



Marketing Bulletin

BULLETIN NO: MB-1105

DATE: June 14, 2011

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TO: All Weil-McLain Distributors and Agents
FROM: Mike Boyd – Product Marketing Manager
SUBJECT: Aqua Plus Indirect-Fired Water Heater Introduction

Weil-McLain continues to deliver exciting new products and innovation to the heating industry and our latest addition is no exception – our new Aqua Plus line of indirect-fired water heaters. The Aqua Plus stainless steel coil tanks are top performers amongst other comparably sized AHRI Certified® indirect-fired water heaters on first hour ratings (GPH).

Aqua Plus design features & benefits include:

- ✓ **High Grade 316L and 304L Stainless Steel Construction** – Long lasting performance
- ✓ **Large Diameter Coil Heat Exchanger** – Superior first hour ratings with low pressure drop
- ✓ **Exclusive Easily Replaceable Magnesium Anode** – Protects against corrosive water conditions
- ✓ **Inspection Port on Every Tank** – Easy access for cleaning and inspection
- ✓ **Compact Size and Side Tank Connections** – Small size fits low height applications
- ✓ **Easy Installation with Included Parts** – Pre-wired thermostat, and relief valve included
- ✓ **Two Color Options Coordinate with Most Weil-McLain Boilers**

We are now taking orders - shipping begins June 27th*

| Part No. | Description | Trade |
|----------|-------------|-------|
|----------|-------------|-------|

Jacket Color: Pewter (matches Ultra Series products)

| | | |
|-------------|-------------------------------|---------|
| 633-500-000 | Aqua Plus- 35 Wtr Htr Pewter | \$1,361 |
| 633-500-001 | Aqua Plus- 45 Wtr Htr Pewter | \$1,369 |
| 633-500-002 | Aqua Plus- 55 Wtr Htr Pewter | \$1,851 |
| 633-500-003 | Aqua Plus- 85 Wtr Htr Pewter | \$2,277 |
| 633-500-004 | Aqua Plus- 105 Wtr Htr Pewter | \$3,259 |

| Part No. | Description | Trade |
|----------|-------------|-------|
|----------|-------------|-------|

Jacket Color: Gold (matches Gold Series products)

| | | |
|-------------|-----------------------------|---------|
| 633-500-005 | Aqua Plus- 35 Wtr Htr Gold | \$1,361 |
| 633-500-006 | Aqua Plus- 45 Wtr Htr Gold | \$1,369 |
| 633-500-007 | Aqua Plus- 55 Wtr Htr Gold | \$1,851 |
| 633-500-008 | Aqua Plus- 85 Wtr Htr Gold | \$2,277 |
| 633-500-009 | Aqua Plus- 105 Wtr Htr Gold | \$3,259 |

Our national media blitz started in April with a direct mail campaign to contractors and distributors. It continued in May with full-page ads in Contractor, PHC News, Plumbing Engineer and Plumbing & Mechanical industry trade publications.

Additional copies of the enclosed product literature are now available through our Literature department. To place a literature order, complete and fax a Sales Literature Request Form to (219) 879-4025, or utilize the online request form at www.weil-mclain.com.

For more information, please contact your local Weil-McLain Sales Representative.

And as always, thank you for your continued support of Weil-McLain products and services.

Enclosures:

- (1) Aqua Plus Sales Flyer (C-1160)
- (1) Aqua Plus Brochure (C-1161)
- (1) Aqua Plus Trade Price Sheet

**Target date of 6-27-11, but subject to change.*

