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**DACOR ANNOUNCES DESIGN PARTNER PROGRAM TO OFFER EXCLUSIVE BENEFITS TO TRADE PROFESSIONALS**

***Specifiers and designers will receive unique benefits and the chance to win a trip for two to Rome when they register for Dacor's new Design Partner Program***

**LAS VEGAS, NV. – April 27, 2011 – [Dacor](#)**<sup>®</sup>, a leader in luxury kitchen appliance design, manufacturing and distribution, today announced their Design Partner Program at the Kitchen & Bath Industry Show (KBIS) held in Las Vegas, April 26th – April 28th.

The [Design Partner Program](#) (DPP) offers valued trade professionals benefits and incentives for specifying and designing kitchens with Dacor appliances. An exclusive Rewards Program, Design Tools, Product Training and Designer Support are available to all partners registered for the DPP.

The *Designer Rewards Program* offers high-end prizes such as iPads and other electronics, jewelry, gift certificates, and recreational equipment, when partners specify and sell Dacor appliances. Additionally, the *Personal Use Program* benefits partners by offering a discount off of the manufacturer suggested retail price on appliances purchased for their own home.

Partners who join the DPP can incorporate Dacor appliances directly into their designs with *Design Tools*, such as the 20-20 Design<sup>™</sup> Catalog, and software applications from Autodesk<sup>®</sup>, the world leader in 2D and 3D design software. These tools will help partners transform their designs from simple sketches to beautiful, dimensional renderings. As the exclusive appliance partner of Autodesk<sup>®</sup>, Dacor is included in Autodesk<sup>®</sup> Seek and Autodesk Homestyler<sup>™</sup> design applications. Additionally, partners can find the Distinctive<sup>™</sup> Series in [Google's 3D Warehouse](#) for use in [Google Sketchup](#). Partners will also have easy access to downloadable Dacor product manuals and specification guides.

Dacor extends the opportunity for free *Product Training* on DacorUniversity.com to those that register for the DPP. DacorUniversity.com is a valuable, online training resource designed to help specifiers increase their knowledge of Dacor luxury appliances so they may specify the products that best fit clients' needs. Partners can connect to DacorUniversity.com to choose from online training courses that offer CEU credits.

Partners also have the opportunity to showcase and promote their work online through Dacor's Online Design Gallery. Participants will benefit from no-cost marketing to thousands of unique visitors each month within the Design Gallery.



“The Design Partner Program gives us the chance to improve support, open communication and build relationships with valued trade partners,” says Steve Joseph, Vice President of Marketing at Dacor. “The program will offer ongoing education, support and incentives to designers, architects and home builders who specify Dacor products. We value our loyal partners and this program is a way to show our appreciation for those who appreciate the difference of a Dacor kitchen.”

To encourage participation and reward the members of the program, Dacor is offering a seven day, six night trip for two to Rome, a city as passionate about food as Dacor. The trip includes round trip airfare and first-class hotel accommodations. Program participants are automatically entered to win when they register at [www.dacor.com/dpp](http://www.dacor.com/dpp).

***About Dacor:*** Family-owned since its beginning in 1965, Dacor is the innovator of stylish, American-made, luxury kitchen appliances that provide a premium culinary experience for those who are passionate for the details of gourmet cooking. The company has introduced many industry firsts including an outdoor grill with built-in halogen lights, Illumina™ Burner Controls with blue LED lights, the patented RapidHeat™ Bake Element and color-infused glass appliances. Offering a complete line of luxury kitchen appliances, which includes wall ovens, ranges, cooktops, dishwashers, warming drawers, microwaves, ventilation hoods, refrigerators, wine storage and outdoor appliances, the company also features an affordable line of designer appliances to bring the luxury of Dacor to a broader range of consumer. Dacor is committed to reducing the energy demands of its operations, maximizing the efficiency of its products and implementing sustainable business practices.

For more information about Dacor, its product line and local [dealer locations](#), visit <http://www.dacor.com>, contact Customer Care at (800) 793-0093 or visit the [Dacor Design & Culinary Centers](#) in Atlanta or San Francisco.

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