



# Marketing Bulletin

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**TO:** All Weil-McLain Distributors and Agents  
**FROM:** April Johnson –Marketing Director  
**SUBJECT:** **Partner for Points Premium Program**  
**April 1, 2006 to May 31, 2006**

Weil-McLain is announcing a new spring incentive program for contractors and dealers only. With this program, for any Weil-McLain boiler or indirect-fired water heater purchased between April 1 and May 31, 2006 Contractors/Dealers can receive points redeemable for a variety of premium items.

***Plus- there are bonus points for returning the enrollment form on or before April 1, 2006, for submitting invoices for purchased products within 7 days of the invoice date, and for boiler/water heater combined purchases.***

***So stock up now to take advantage of the pull through business this program will generate.***

**GUIDELINES:** To participate, contractors/dealers must (1) submit their Enrollment Form, located in the back of the program catalog, on or before May 1, 2006, (2) purchase Weil-McLain designated products between April 1 and May 31, 2006 from an authorized Weil-McLain distributor, (3) complete and return a Point Tracker form along with supporting invoice(s) to accumulate points.

All Enrollment Forms will be processed within 10 business days of receipt. After processing, contractors will receive personalized Point Tracker and Redemption forms to claim premiums. Premium item redemptions will be processed through the Weil-McLain PRO SHOP supplier, St. Andrews Products. Please allow 4-6 weeks for delivery of premium items. Points are not redeemable for cash.

We will promote the “Partner for Points Program” nationally with:

- Full color magazine ads in March & April
- Mass mailing to contractors/dealers.

To help you promote this program, your sales representative will provide you with:

- Partner for Points Catalogs
- Wall Posters & Bill Stuffers

This program is a contractor/dealers ONLY program. Any employees of Weil-McLain distributors or agents are not eligible. Review the attached materials, and if you have any questions, contact your Weil-McLain representative.

Enclosures: Weil-McLain Partner for Points Premium Program Catalog

