



MARKETING BULLETIN

BULLETIN NO: MB-1316

DATE: September 5, 2013

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

The Weil-McLain SlimFit Rebate promotion will reward Contractors for purchasing any SlimFit Boiler between September 1, 2013 and November 1, 2013. With this program, for every qualifying Weil-McLain SlimFit Boiler purchased from an authorized Weil-McLain distributor, contractors will receive:

- ☐ 1 \$1000 Visa Gift Card for purchasing a SlimFit Boiler

To qualify, contractors will need to:

- (1) Purchase a qualifying Weil-McLain SlimFit boiler between September 1, 2013 and November 1, 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 4-6 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:

- Copies of Contractor/Dealer Redemption Forms - to order copies please e-mail quantity (50 per) and mailing address to kimes@weil-mclain.com.