

The Home Depot - Activity List: Kohler Generators Mid West/Mid Atlantic Blitz

- Pro Desk
 - Find Pro Desk Manager and/or Key Associates who are familiar with Standby Generators
 - Inform/Remind them that Kohler Generators are a part of the SO program
 - Special Order Vendor # 60043935
 - Provide laminated sell sheet to key personnel/place in special order binders



KOHLER Generators
Automatic Standby Generators
Vendor # 60043935

July 2012

Product Description	THD SKU# / Retail \$	THD Internet #
KOHLER Generator Standby Air Cooled -		
-12RESL – Close Out – While Supplies Last: 12kW generator & 100-Amp transfer switch w/12 circuits <i>BEST VALUE BELOW 13kW AT THE HOME DEPOT</i>	623-726 \$2,999	2020-22470
-14RESAL – 14 kW generator & 100-Amp transfer switch w/ 16 circuits	\$3,699	2024-93184
-20RESAL – 20 kW generator & 200 Amp transfer switch	\$4,949	2024-93185
Both models feature: -100% Corrosion-proof enclosure -Commercial-grade KOHLER engine -Built-in mounting pad		
KOHLER Generator Standby Liquid Cooled		
+30RESA – 30 kW generator (transfer switch sold separately)	\$9,999	2024-93186
+48RCL – 48kW generator (transfer switch sold separately)	\$14,899	2032-59712
KOHLER Automatic Transfer Switch (ATS)		
-RDT-CFNC-0200A – 200 Amp ATS (for use with 30RESA or 48RCL)	\$999	2024-93188
-RDT-CFNC-200ASE – 200 Amp ATS with Service Entrance (for use with 30RESA or 48RCL)	\$1,458	2024-93189
-RXT-IFNC-0200A – 200 Amp ATS (for use with 48RCL)	\$639	2032-69597
-RXT-IFNC-200ASE – 200 Amp ATS with Service Entrance (for use with 48RCL)	\$880	2032-69603
KOHLER Load Control Module		
-GM77177-KP2 – Load Control Module – Overload Protection	\$480	2032-69612



12RESL



14/20RESAL



30RESA



48RCL



RDT200A
RDT200ASE
RXT200A
RXT200ASE

*See reverse side for Kohler Advantages
 *For more product details go to homedepot.com
 *Questions? Please call 920-459-1775
 *To place your Kohler special order – see instructions on reverse side







- Key points of Kohler Generator Special Order Program
 - Prices are the same as homedepot.com
 - Shipping to the store is included at no additional charge
 - Orders ship within 48 hours
 - Product ships from Kohler (Milwaukee), WI
 - Homedepot.com order ship to the consumer, at no charge
 - Special Orders ship to the store
 - SO Program is not a part of E-Catalog yet, but will be added soon
 - For questions contact Kohler Generators Customer Service Hotline at 800-717-2565
- Inform Pro Desk Associates that you are leaving behind Kohler Generator Sell Sheets



- Place sell sheets in brochure holder in D25, near SO Generator Display in D25 corral



Stores w/o Standby Generator Display



Stores w/Standby Generator Display

- D25 Consumer Interaction
 - Position yourself in D25 Corral or adjacent to Generator displays and inquire if consumers are interested in permanently installed, standby generators.
 - Benefits of Standby Generators over Portable Generators

- Automatically power the home when power service is interrupted
- Runs on Natural Gas or Propane (same unit, convertible at the point of installation)
- Can power the entire home, or important selected circuits
- No periodic filling with gasoline like a portable generator
- Point out that local Authorized Kohler Installers can be found at www.kohlersmartpower.com
- **Provide Sell Sheet to consumer**
- **Direct to Pro Desk for ordering or more questions**
- Kohler Generators are not a part of The Home Depot Installed Sales Program
- **Special Services/Special Order Desk**
 - **Find Special Order Expediter**
 - **Inform/Remind them that Kohler Generators are a part of the SO program**
 - **Special Order Vendor # 60043935**
 - **Provide laminated sell sheet to key personnel/place in special order binders**
 - **ASK THE STORE PERSONNEL IF THEY ARE INTERESTED IN PRODUCT TRAINING**

Product Description	THD SK118 / Retail 5	THD Interest #
KOHLER Generator Standby Air Cooled - *12RESA - Close Out - While Supplies Last. 12kW generator & 100-Amp transfer switch *14/20RESAL - 14 kW generator & 100-Amp transfer switch w/ 14 circuits *20RESAL - 20 kW generator & 200-Amp transfer switch Both models feature: -100% corrosion-proof enclosure -Commercial grade KOHLER engine built in mounting pad	623-726 \$2,999 \$3,699 \$4,949	2020-22470 2024-93184 2024-93185
KOHLER Generator Standby Liquid Cooled *30RESA - 30 kW generator (transfer switch sold separately) *48RCL - 48kW generator (transfer switch sold separately)	623-957 \$9,999 \$14,899	2024-93186 2032-59712
KOHLER Automatic Transfer Switch (ATS) *401-CRHC-0200A - 200 amp ATS (for use with 30RESA or 48RCL) *401-CRHC-0300A - 200 amp ATS with Service Entrance (for use with 30RESA or 48RCL) *401-4PNC-0200A - 200 Amp ATS (for use with 48RCL) *401-4PNC-0300A - 200 amp ATS with Service Entrance (for use with 48RCL)	624-000 \$999 \$1,498 \$639 \$880	2024-93188 2024-93189 2032-49957 2032-49963
KOHLER Load Control Module *401-4PNC-0300A - Load Control Module - Overload Protection	624-000 \$499	2032-49612

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