

TRAEGER

TIMBERLINE

PROJECT GOAL

Meaningfully navigate our customers from prep to party – creating a compelling end-to-end cooking experience that anticipate needs, creates repeatable outcomes, & brings people together to create a more flavorful world.

EXPERIENCE PILLARS

- Meet me where I'm at & let me level up when ready.
- Right info. Right time. Right place.
- Anticipate my needs.
- Empower predictable positive outcomes.
- Never miss a weekend cook (fast-track troubleshooting).





INDUCTION COOKTOP

Meet the first certified outdoor induction cooktop in the United States. The ceramic printing and commercial grade glass provide durability for the potentially harsh outdoor environment. Induction was selected because it has the best precision of control and consistency of performance – thus, aligning with our product ethos. In addition, we developed a matching cast iron griddle for reverse searing steaks. The user can now sauté, sear, fry, and boil alongside the grill providing more tools for culinary creativity.





Multi-Purpose Bin



Roll Holder



Utility Hooks

POP AND LOCK (PAL) RAIL ACCESSORIES

PAL or Pop and Lock accessory rail provides the user a means to customize their grill and outdoor cooking space in endless configuration. These accessories focus on the core needs of storage, cleanliness, tool staging grill-side and include a multi-purpose bin, utility hooks, front shelf, and roll holder for paper towel, foil, or butcher paper. These accessories have outperformed our past accessories moving attachment rate from ~8% to excess of ~40%.



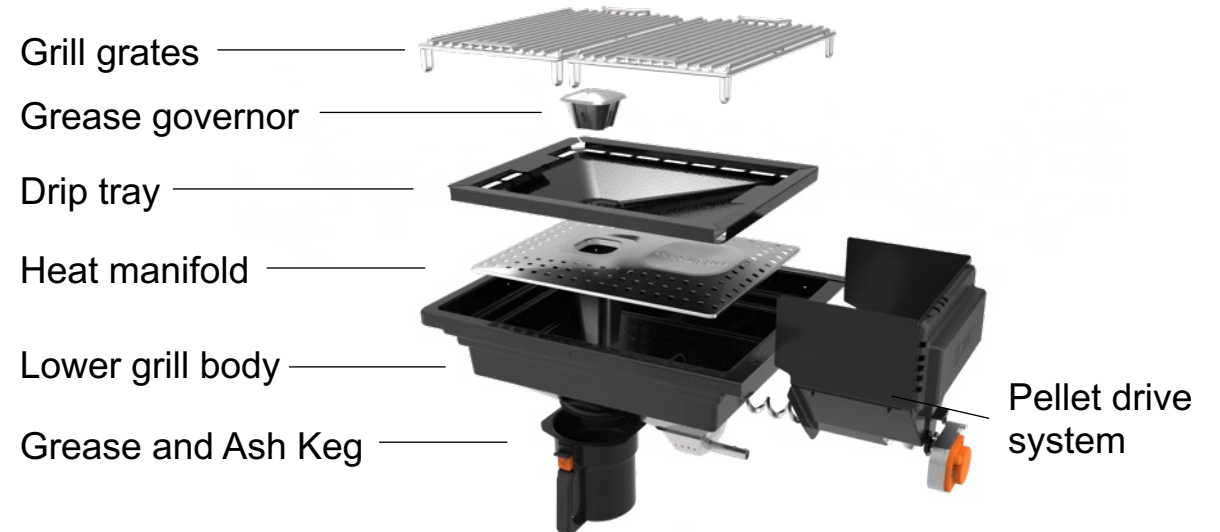
GRILL CAVITY LIGHT

One of the biggest pain points in cooking outdoors is the ability to see your food while cooking in the dark. Most solutions put a light inside the cooking cavity resulting in grease, smoke, and creosote build-up on the lens of the light – making it useless within just a couple of cooks. Our solution is an LED light on the outside the cooking cavity. This light is activated with a hull switch so that the light turns on when the grill lid is open. Coverage of the cooking chamber is roughly 80% and this placement keeps the light clear & clean no matter the cook.



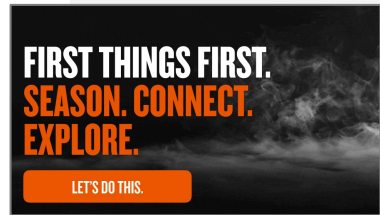
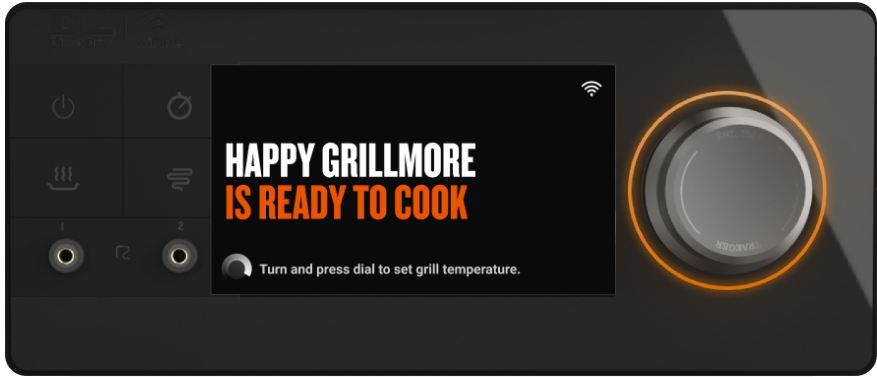
GREASE & ASH COLLECTION & CLEAN-OUT

Maintenance of wood pellet grills, specifically the need to clean them more frequently to remove ash from the cooking chamber and fire-pot, is an ongoing barrier of entry to the product category. Our new grease and ash collection system is new to the industry, collecting and combining both the ash created from the wood fire with the grease rendered from your food into one container we call the Grease & Ash Keg. The shape of the lower grill body slows air speed, in this process ash falls and separates from the hot air and falls into the Keg. Cleaning your grill is now as simple as wiping any excess down the drip tray chute and emptying the Grease & Ash Keg liner.

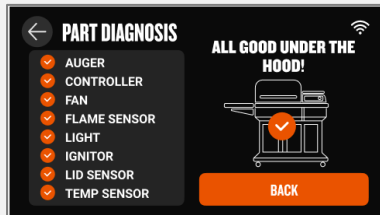


TRAEGER |
 TIMBERLINE XL

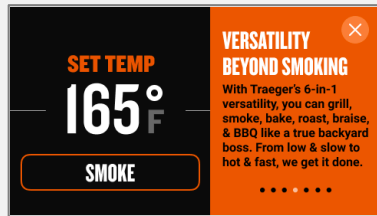
On-Product Controller



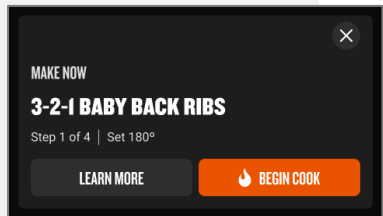
Guided On-Boarding



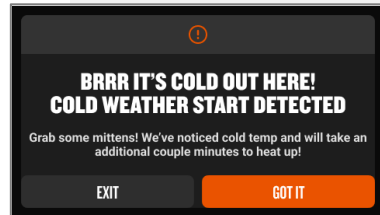
Maintenance



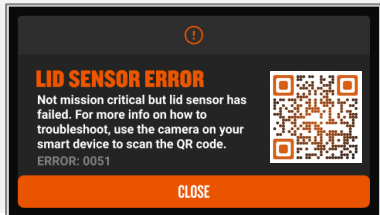
Cooking Education & Tips



Make Now – Programmed Recipe

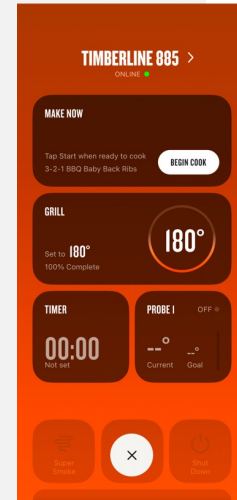
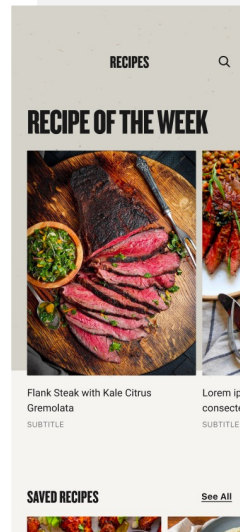
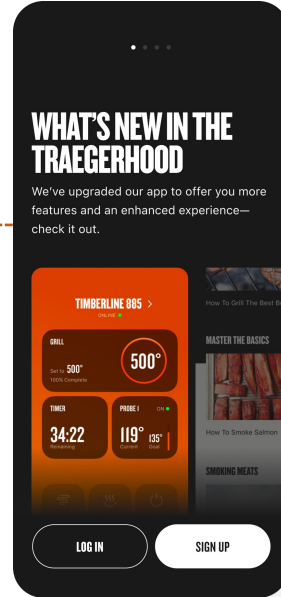


Performance education



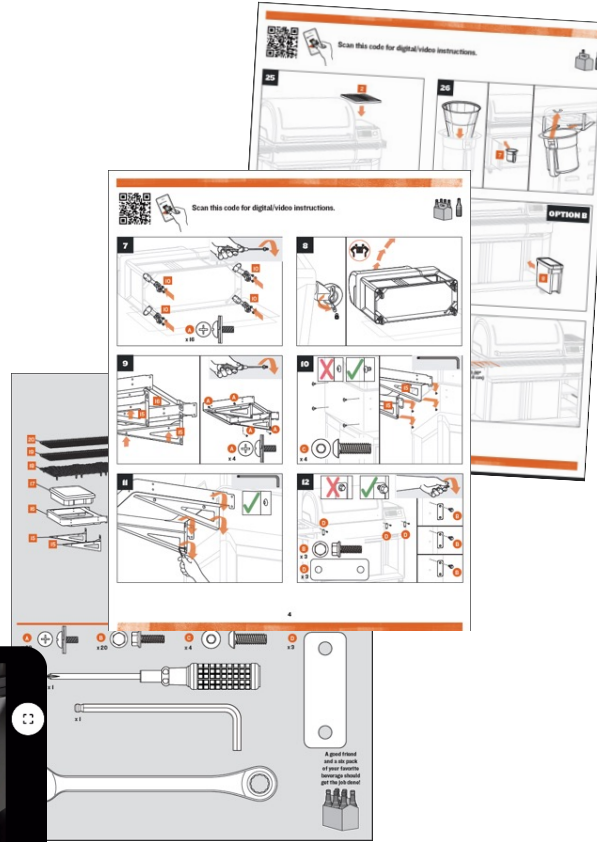
Troubleshooting

Smartphone App



THE CONNECTED EXPERIENCE

Timberline’s WiFIRE experience enables consumers to easily achieve extraordinary culinary results with a push of a button or a glance at their app. Using a system of interconnected patterns and shared interaction models, we navigate users through their cooking journey across both on-product controller and iOS/Android app. Intentionally personal, user’s can name their grill, remotely monitor & control their grill, set probe goals, modify their cook & learn how to up their grilling game. Additional care was taken to design an onboarding guide (to season, connect & explore), tips & tricks throughout cooking, the ability to send & run recipe steps from app to grill, and guided troubleshooting to quickly resolve any potential issue.



ASSEMBLE YOUR TRAEGER GRILL

- Step-by-step video guide.
- Approximately 1 hour to complete.
- All tools provided (but you'll need a friend and a six pack)

GET STARTED

STEP 2 / 24

Remove the cardboard box and place it behind the grill (this will come in handy in step 3). Open grill lid and cabinet and remove all parts and boxes. Set aside for later.

TIP

Don't forget to remove the boxes in the bottom cabinet!

STEP 11 / 24

Continue hand tightening bolts into the top slots on the hopper side of the grill. Be sure to add the additional brackets on the front of the grill.

B X4



D X2



THE OUT-OF-BOX EXPERIENCE (Packaging & Assembly)

There's nothing like a first impression. The unboxing and assembly experience is a critical moment for our users and an opportunity for a little surprise & delight and brand flare. We offer both a physical and digital assembly guide (easy access via scan of QR code on welcome envelope) for ease of understanding. Throughout the process, we suggest the consumer grab a friend and a six-pack of their favorite beverage to help in assembly. Throughout the instructions there are references of where you should be in your six-pack based on step of assembly. After a successful grill build, the inside of the outer box can be repurposed into a saloon for children play.