



**TO:** All Weil-McLain Distributors and Agents

**FROM:** Pat O'Neill, Vice-President of Sales & Marketing

**SUBJECT: 2012 Pre-Season Stocking Program – For All Weil-McLain Distributors**

Part A: Effective May 4, 2012 through May 18, 2012

Part B: Effective May 21, 2012 through June 8, 2012

Part C: Effective June 11, 2012 through July 20, 2012

Weil-McLain is pleased to announce the 2012 Pre-Season Stocking Program. The program consists of three main parts including discounts and extended terms as outlined below. In addition, highlighted for 2012, is Weil-McLain's Ultra Residential Boiler with an additional 10% discount.

### Program Outline & Requirements

- ☐ Products covered include:
  - Residential & Commercial Products (except for Model 94, Ultra Commercial, Residential Ultra (Separate Program), and HVAC Products) included in Trade Price Schedule 50.
  - Service Parts, Additional Products, Baseboard, and Water Heaters.
- ☐ Qualifying orders must be \$50,000 net minimum.
- ☐ Orders that are NOT ELIGIBLE for this program include:
  - Orders for Model 94 boilers, Commercial Ultra, Residential Ultra (Separate Program) or HVAC Equipment.
  - Hold orders or orders requesting any scheduled shipments
- ☐ Eligible orders must be for immediate shipment (except as indicated in Part A). Any orders or portions of orders that are not for immediate shipment will **NOT** be eligible for any Pre-Season discounts or terms.
- ☐ Distributor accounts must be current at the time of order entry to be included in program.

### Part A

- ☐ All Weil-McLain distributors can participate in this program.
- ☐ Qualifying orders are new orders entered for all residential Standing Pilot Models Only (CGA, EG, PEG.)
  - ☐ 1/2 of the order must be for immediate shipment only from May 4<sup>th</sup> through May 18<sup>th</sup>, 2012.
  - ☐ 1/4 of the order may be scheduled before September 1, 2012.
  - ☐ 1/4 of the order may be scheduled after September 1, 2012 for shipment before October 15, 2012.
- ☐ Identify eligible orders with the following: **"MPA12-0051" Dating Request #1011.**
- ☐ Orders meeting program requirements will be eligible for the following:

### Additional 7% Rebate

**60 Day Additional Terms (25+60=85), immediate release & before Sept 1, 2012**  
**Orders scheduled after September 1, 2012 – No additional terms**

### **Part B**

- ☐ All Weil-McLain distributors can participate in this program.
- ☐ Qualifying orders are new orders entered for **immediate shipment only** from May 21<sup>st</sup> through June 8<sup>th</sup>, 2012.
- ☐ Identify eligible orders with the following: ***“MPA 12-0052” Dating Request #1012.***
- ☐ Orders meeting program requirements will be eligible for the following:

**Additional 6% Rebate  
60 Day Additional Terms (25+60=85)**

### **Part C**

- ☐ All Weil-McLain distributors can participate in this program.
- ☐ Qualifying orders are new orders entered for **immediate shipment only** from June 11<sup>th</sup> through July 20, 2012.
- ☐ Identify eligible orders with the following: ***“MPA 12-0053”.***
- ☐ Orders meeting program requirements will be eligible for the following:

**Additional 4% Rebate  
No Additional Terms**

In addition to the 3 part plan highlighted above, Weil-McLain is also offering the following product special below.

### **Ultra Residential Special**

- ☐ All Weil-McLain distributors can participate in this program.
- ☐ Qualifying orders are new orders entered for **immediate shipment only** from May 4<sup>th</sup> through June 8<sup>th</sup>, 2012.
- ☐ Identify eligible orders with the following: ***“MPA 12-0054” Dating Request #1013.***
- ☐ Orders meeting program requirements will be eligible for the following:

**Additional 10% Rebate on Ultra Residential Models 80 through 299  
60 Day Additional Terms (25+60=85)**

***Weil-McLain will be announcing a price increase effective August 1, 2012. The increase will range from 2-6% depending on product line. Take this opportunity to stock up prior to the increase.***

Part A Rebates will be issued in the form of a credit memo at the end of August, 2012, or 30 days after the final invoice.

Parts B & C Rebates will be issued in the form of a credit memo at the end of August, 2012.

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