

Sunbeam

COM3600BK

NutriCrisp Air Fryer Oven

EXTERNAL LAUNCH PACK



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Air Fryer Ovens: Best of Both

Benchtop Ovens

Air Fryers

Versatile
Large Capacity



Fast to cook
Easy to use



Air Fryer Oven

The perfect combination of versatility & speed

Key Visual



The advertisement features a black Sunbeam Nutricrisp Air Fryer Oven as the central product. The oven is shown with its door open, revealing two racks of food: a tray of colorful vegetables and a tray of roasted chicken. The background is a vibrant yellow-orange gradient. Surrounding the oven are various food items: blueberry muffins and blueberries at the top, a slice of lasagna at the top right, a whole pizza with toppings at the bottom left, and a roasted chicken with potatoes and vegetables at the bottom right. Hand-drawn red lines and hearts are scattered around the oven and food items. The Sunbeam logo is prominently displayed in the upper right, with the tagline 'LIVE MORE' underneath. The main headline 'SMALL SPACE. big TASTE.' is written in large, bold, white letters, with 'big' in a red script font. A red circular callout above the oven says '4x bonus accessories' in red script. The product name 'NUTRICRISP™ AIR FRYER OVEN' is printed in white on a black background at the bottom left. The bottom right of the ad features the text 'Air fry, grill, bake and toast. Deliciously easy possibilities.' in white on an orange background.

4x bonus accessories

Sunbeam
— LIVE MORE —

SMALL SPACE.
big TASTE.

Nutricrisp

NUTRICRISP™
AIR FRYER OVEN

Air fry, grill, bake and toast. Deliciously easy possibilities.

Key Messages – COM3600BK

Combining the speed of air frying with the functionality of an oven – the NutriCrisp Air Fryer oven comes with 4 accessories to cook almost any meal.



Air Fry



Quick 2 minute preheat for your favourite snacks, faster.

Energy Efficient



Cooks food cheaper & faster

Multiple Accessories



Includes Air Fry Mesh Tray, Baking Pan, Pizza Pan & Wire Rack

Key Features



Product 1 Pager

Compact size, big possibilities.

- Air Fry, Bake, Grill & Toast functions
- 4 accessories: Air Fry Mesh Rack, Pizza Tray, Baking Pan, Wire Rack
- 50% more energy efficient
- NutriCrisp Heat Technology
- 17L capacity
- Crumb tray
- 60 minute timer with alert
- 12 month replacement guarantee

COM3600BK

Pack: 1

RRP: \$149



Detailed Specs



	RRP \$149	Wattage 1260-1500W	Overall product dimensions 42cm (L) x 35cm (W) x 24.5cm (H)
	Units per Shipper 1	Functions Air Fry, Bake, Toast, Grill	GB Dimensions 47.3cm (L) x 41.3cm (W) x 32.2cm (H)
Product Name NutriCrisp Air Fryer Oven	EAN 9313139343674	Accessories Air Fry Mesh Tray, Baking Pan, Wire Rack, Pizza Pan	Shipper Dimensions 49.5cm (L) x 43.6cm (W) x 35.2cm (H)
Product Description Compact Benchtop Air Fryer Oven	TUN 29313139343678	Crumb Tray Yes	GB Weight 7.4kg
SKU Number COM3600BK	Availability 1 st September 25	Cord Length 90cm	Shipper Weight 8.3Kg
SAP Number 2220489	Capacity 17L	Timer 60 minutes	Warranty 12 month replacement

Product Images



Product Images



Lifestyle Images & Icons



ATF Content

AFT Content available from August

Gift Box – COM3600BK

Sunbeam
NUTRICRISP™ AIR FRYER OVEN

chef NOT INCLUDED

REPLACEMENT MONTH GUARANTEE **12**
BONUS ACCESSORIES **4**
50% MORE ENERGY EFFICIENT
AIR FRY FUNCTION

YOUR *benchmark* *bestie*
AUS NZ

Sunbeam
NUTRICRISP™ AIR FRYER OVEN
AIR FRY - BAKE - GRILL - TOAST



50% MORE ENERGY EFFICIENT
50% MORE ENERGY EFFICIENT

4 Oven Settings:
 • **Air Fry:** evenly cooks food with little to no oil for healthier, golden-brown results.
 • **Bake:** bakes cakes, breads, pastries, pizzas and more.
 • **Grill:** grills meats, vegetables, and more.
 • **Toast:** toasts bread, bagels, and more.

Compact Oven Size:
The sleek, modern design fits perfectly into your kitchen space without taking up too much room.

60 Minute Auto-Off Timer:
The timer will turn off the oven and alert you when your food is ready.

Accessories:
 • Air Fry Basket
 • Grill Pan
 • Bake Tray
 • Toast Rack

Sunbeam

BAKE TOAST GRILL AIR FRY

get creative

Sunbeam
NUTRICRISP™ AIR FRYER OVEN
AIR FRY - BAKE - GRILL - TOAST



50% MORE ENERGY EFFICIENT
50% MORE ENERGY EFFICIENT

Sunbeam
COMPACT SIZE *big possibilities*



Air Fry Basket, Baking Pan, Wire Rack, Pizza Tray

Stop looking at my **Bottom**

MODEL: COM3600BK
9 51515 145674
PRODUCTIVITY 220W



Sunbeam
NUTRICRISP™ AIR FRYER OVEN
AIR FRY - BAKE - GRILL - TOAST

See the featured product specifications, product information and pricing on our website at www.sunbeam.com.au.

On Product Point of Sale

- Applied during production
- Easy peel stickers



Sunbeam
NUTRICRISP™ AIR FRYER OVEN
AIR FRY - BAKE - GRILL - TOAST

NUTRICRISP™ HEAT TECHNOLOGY
FOR FAST AND EVEN COOKING

50% MORE ENERGY EFFICIENT*

AIR FRY FUNCTION

INCLUDES:

- 25CM PIZZA TRAY
- BAKING PAN
- CRUMB TRAY
- REMOVABLE WIRE RACK
- AIR FRY MESH RACK

SCAN ME TO SEE ME IN ACTION

*Based on energy usage for cooking 300g of frozen oven fries in built-in TOL electric fan oven energy & rated, tested by Newell Brands, AP 2023.

Product Video



Product video will be housed on YouTube.
Consumers can access via Sunbeam website or scanning QR code on product POS.

30 second video highlighting product features and benefits.

Videos will be available from August.
Saved in Dropbox as well as on YouTube and Sunbeam website.



eComm Specs - Short & Long Copy – COM3600BK

<u>Retail.com Title</u>	<u>Amazon Title</u>
Sunbeam NutriCrisp Air Fryer Oven COM3600BK	Sunbeam NutriCrisp Air Fryer Oven

Short Description

Long Description

E-Content available from August

eComm Specs – Selling Points – COM3600BK

Selling Points – COM3600BK

Feature 1	
Feature 2	
Feature 3	
Feature 4	
Feature 5	

E-Content available from August

eComm Specs – Full Specs & Keywords – COM3600BK

Full Specifications:

- GB Dimensions: 52cm (L) x 43cm (W) x 35cm (H)
- Product Dimensions: 42cm (L) x 35cm (W) x 24.5cm (H)
- Net Weight: 7.2kg
- Warranty: 12 month replacement
- Wattage: 1260-1500 watts
- Cord length: 90cm
- Colour: Black
- Material: Metal
- Capacity: 17L
- Dishwasher Safe: N/A

E-Content available from August

Associated Keywords:

Product Warnings / Disclaimers:

N/A

FAQs



Q: Are the accessories dishwasher safe?

A: No. All accessories should be washed in warm, soapy water to clean.

Q: How does the Baking Pan act as a drip tray?

A: The baking pan can slide into the rails on the underside of the metal rack to catch any food or debris whilst using the wire rack.

Q: Is the Crumb Tray removable?

A: Yes, the crumb tray sits at the bottom of the oven cavity and slides out to easily remove any crumbs and food debris.

Q: How many rack positions are there?

A: 3 rack positions (low, middle, high).

Key Take Outs



Spec Sheet

Model Number: COM3600BK

RRP: \$149

Pack Size: 1

Available from: 1st Sept 25

Colour: Black

Capacity: 17L

Product Description:

Compact size, big possibilities.
Combining the speed of air frying with the functionality of an oven – the NutriCrisp Air Fryer oven comes with multiple accessories to cook almost any meal.

Key selling points:

- **Air fryer oven** - cooking functions include Air Fry, Bake, Grill & Toast
- **4 bonus accessories** – Air fry mesh tray, Baking pan, Pizza pan, Wire Rack
- **50% more energy efficient** – save money and cook faster
- **NutriCrisp Technology** – for fast and even cooking
- **Compact size, big possibilities**– 17L capacity