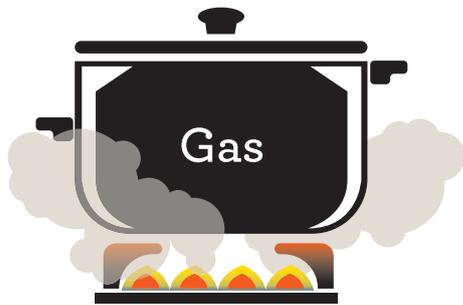


Induction: SMUD's cooking now

Why is SMUD doing this? Integrated Resource Plan – Net Zero Carbon by 2040

How it works



Surface remains cool until it comes in contact with ferrous metal.

Benefits

Boils water
2X FASTER



SAFER
No open
flames

Easy to
clean



TWICE AS EFFICIENT

Low consistent heat

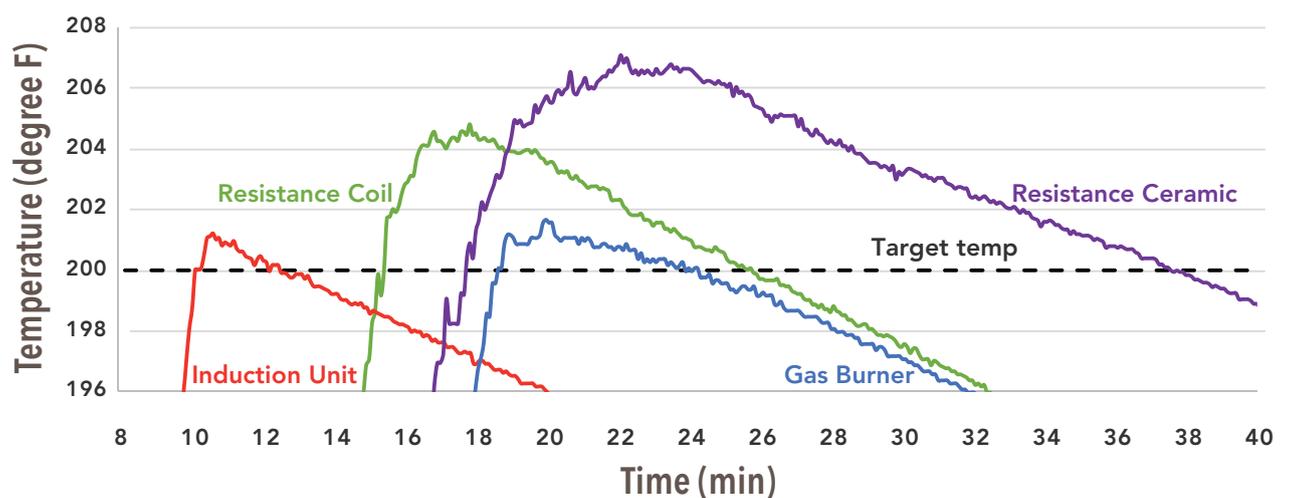


Keeps your
home cooler

Fast
temperature
response

You're in
control
Precise, digital
controls take
the guesswork
out of cooking.

12 lbs. Water Temperature Response



Better 4
your health



Better for the
environment Reduces your CO₂ footprint



SMUD

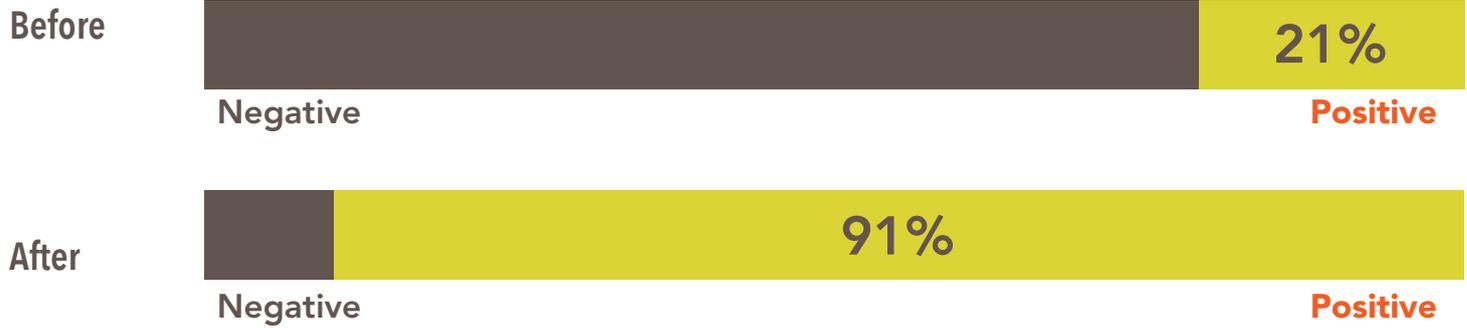
Sacramento Municipal Utility District

Induction: SMUD's cooking now



Customer research

SMUD customer panel: How would you rate your impression of induction cooking before and after trying the induction cooktop?



Testimonials



SMUD's Plan



\$500
Rebate



Printed materials:
flyers | magnets | brochures



Celeb
Chef



Library
lending



Video



SOCIAL
MEDIA