

**PRODUCT REGISTRATION CARD**



Thank you for selecting this Capital Performance Series Quality Appliance. To help serve you better, please fill out and return this **Product Registration Card**. For your convenience, we can be reached for your questions and comments at: 1.866.402.4600, Fax 562-903-1167, or by mail: **Capital Cooking Equipment, Inc.** 13211 E. Florence Ave. Santa Fe Springs, CA 90670.

Thank you for taking the time to complete this survey. The results will only be used by Capital to improve our quality and service to you, our valued customer. Please complete and return within 10 days of purchase.

1) Mr. Mrs. Ms. Miss.

\*\*First Name \_\_\_\_\_ MI \_\_\_\_\_

\*\*Last Name \_\_\_\_\_

\*\*Street \_\_\_\_\_ APT # \_\_\_\_\_

\*\*City \_\_\_\_\_ \*\*ST \_\_\_\_\_ \*\*Zip \_\_\_\_\_

E-mail Address \_\_\_\_\_

2) \*\*Phone # ( ) \_\_\_\_\_

3) \*\*Date of Installation/Purchase \_\_\_\_\_ (MM/DD/YYYY)

- 4) Where did you purchase this product? (circle one)
- a. Appliance Dealer
  - b. Builder/New Home (part of complete kitchen project)
  - c. Remodeler/Contractor
  - d. Other: \_\_\_\_\_

- 5) Why did you purchase this Capital product? (circle one)
- a. Bought/built new home (preinstalled by builder)
  - b. Remodeled kitchen
  - c. Replacement for another brand
  - d. Other: \_\_\_\_\_

- 6) What factors most influenced your decision to purchase this Capital product? (circle all that apply)
- a. Previous experience with Capital brand
  - b. Friend's/ Relative's recommendation
  - c. Salesperson/Architect's recommendation
  - d. Other: \_\_\_\_\_

- 7) What other brands did you seriously consider before making this purchase? (circle all that apply)
- a. Did not consider other brands
  - b. Viking
  - c. Thermador
  - d. DCS
  - e. GE Monogram
  - f. Lynx
  - g. Dacor
  - h. Kitchen Aid
  - i. Jenn Air
  - j. Weber/Vieluxe
  - k. Other: \_\_\_\_\_

\*\*MODEL #: \_\_\_\_\_

\*\*SERIAL #: \_\_\_\_\_

\*\* mandatory

8) If this product is a replacement, which brand did it replace? (Circle all that apply)

- |                              |             |                  |
|------------------------------|-------------|------------------|
| a. This is not a replacement | e. Viking   | i. Jenn Air      |
| b. Dacor                     | f. GE       | j. Dynasty       |
| c. DCS                       | g. Lynx     | k. Weber/Vieluxe |
| d. Thermador                 | h. Gaggenau | l. Whirlpool     |

9) How long did you seriously consider and plan the purchase of this Capital product before actually purchasing it?

- a. Less than 3 months
- b. 4-6 months
- c. 7-9 months
- d. 10-12 months
- e. More than 12 months

10) What magazines do you read regularly? (Circle all that apply)

- |                             |                      |                 |
|-----------------------------|----------------------|-----------------|
| a. Architectural Digest     | e. Metropolitan Home | i. House Garden |
| b. Coastal Living           | f. House Beautiful   | j. Elle Decor   |
| c. Better Homes and Gardens | g. Bon Appetit       | k. Other: _____ |
| d. Sunset                   | h. Gourmet           |                 |

11) Marital Status: Single \_\_\_\_\_ Married \_\_\_\_\_

12) Your household income group: (Circle one)

- a. \$30,000 - \$50,000
- b. \$50,000 - \$100,000
- c. \$100,000 - \$250,000
- d. \$250,000 - \$500,000
- e. \$500,000 - Up

13) Occupation: (Circle one)

- |                         |                                 |                 |
|-------------------------|---------------------------------|-----------------|
| a. Homemaker            | d. Sales/Marketing              | g. Medical      |
| b. Technical            | e. Retired                      | h. Law          |
| c. Management/Executive | f. Self Employed/Business Owner | i. Other: _____ |

---

Fold along line and tape closed at top: DO NOT staple!

Please place  
postage here

CAPITAL COOKING EQUIPMENT, INC.  
C/O Warranty Registration  
13211 E. Florence Ave  
Santa Fe Springs, CA 90670