

TO: All Weil-McLain Distributors and Agents
FROM: Tony Curran – Vice President Sales
SUBJECT: **WM97+ Introductory Buy-up**



Under Marketing Bulletin MB-1111, dated 9/30/11, Weil-McLain officially announced the industry's newest high efficiency residential gas wall mount boiler.

We are very pleased to offer to you a chance to take advantage of an introductory program designed to carry you into the heating season with inventory to support the contractor/dealer demand while maximizing your profitability.

INTRODUCTORY OFFER

This offer is **effective immediately**.

Your order of WM97+ boilers meeting the following quantity tiers will receive the discount associated with that tier (please refer to WM97+ Addendum to TPS #50). Refer to **MPA#11-0145**.

These discounts apply to the initial order according to quantity.

The discount earned on the initial order will be in effect for all orders placed before and on December 31, 2011.

WM97+ Boiler Quantity	Additional Discount*
1-7	-
8-23	3%
24-47	5%
48+	8%

*Additional discount beyond standard 39% discount.

For your stocking convenience, the boiler ships two ways:
A single boiler (on a 2'x2' pallet) or four to a pallet (can be mixed sizes).

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