

**TO:** All Weil-McLain Distributors and Agents  
**FROM:** Dan Neumann – Director of Sales and Marketing Support  
**SUBJECT:** “Weil-McLain Unveils 3 Exciting Late Summer Promos

**Promo #1: Ultra Commercial “Stock-Up Now” Promo Introduced**

Weil-McLain’s Ultra Commercial “Stock-Up Now” Promotion runs from July 30, 2012 through September 21, 2012. During the promotion period, all authorized and participating Weil-McLain Distributors who purchase 4 Commercial Ultra Boilers or more will become eligible for a 10% discount on single orders only.

☐ Eligible Products: Weil-McLain Ultra Commercial Boilers

<b>Model</b>	<b>Part#</b>
Ultra Commercial 550	383-600-010
Ultra Commercial 750	383-600-011

Participating distributors will be required to mark their purchase order with MPA#12-0063  
This offer is not to be combined with any other promotional offers.

**Promo #2: Aqua Plus Gold “Stock-Up Now” Promo Debuts**

Weil-McLain’s Aqua Plus “Stock-Up Now” Promotion runs from July 30, 2012 through September 21, 2012. During the promotion period, all authorized and participating Weil-McLain Distributors who purchase 25 or more Aqua Plus Gold Water Heaters will become eligible for a 10% discount. Distributors who purchase 10 or more will become eligible for a 5% discount. Both discounts are on single, qualifying orders only.

☐ Eligible Products: Weil-McLain Aqua Plus Gold Water Heaters

<b>Model</b>	<b>Part#</b>
Aqua Plus 35 Gold Water Heater	633-500-005
Aqua Plus 45 Gold Water Heater	633-500-006
Aqua Plus 55 Gold Water Heater	633-500-007
Aqua Plus 85 Gold Water Heater	633-500-008
Aqua Plus 105 Gold Water Heater	633-500-009

Participating distributors will be required to mark their purchase order with MPA#12-0065  
This offer is not to be combined with any other promotional offers.

### **Promo#3: “Ultra Trade-Up” Promo Returns**

Due to the success of our last Ultra Trade-Up promotion, Weil-McLain has created a similar promo for contractors. The new “Ultra Trade-Up” promotion has been designed to assist a contractor with an upsell of a new Weil-McLain Ultra Series 3 boiler when replacing residential models. With this program, for every qualifying Weil-McLain Ultra Series 3 residential product purchased from an authorized Weil-McLain distributor between July 30, 2012 and September 30, 2012, contractors will receive:

☐ 1 \$200 Visa Gift Card

To qualify, contractors will need to:

- (1) Purchase a qualifying Weil-McLain Ultra Series 3 residential boiler, Ultra 80 - Ultra 310, between July 30<sup>th</sup> and September 30<sup>th</sup> from an authorized Weil-McLain distributor.
- (2) Complete a redemption form (copies acceptable).
- (3) Send to the Weil-McLain Redemption Center postmarked by October 31, 2012, along with a copy of their invoice as proof of purchase. Redemptions will be processed promptly, usually within 6-8 weeks after receipt of completed forms with invoices attached.
- (4) Once the redemption is approved, Weil-McLain will mail a \$200 Visa Gift Card to the address provided on the redemption form.

\* This offer is not to be combined with any other promotional offers.

Weil-McLain will promote the Program with:

- E-mail to Contractor Lists within all U.S. areas
- Press Releases in the leading trade magazines

To help Weil-McLain Distributors promote this exciting program, we will provide you with:

- Pads of Contractor/Dealer Redemption Forms (copy attached)

To order materials please e-mail: [dvassar@weil-mclain.com](mailto:dvassar@weil-mclain.com) or [kimes@weil-mclain.com](mailto:kimes@weil-mclain.com)