



## MARKETING BULLETIN

BULLETIN NO: MB-1222

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 Trade-Up Promo

### **“Ultra Trade-Up” Promo EXTENDED**

Due to the overwhelming response to our Ultra Trade-Up promotion, Weil-McLain has **EXTENDED** the promo through December 31, 2012. The “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 October 22, 2012 and December 31, 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 October 22<sup>nd</sup> and December 31<sup>st</sup> from an authorized Weil-McLain distributor.
- (2) Complete a redemption form (copies acceptable).
- (3) Attach a copy of the distributor 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 6-8 weeks after receipt of completed forms with invoices attached. Once the redemption is approved, Weil-McLain will mail a \$200 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 help Weil-McLain Distributors promote this exciting program, we will provide you with:

- Pads of Contractor/Dealer Redemption Forms

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