



August, 2021

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Patio Products Policies and Programs headed your way soon!

Images of the new Factory Equipment

New Grilling Accessories to Review

Technical Support now offers live interactive tool - your cell phone - to assist in troubleshooting Peterson products

Anna Rossi and Steven Raichlen: New Video Series

"That's MY Grill!"

Be On The Lookout!

The Marketing Team members are getting the contents of the Patio Products new programs and policies packet ready for mailing in early September, with digital packet to follow shortly thereafter.



Be on the lookout for your legal sized USPS mailing envelope filled with new literature and some new and updated products!

Speaking of new products...Three new products we're pleased to present for the 2021-22 season - they are in stock and ready for shipment.



3575C Fire Magic Toolkit
List \$94.00



TK-1 AOG Toolkit
List \$94.00



Now, AOG & FM branded 4- piece toolkits. While these upgraded toolkits of satin stainless steel are sturdy, they also feature beefy ergonomic black handles on the underside for a better grip.

**3502-W Fire Magic-branded
Wooden Grill Scraper**
List \$49.00



While we told you last month about the new equipment we acquired, we didn't show you, so here's a quick recap.

VLM Storage (White towers)

- increases warehouse space
- improves accuracy of inventory
- secure storage
- faster and more accurate



order picking

This new VLM Storage tower brings the total to four units. It's basically a vending machine for component parts.

The Mitsubishi ATC press brake

- for increased throughput, which dramatically reduces setup time
- consumes less power than traditional press brake
- easier for an operator to use

This brings the total number of press brakes to 9 units.



What's new in RHP Technical Support? Live Streaming Field Service Assistance Now Available

Effective immediately, RH Peterson Co (RHP) is pleased to announce a new live streaming field service resource that uses your cell phone camera

and speakers as an interactive diagnostic and repair tool.

The program is simple and intuitive to use (there is no APP to download). To access, just call our Technical Service team and a link will be sent to your phone to begin the interactive call and video. You can also email or phone RHP to set up an appointment for the service at the time you request (please provide 48 hours notice when requesting an appointment.)



Already successfully used to address many field issues, this tool can be used by technicians or homeowners to diagnose problems or assist with installations. While we did highlight this helpful new feature last month, we think it bears repeating.

Steven Raichlen and Anna Rossi Collaborate on New Fire Magic Video Series

When you get two master chefs together magic happens!

Steven Raichlen and Anna Rossi joined forces last month in Anna's new outdoor kitchen to whip up some unique and delicious dishes on the Fire Magic - from an "out of the pot" clam bake to the ultimate grilled vegan meal. The end result will be a series of engaging, entertaining videos to promote the features and benefits of Fire Magic. Stay tuned.





"That's MY Grill!"

Thanks to
all who
submitted
photos for
"That's MY
Grill!" Your
photo may
be used in
a future
issue of
RHP
Connect.



In this month's edition of **"That's MY Grill!"** we feature Thomas, a consumer from San Clemente, CA who sent us a pic of his island, updated with a new Fire Magic Echelon Grill, which he selected after shopping around for a replacement of the grill brand he previously owned. He included a glowing Fire Magic testimony as well:

"We are so impressed with the unit. We made seared ahi hors d'oeuvres on my birthday and our guests devoured them in a heartbeat. Steaks, burgers over the charcoal tray, swordfish, and grilled asparagus too have been cooked to perfection. We couldn't be more pleased. We have mentioned the grill to numerous friends, and they all have reacted, 'Oh my, Fire Magic is a wonderful product!' Keep up the good work!!"

While he is clearly grilling some beautiful steaks, we couldn't help but notice Tom's stunning backyard, which just so happens to be the Pacific Ocean. A

Fire Magic AND an ocean view? Some people have
all the luck! ♥♥

Thank you and cheers to good
health.

RH  PETERSON co.