



PLEINA GROUP

# World-Class Service Tailored to Your Needs

Kalamazoo Outdoor Gourmet and Urban Bonfire are committed to delivering the highest standards of client experience. That's why we're here with dedicated support at every stage for architects, designers, builders and contractors. Plus, we offer a wealth of tools and resources to make your job easier.



## Unlock Special Benefits with Our Professional Partner Program

The Pleina Professional Partner Program provides designers, architects, builders, developers and landscape firms with personalized service and support from our in-house design specialists along with **preferred pricing**, **exclusive incentives** and **marketing opportunities**. Whether your firm is the purchaser or specifier on a project, our program was designed to fit your business model.



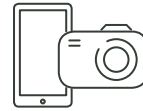
Access to exclusive professional partner events and tradeshow



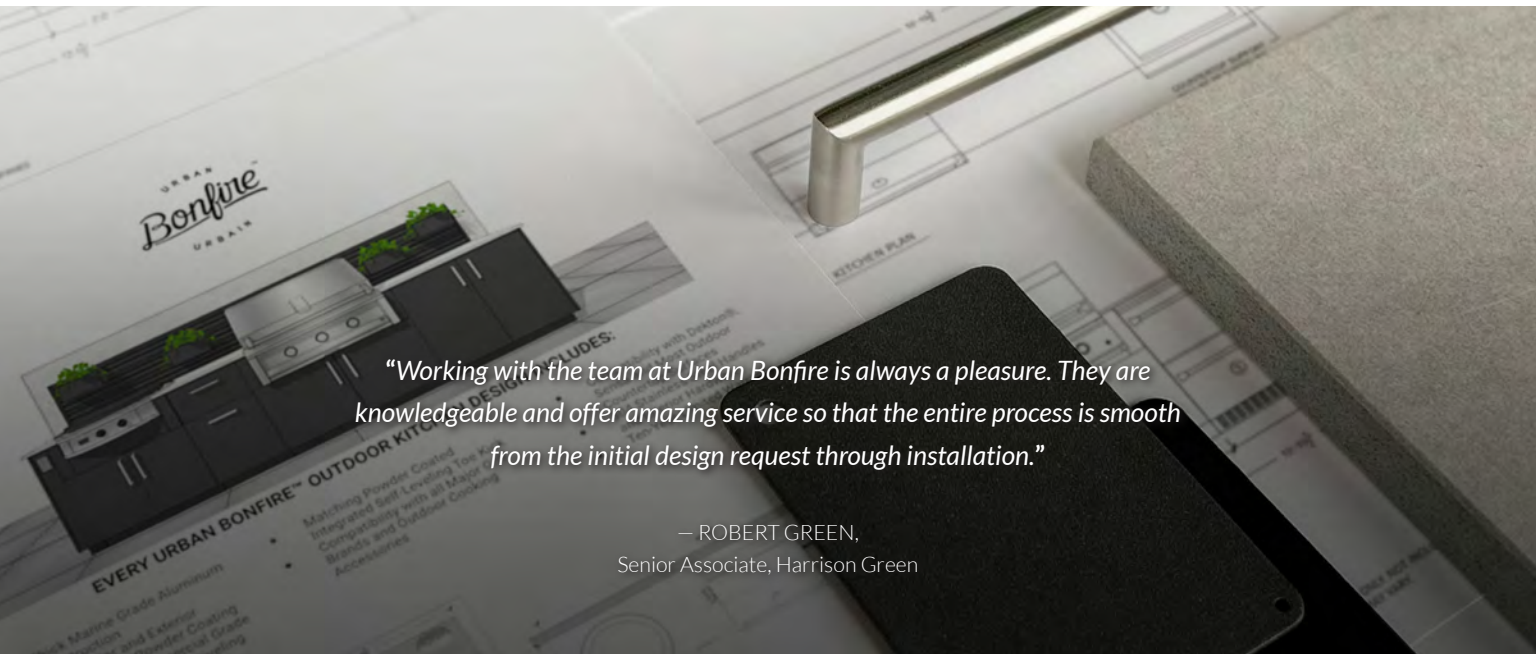
Professional design, quoting and technical support



Access to product training sessions (in person or virtual)



Joint marketing opportunities (photography and video)



*"Working with the team at Urban Bonfire is always a pleasure. They are knowledgeable and offer amazing service so that the entire process is smooth from the initial design request through installation."*

— ROBERT GREEN,  
Senior Associate, Harrison Green

## Resources for Design Professionals

We offer a wealth of tools and resources to make your job easier including:

- A comprehensive CAD library;
- Award-winning CEU webinars;
- Outdoor kitchen planning guides and design tips;
- Digital “Brochure Builder” tool to generate client spec packages; and
- Beautiful real-life project galleries for inspiration.

## Dedicated Design Concierge

As part of our world-class service offering, we will pair you with a dedicated account liaison to personally assist you through the entire design process. We will help ensure a smooth, efficient project delivery — all the way from planning and purchase through installation and beyond.



Join our  
Professional Partner Program





# The Most Comprehensive Outdoor Kitchen Collection

The Pleina Group collection of brands includes Kalamazoo Outdoor Gourmet and Urban Bonfire, both celebrated industry leaders in the outdoor cooking and entertaining space. Kalamazoo Outdoor Gourmet brings over 100 years of craftsmanship and innovation to its high-performance collection of grills, appliances, cabinetry and refrigeration. Urban Bonfire designs beautiful, functional outdoor kitchens and entertainment solutions with unparalleled flexibility and choice. Both brands share a commitment to the highest standards of service and support, plus a vision to continually elevate the client experience.



*"We were all blown away by the quality, and it was a wonderful process working with the Kalamazoo team to ensure we chose the right products."*

— KEVIN TOUKOUMIDIS,  
Founding Principal, dSPACE Studio



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[kalamazoogourmet.com](http://kalamazoogourmet.com)

[pleina.com](http://pleina.com)

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