



Dear Distributor Channel Partners,

Weil-McLain is excited to announce the formal **launch of The Weil-McLain Advantage™** program, officially planned for Friday, September 1, 2023!

The Weil-McLain Advantage is a new tiered growth and loyalty program designed to help contractor firms **grow, manage, educate and reward their business** from one easy- to-use member portal with advantages, recognition and earned rewards.

All of the Advantage program launch materials are available immediately on our distributor print portal to download or order. A Launch Kit is also available at the button below to summarize a complete list of The Weil-McLain Advantage campaign materials you can use to promote this **powerful loyalty program** to your contractor customers. If you have questions about ordering from our print portal, please see our [user guide](#) to walk you through the process.

What's even more exciting is "**The Road to Success**" promotion launches at the same time and provides additional enticing incentives for contractors to sign up for The Advantage program and earn a chance to **win an ECO Tec Combi boiler**. A full launch kit of print and digital materials is also available for "The Road to Success" promotion in the print portal. You can promote these programs separately, in sequence, or in tandem as a powerful combination.

Advantage Launch Kit

Advantage Program Collateral

Print Portal User Guide

Please email Weil-McLain's Brand Manager, Jadie Lee, at jlee@weil-mclain.com if you have any questions about the print portal or the **expansive marketing materials** of this landmark loyalty program and supporting "The Road to Success" promotion. Feel free to reach out for custom requests not provided in the launch kit. Additional

information about The Weil-McLain Advantage™ can also be found at www.weil-mclain.com/advantage.

Thank you for your ongoing partnership and support. We sincerely hope the launch of this contractor loyalty program and supporting fall/winter “The Road to Success” promotion **accelerates sales** at your distributor center locations nationwide.



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