



## MARKETING BULLETIN

BULLETIN NO: MB-1221

DATE: October 18, 2012

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**TO:** All Weil-McLain Distributors and Agents  
**FROM:** Dan Neumann – Director of Sales and Marketing Support  
**SUBJECT:** “Weil-McLain **EXTENDS** Ultra Oil/Gold Oil and Aqua Plus Tank Homeowner Promo”

Due to an overwhelming response, Weil-McLain is **EXTENDING** our Ultra Oil/Gold Oil and Aqua Plus Tank Homeowner promo through the end of the year!

### **\$200 Visa Gift Card Promo for Homeowners**

Weil-McLain is continuing the promotion to help generate sales of Weil-McLain Ultra Oil Boilers, Gold Oil Boilers and Aqua Plus Water Heaters. The “Visa Gift Card” promotion has been designed to encourage homeowners to select Weil-McLain oil boilers and aqua plus indirect-fired water heaters for their comfort needs. With this program, for every qualifying Weil-McLain Ultra Oil or Gold Oil Boiler purchased between October 22, 2012 and December 31, 2012, homeowners will receive:

☐ 1 \$150 Visa Gift Card

In addition, for every Aqua Plus Indirect-Fired Water Heater purchased between October 22, 2012 and December 31, 2012, homeowners will receive:

☐ 1 \$50 Visa Gift Card

To qualify, homeowners will need to:

- (1) Purchase a qualifying Weil-McLain Ultra Oil/Gold Oil or Aqua Plus Indirect-Fired Water Heater, between October 22, 2012 and December 31, 2012.
- (2) Complete a redemption form (copies acceptable).
- (3) Attach a copy of the contractor invoice as proof of purchase.
- (4) Send redemption form and proof of purchase to the Weil-McLain Redemption Center postmarked by January 30, 2013.

Redemptions will be processed promptly, usually within 8-10 weeks after receipt of completed forms with invoices attached. Once the redemption is approved, Weil-McLain will mail a Visa Gift Card to the address provided on the redemption form – NO PO BOXES.

\* 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 assist Weil-McLain Distributors and Contractors in promoting this exciting program, we will provide you with:

Visa Gift Card Brochures with attached redemption forms

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