



MARKETING BULLETIN

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TO All Weil-McLain Distributors and Agents
FROM Dan Neumann – Director of Sales and Marketing Support
SUBJECT 2013 Heat Season Stocking Program – For All Weil-McLain Distributors

Weil-McLain is pleased to announce the 2013 Heat Season Stocking Program. The program is a rebate program as outlined below.

Program Outline & Requirements

- ☐ All Weil-McLain distributors may participate in this program.
- ☐ Products covered include:
 - Residential & Commercial Products (except for Model 94) included in Trade Price Schedule 52.
 - Service Parts, Additional Products, Baseboard, and Water Heaters.
- ☐ Qualifying orders must meet minimum as indicated in the chart details below.
- ☐ Orders that are NOT ELIGIBLE for this program include:
 - Orders for Model 94 boilers
 - Hold orders or orders requesting any scheduled shipments
- ☐ Qualifying orders are new orders and must be for **immediate release**. (Weil-McLain reserves the right to ship orders at their discretion during the program time period.) Any orders or portions of orders that are not for immediate release will **NOT** be eligible for any Heat Season Stocking Program rebates.
- ☐ Orders should be identified with the correct MPA Number.
- ☐ Distributor accounts must be current at the time of order entry to be included in program.

Details

Order Minimum	Qualifying Order Dates	Rebate	MPA#
\$100,000	September 3, 2013 through September 12, 2013	5%	#13-0205

Rebates will be issued in the form of a credit memo by the end of November, 2013

For additional information or questions concerning this program, contact your local Weil-McLain Sales Representative or area sales office.