



WEIL-McLAIN®

MARKETING BULLETIN

BULLETIN NO: MB-1319

DATE: Friday, September 27, 2013

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TO: All Weil-McLain Distributors and Agents
FROM: Ed Leverett, Western Regional Sales Manager
SUBJECT: **2013 Western Region Fall Incentive Program – Weil-McLain Jacket**

Weil-McLain is announcing a 2013 Western Region Fall Incentive Program for contractors in New Mexico, Colorado, Montana, Wyoming, Washington, Alaska, Utah, Idaho and Oregon only. With this program, for every qualifying Weil-McLain product purchased from an authorized Weil-McLain distributor between October 1, 2013 and December 13, 2013, contractors can receive a:

FREE Weil-McLain Jacket

To qualify, contractors will need to:

- (1) Purchase a qualifying Weil-McLain product (ECO™, WM97+®, Ultra Series 3™, GV 90+®, Ultra Commercial™, and Aqua Plus® Tanks) between October 1, 2013 and December 13, 2013 from an authorized Weil-McLain distributor.
- (2) Complete a redemption form (copies acceptable).
- (3) Send to the Weil-McLain Redemption Center postmarked by December 31, 2013, along with a copy of their invoice as proof of purchase. Redemptions will be processed promptly, usually within 4-6 weeks after receipt of completed forms with invoices attached, through our Weil-McLain PRO SHOP supplier, St. Andrews Products in Michigan City, Indiana.
- (4) Limit one redemption per technician during the promotion period.
- (5) This offer not to be combined with any other Weil-McLain promotion or special offers.



Weil-McLain will promote the Incentive Program with:

- Mailer and an auto-ship of 1 Pad of 50 Contractor Redemption Forms to each Distributor in this region.
- Email blast to all contractors in this region

To order more Contractor Redemption Form Pads, please email the quantity of pads and shipping address to Karen Imes at kimes@weil-mclain.com.