

TO: Weil-McLain Distributors
SUBJECT: Boiler Bucks Fast Start Registration begins June 10th!



BOILER BUCK\$™

The **Boiler Bucks Contractor Loyalty Program** is going to be hot!



It's finally here! We are pleased to announce the much anticipated official launch for the Contractor Loyalty Program. We'll be inviting business owners/operators and contractors to the Fast Start Registration for "**Boiler Bucks™**" from **Wednesday, June 10** through **July 20, 2015**.

Business owners/operators and contractors who enroll during the Fast Start Registration period receive 300 Boiler Bucks and will have a 1 in 4 chance of winning one of the prizes below. Installers who register during the same period also have a chance to win one of the following items:



Starbucks \$10 e-Card



Amazon \$25 e-Card



Leatherman Multi-Tool



Weil-McLain Hat

Once Fast Start registration ends, contractors will be eligible to redeem Boiler Bucks for a variety of rewards, such as:

- Button-Ups
- Winter Apparel
- Safety Gear
- Tools of the Trade
- Storage Solutions
- Travel Bags and Containers
- Electronics
- Gift Cards and more

We're thrilled to see contractors getting excited about Boiler Bucks and can't wait to see how the Contractor Loyalty Program changes the game for you and Weil-McLain. Please let us know if you have any questions or comments.

Regards,

