

Marketing Bulletin

BULLETIN NO: MB-0912 DATE: July 31, 2009 PAGE: 1 of 1

TO: All Weil-McLain Distributors

- **FROM:** Tony Curran, VP of Sales
- **SUBJECT:** 2009 Fall Stocking Program For <u>All</u> Weil-McLain Distributors! Effective August 3, 2009 through August 14, 2009

Weil-McLain is announcing a 2009 Fall Stocking Program. All qualifying orders for Weil-McLain products are to be received from August 3, 2009 through August 14, 2009. Qualifying orders will receive an additional 4% which will be issued in the form of a credit, the month following shipment. In addition, an additional 30 days dating to normal terms will be extended.

Here are the details for the Fall Stocking Program:

- □ <u>All</u> Weil-McLain distributors can participate in this program.
- Qualifying orders are new orders entered for <u>immediate shipment only</u> from August 3rd through August 14th, 2009.
- Products covered include:
 - Residential & Commercial Products (except for Model 94)
 - Service Parts, Additional Products, Baseboard, Furnaces, Air Conditioning products and Water Heaters.
- **O**rders meeting program requirements will be eligible for the following:

Additional 4% Rebate 30 Day Extended Terms

- □ Orders that are <u>NOT ELIGIBLE</u> for this program include:
 - Orders for Model 94 boilers.
 - Hold orders or orders requesting any scheduled shipments
- Eligible orders must be for <u>immediate shipment</u>. No scheduled orders allowed of any kind. Any orders or portions of orders that are not for immediate shipment will <u>NOT</u> be eligible for any Fall Stocking discounts.
- □ Eligible orders must have a total net of at least \$5000.00.
- Distributor accounts <u>must be current</u> at the time of order entry to be included in program.
- □ Identify eligible orders with the following: "MPA09-0149 ".

Take this opportunity to stock up for the upcoming heating season.

For additional information or questions concerning this program, contact your Weil-McLain sales representative or area sales office.