



# WEIL-McLAIN®

## MARKETING BULLETIN

**BULLETIN NO:** MB-1313

**DATE:** July 30, 2013

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**TO:** All Weil-McLain Distributors and Agents  
**FROM:** Dan Neumann – Director of Sales and Marketing Support  
**SUBJECT:** **Residential and Commercial Ultra Boiler Promotion for Contractors**

The Weil-McLain Ultra Rebate promotion will reward Contractors for purchasing any Ultra Residential Series 3 (up to 299) or Ultra Commercial 399, 550 or 750 between July 31, 2013 and October 31, 2013. With this program, for every qualifying Weil-McLain Ultra Boiler purchased from an authorized Weil-McLain distributor, contractors will receive:

- ☐ 1 \$300 Visa Gift Card for purchasing an Ultra Series 3 (80, 105, 155, 230 or 299)
- ☐ 1 \$400 Visa Gift Card for purchasing an Ultra Commercial 399
- ☐ 1 \$500 Visa Gift Card for purchasing an Ultra Commercial 550 or 750

To qualify, contractors will need to:

- (1) Purchase a qualifying Weil-McLain Ultra Commercial boiler between July 31, 2013 and October 31, 2013 from an authorized Weil-McLain distributor.
- (2) Complete a redemption form (copies acceptable).
- (3) Send to the Weil-McLain Redemption Center postmarked by November 30, 2013, along with a copy of their distributor invoice as proof of purchase.
- (4) Once the redemption is approved, Weil-McLain will mail a 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. This offer is not combinable with any other promotional offer.

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 - to order pads please e-mail quantity of pads (50 per pad) and mailing address to [kimes@weil-mclain.com](mailto:kimes@weil-mclain.com).