



UPDATE: SHOWROOM DISPLAY ORDERING PROGRAM

PROGRAM OVERVIEW

DATE: April 15th, 2026

EFFECTIVE DATE: Immediately

IMPORTANT: All previous showroom programs have been discontinued and are no longer in effect.

Dimplex is launching a streamlined showroom display program that simplifies ordering while helping dealers effectively showcase current, in-market products aligned with our active portfolio.

Program Benefits:

- 75% discount off MSRP (Ignite Display Units: 50–75% discount based on tier)
- Prepaid freight on all showroom orders
- Direct shipment to dealer showroom locations

Eligibility & Guidelines:

- Limit of one (1) display unit per showroom location
- Applicable to active core products only (must appear on the current Dimplex price list)
- Display units are intended for showroom use only and not for resale

Ordering Options:

Option 1 – Dealer Direct Order (Preferred)

Dealers place orders directly with Dimplex and remit payment upfront via ACH or credit card. Orders will ship prepaid directly to the showroom location.

Option 2 – Distributor Order on Behalf of Dealer

Distributors may place orders on behalf of dealers. Orders will ship prepaid to the dealer's showroom, and the distributor will be invoiced at the showroom program rate under standard payment terms.

Option 3 – Distributor Inventory Sale & Replenishment

Distributors may sell a display unit from existing inventory to a dealer. To qualify for replenishment at the showroom program rate, the distributor must:

- Complete the showroom order form with the dealer's showroom location details
- Provide confirmation of the dealer's purchase at the approved discounted rate
- Upon receipt of required documentation, Dimplex will replenish the distributor's inventory at the showroom program rate.

We welcome your feedback, please reach out with any questions or comments to your Dimplex Sales Manager or at DisplayOrders@glendimplexamericas.com. We appreciate your partnership and remain committed to continuous improvement.

Warm Regards,

The Dimplex Commercial Team