

MASTERCRAFT

THE JONES FAMILY BUSINESS & MASTERCRAFT

The Jones Family Business

KITCHEN THINGS
THE SPECIALIST IN PREMIUM EUROPEAN COOKING APPLIANCES

APPLICO LTD
Importer & Distributor

Jones SERVICES
DELIVERY • INSTALLATION • SERVICE

The Jones Family Business

APPLICO LTD
Importer & Distributor











- Exclusive importer of premium appliance brands – Smeg, Asko, InAlto & Baumatic
- Applico extensively research, design and develop appliances for distribution throughout New Zealand
- Today, Applico imports products from all over the world to maintain their position as a leading purveyor of technology for the home.

The Jones Family Business

MASTERCRAFT

KITCHEN THINGS



- Specialist in European Cooking Appliances
- Passionate and knowledgeable team
- Built around customer experience and demonstration

The Jones Family Business

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Jones SERVICES

KITCHEN, LAUNDRY & GAS APPLIANCE REPAIR



- Jones Services has been established to look after the products for their lifetime
- Expertise in the servicing of gas and electrical appliances
- Jones Services can deliver, install and service those products (we also have authorised service agents who act on our behalf in the regional centres)
- A truly dedicated service supporting our customers end to end

The Jones Family Business

MASTERCRAFT

OUR OFFER



- Competitive pricing for your customers
- Buying direct through Applico
- Core Appliance Packages designed for you and your customers' or a bespoke offer
- Our nationwide network of Kitchen Things stores dedicated to helping ensure your customers receive a premium experience should they wish to come into store

PACKAGES TO SUIT – GOOD, BETTER, BEST

INALTO

Longevity Package



INALTO

60cm Single Wall Oven

IO64M.1

Fan forced oven, 5 cooking functions, 65L Gross capacity, Cavity cooling system.

Dimensions: 595H x 595W x 575D



INALTO

60cm Canopy Rangehood

IRC60S

Stainless Steel, 2 x LED lights, 3 Speed settings.

Dimensions: 845H x 598W x 600D



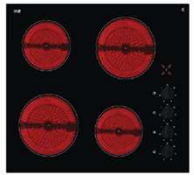
INALTO

InAlto 60cm Freestanding Dishwasher

IDW6045

12 Place Settings, LED Indicator Display, 4 Washing, 4 Washing Programs, Stainless Steel Micro Filter.

Dimensions: 845H x 598W x 600D



INALTO

InAlto 60cm 4 Zone Ceramic Electric Cooktop

ICC604K

4 cooking zones, 6 power levels, 6000W Maximum power, European glass for easy cleaning.

Dimensions: 46H x 590W x 520D

RRP $3,225

smeg

Essentials Package



smeg

Smeg Classic 60cm Oven

SFA63M3TVX

10 Cooking Functions, Vapour Clean for easy cavity cleaning, Cool touch door, 79L Cavity.

Dimensions: 592H x 597W x 570D



smeg

Smeg Cooktop

SE364ETBM

Black Glass Ceramic, Facet Cut, Booster Function, 6 Performance Levels, Residual Heat Indicator.

Dimensions: 50H x 600W x 510D



smeg

Smeg Dishwasher

DWAU6214X2

14 Place settings, Unique Orbital Wash Arm, HyClean Function, 5 Programmes.

Dimensions: 818-888H x 598W x 600D



APPLICO

APPLICO 52cm Powerpack Rangehood

GPP52L

Modern LED Lighting, Push Buttons, 3 Speed Fan, Brushed Stainless Steel, 70dB Max Noise Level.

Dimensions: 254H x 520W x 296D



APPLICO

APPLICO 1/2HP Waste Disposer

GAWD12

Overload Protection, Double Hollow Structure, Dishwasher Connectable.

Dimensions: 331H x 160W x 127D

RRP $6,925

ASKO

Integrity Package



ASKO

ASKO 60cm Pyrolytic Wall Oven

OPB637A

13 Oven functions, Pyrolytic cleaning, 73L Oven capacity, Touch proof stainless steel with glass door.

Dimensions: 597H x 595W x 546D



APPLICO

APPLICO 52cm Powerpack Rangehood

GPP52L

Modern LED lighting (2 lamps), Push buttons, 3 speed fan, Brushed stainless steel finish, 70dB max. noise level, 150mm diameter ducting outlet.

Dimensions: 254H x 520W x 296D



ASKO

ASKO Dishwasher

DBI364ID.S.AU

16x Place Settings, 3x Baskets, 42 dBA Max Noise Level, Turbo Combi Drying.

Dimensions: 819H x 596W x 554D



ASKO

ASKO 60cm Induction Cooktop

HI1631G

Real Bridge™ feature that connects two zones into one large zone. Easy to clean surface and auto pan detection. Slider Touch, control at your fingertips.

Dimensions: 54H x 600W x 520D



APPLICO

Applico 3/4HP Waste Disposer

GAWD34

Overload Protection, Double Hollow Structure, Dishwasher Connectable.

Dimensions: 293H x 160W x 127D

RRP $9,255

The Jones Family Business

MASTERCRAFT

HOW CAN WE HELP?



- The key is communication
- We can tailor the experience according to the customer should they wish to come into one of our stores
- With any new team members, your Account Manager can help ensure they are brought up to speed with how the process works
- Contacting your local Account Manager, they can either conduct the in-store consult with your clients or set up with the Store Manager
- We can organize brand experience sessions with our CTE's in store
- Showroom Support

THE SALES JOURNEY

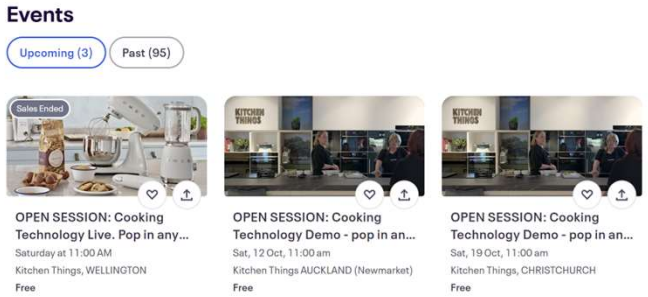


- **Quote** – By logging into the Mastercraft Online Shop
- **Order** – The order can be placed on the Mastercraft Shop (Mastercraft Shop | NZ Appliance Packages & Accessories NZ). The order then goes through to our commercial sales support team who process the order from the details provided.
- **Delivery** – Delivery is included in all our pricing whether this is to a customers site or to your office
- **Service** – Any after sales service requirements can be sent to your Account Manager



WHAT CAN YOUR CLIENTS EXPECT?

- Professional, expert advice from our team around any kitchen or laundry appliances
- We offer pre and post cooking demonstrations and can tailor these to the client dependent on what they are purchasing or have purchased – these are complimentary
- These can be booked via the Kitchen Things website or with your Account Manager – example below of fixed sessions



STORE LOCATIONS



- Auckland x 4 stores – North Shore, Newmarket, Outlet Store (Penrose), Mt Wellington
- Hamilton
- Tauranga
- Napier
- Kapiti
- Wellington
- Nelson
- Christchurch
- Dunedin

COMMERCIAL KEY CONTACTS

- Auckland & Northland– Robyn Malloy, Jatinder Kumar, Kathy Xing & Nature Chen
- BOP, Waikato, Taupo, Rotorua & Coromandel – Mark Jolly
- Wellington, Wairarapa, Manawatu, Taranaki, Gisborne & Hawkes Bay – Paul Filer
- South Island (Christchurch North) – Steve Brownlow
- South Island (Christchurch South) – Jason Bezett

QUESTIONS?

Proud to be New Zealand owned and operated