensures even heat flow



Griddles

- Completely sealed chassis and lockable control cover
- Grease-, water- and heat-resistant controls—no electricity required
- Adjustable flanged legs allow unit to be bolted to mounting surface

FEATURES DESIGNED TO ENHANCE YOUR SECURITY.



Heavy gauge chain secures the crank handle.



Heavy duty security cover protects draw-off valve.



12-gauge locking transport latch.



Lockable front panel and grease drawers protect controls and components.

New 900RX/MSA Sell Sheet

VULCAN 900RX & MSA SERIES GRIDDLES



900RX Series/MSA Series

- Simple, reliable controls and uniform temperature response
- Designed to withstand the heat, moisture and grease of commercial kitchen environments
- Easy operation for consistent cooking and product results



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vulcanequipment.com

VULCAN 900RX & MSA SERIES GRIDDLES



READY FOR ANYTHING YOUR KITCHEN CAN DISH OUT.

Every Vulcan Heavy Duty Gas Griddle is designed and built to deliver the durable, reliable performance you need. Choose from a full range of factory options including chrome tops, variable backsplash heights, grooved plates, special divider rails and rear grease troughs. Plus, 900RX and MSA griddles are compatible with Vulcan's GTS12 clamshell unit. Available in 24", 36", 48", 60" and 72" widths.



MSA48

900RX and MSA Series Heavy Duty Gas Griddles

- High performance, convenience, reliability and durability
- Embedded mechanical snap-action thermostat provides durability and repeatable temperature control from 200–550°F in every 12" cooking zone
- Temperature control is +/- 15°F, providing superior response to cooking loads, fast recovery, reliable performance and energy savings
- Constructed with fully welded frames and 1" thick griddle plates, these griddles offer superior durability and uniform heat distribution
- Vulcan's "cool bull nose" design keeps the front rail average temperature below 130°F when the griddle is operating at 450°F
- Patented gas control system provides supervised gas pilot protection without electrical connections



900RX

900RX Series also includes:

- Dual ignition modes: electric spark for convenience, and manual lighting
- For ultimate ease, front manifold shut-off valve allows thermostat set points to be preserved

Masterful design. Precision performance. State-of-the-art innovation. For over 130 years, Vulcan has been recognized throughout the world for top-quality, energy-efficient commercial cooking equipment that consistently produces spectacular results. Trust Vulcan to help make your foodservice operation run just right—every time.

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vulcanequipment.com
1-800-814-2028



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F45413 (09-12)

F45413 (09/12)



VHP/AHP Hotplate Redesign



OLD DESIGN – REASONS FOR CHANGE

- BURNERS AND GRATES FROM HEAVY DUTY
- AS RANGE DESIGNS CHANGED SO DID CASTING VOLUME, DRIVING NEED FOR REDESIGN
- 12X24 GRATES (VERY **HEAVY**)
- MUSHROOM CAP PILOTS
- GRIDDLE LINE-UP CHANGED



NEW DESIGN – SINCE JUNE 2012

- BURNERS, GRATES & PILOTS FROM RESTAURANT RANGE
- 12X12 GRATES
- GRIDDLE LINE-UP MATCH
- COOL BULLNOSE DESIGN



VULCAN HEGxxE ELECTRIC GRIDDLE

OLD DESIGN – DISCONTINUED IN 2008

- CURRENT WEG & RRE DESIGN CIRCA 1970'S-80'S
- ELECTRICAL DESIGN & ELEMENTS WORK GREAT
- LIGHT GAGE CHASSIS, THIN LEGS
- INCONSISTENT WITH CURRENT LINEUP
- NO ACCESSORIES – TOO LOW VOLUME TO BOTHER



NEW DESIGN – BASED ON GAS PLATFORM

- SAME ELECTRICAL DESIGN & ELEMENTS
- HEAVY GAGE CHASSIS, BEEFY LEGS
- CONSISTENT WITH CURRENT LINEUP
- STANDARD ACCESSORIES AND UPGRADES
 - PLATE RAIL, CONDIMENT RAIL, CUT BOARD ETC...
 - SPLASHES
 - LEGS
- CHROME KNOB GUARDS STANDARD
- NO PRICE CHANGE FROM WEG FOR 2012
- WEG & RRE TO FOLLOW IN 1Q2013



WATCH THIS SPACE...

- VACB Achiever Charbroiler
 - 6 years old and ready for 1st grade!
 - Improve design
 - Legs, burners, superchargers under-burner deflectors
 - Improved temperature profile
 - Release 1Q2013
- IRX Griddle
 - Still in R&D
 - Will hear more about this and other products in 2013

WATCH THIS SPACE...(cont)

- Vulcan App (Out by NAFEM)
 - Integrated calculators, spec sheets, images, videos
- A touch of **SCIENCE** for you:
 - Mushroom-cap pilot uses \$15/year EACH for time when not in use (idle, based on lab testing)
 - Reducing these reduces customer cost – consider this when talking about Restaurant Ranges, Hot Plates and VTEC
 - ½ or NONE of these associated pilot costs

Shooting for the...

- OBJECTIVE: Dislodge Star-Max from stocking dealers and catalogs.
 - 6xxMF – manual griddle
 - 6xxTF – thermostatic griddle
 - 6xxTSPF – with safety
 - 61xxRCBF – radiant charbroiler
 - 60xHG – hot plate
- Replace with VCR Series Counterline
- Competitive pricing – Like/Better Products
- **PLEASE PROVIDE LEADS FOR CONVERSION!**



Vulcan-ize your iPad

-ize your iPad

Included are instructions on optimizing options for your iPad that should increase your productivity and make your Sales presentations “iPad-tastic”.

-  SlideShark
- iPad  Videos
-   WOLF  Resource Center
- Safari 

Available in the Resource Center in PDF format

- Under Product Line Sites / Griddle-Broiler /Announcements



Fryers



Restaurant
Ranges



Steam



Griddles &
Charbroilers



Ovens



Holding
& Transport



Heavy Duty