

TO: All Weil-McLain Distributors and Agents
FROM: Dan Neumann – Director of Sales and Marketing Support
SUBJECT: **Weil-McLain announces two new Promotions to assist March and April Sales Efforts**

1) \$200 Visa Gift Card Promo for Contractors

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. For each qualifying Weil-McLain Ultra Series 3 Boiler purchased, 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 March 18th and May 30th from an authorized Weil-McLain distributor.
- (2) Complete a redemption form (copies acceptable).
- (3) Send to the Weil-McLain Redemption Center postmarked by June 30, 2013, along with a copy of their invoice as proof of purchase.

Once the redemption is approved, Weil-McLain will mail a \$200 Visa Gift Card to the address provided on the redemption form. Redemptions will be processed promptly, usually within 6-8 weeks after receipt of completed forms with invoices attached.

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 be providing you with:

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

To request Pads please e-mail: kimes@weil-mclain.com with quantities and shipping address.

2) Aqua Plus “Stock-Up Now”

Weil-McLain’s Aqua Plus “Stock-Up Now” Promotion runs from March 18, 2013 through April 30, 2013. During the promotion period, all authorized and participating Weil-McLain Distributors who purchase 25 or more Aqua Plus 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 Water Heaters

Model	Part#
Aqua Plus 35 Water Heater	633-500-000
Aqua Plus 45 Water Heater	633-500-001
Aqua Plus 55 Water Heater	633-500-002
Aqua Plus 85 Water Heater	633-500-003
Aqua Plus 105 Water Heater	633-500-004

Participating distributors will be required to mark their purchase order with **MPA#13-0173**. This offer is not to be combined with any other promotional offers. Please take advantage of these two opportunities to help spur your late winter and early spring sales efforts. Copies of both promotions are attached to this e-mail.