



MARKETING BULLETIN

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DATE: October 22, 2012

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TO: All Weil-McLain Distributors and Agents
FROM Dan Neumann – Director of Sales and Marketing Support
SUBJECT **Weil-McLain Introduces WM97+ VISA Gift Card Promo**

Weil-McLain WM97+ VISA Gift Card Promotion

Weil-McLain introduces an exciting new promotion for contractors. With this program, for every TWO qualifying Weil-McLain WM97+ residential products purchased from an authorized Weil-McLain distributor between October 29, 2012 and December 31, 2012, contractors will receive:

- ☐ 1 \$150 Visa Gift Card

To qualify, contractors will need to:

- (1) Purchase TWO qualifying Weil-McLain WM97+ boiler, sizes 70 - 155, between October 29th and December 31st 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 \$150 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:

- Promotional Flyers/Redemption Forms

To order materials please e-mail: dvassar@weil-mclain.com