

TO: All Weil-McLain Distributors and Agents

FROM: Dan Neumann – Director of Sales and Marketing Support

SUBJECT: **2014 Pre-Season Program – For All Weil-McLain Distributors**

Weil-McLain® is pleased to announce the 2014 Pre-Season Stocking Program. The 2014 program consists of a single overall qualifying order to be eligible for the rebates and extended terms as outlined below. In addition, highlighted for 2014, is Weil-McLain's Ultra™ Residential Boiler with an additional 10% rebate.

Program Outline & Requirements

- ☐ All Weil-McLain distributors may participate in this program.
- ☐ Products covered include:
 - Residential & Commercial Products (except for Series 94, SlimFit™ and Residential Ultra™ models - See Separate Residential Ultra program below) included in Trade Price Schedule 52
 - Commercial Ultra Models 399, 550 and 750 if one of the following conditions are met:
 - You must currently be a participant in Weil-McLain's Commercial Ultra Stocking Program (MPA# 2014-127) and purchase 2 or more units on your preseason order.
 - OR**
 - You must become a participant in Weil-McLain's Commercial Ultra Stocking Program (MPA# 2014-127) and purchase 4 or more units on your preseason order. You must also agree to maintain a 2 unit inventory level for calendar year 2014. (subject to inventory verification)
 - Service Parts, Baseboard and Water Heaters
- ☐ Qualifying orders must meet minimums as indicated in the chart details below.
- ☐ Orders that are NOT ELIGIBLE for this program include:
 - Orders for Series 94, SlimFit or Residential Ultra model 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 Pre-Season discounts or terms.
- ☐ Program orders are not to be combined with other promotional offers.
- ☐ Orders should be identified with the correct MPA and Dating Request Numbers.
- ☐ Distributor accounts must be current at the time of order entry to be included in program.

Order Minimum	Qualifying Order Dates	Rebate	Additional Terms	MPA#	Dating Request
\$50,000	May 12 through June 6, 2014	6%	60 Days (25+60=85)	#2014-148	#1064
\$25,000	May 12 through June 6, 2014	4%	60 Days (25+60=85)	#2014-149	#1064

Ultra Residential Special

- ☐ All Weil-McLain distributors may participate in this program.
- ☐ Qualifying orders are new orders entered for ***immediate shipment only*** from May 12th through June 6th, 2014.
- ☐ Qualifying orders are for **15 pcs minimum** of Ultra Residential Models 80 through 299
- ☐ Identify eligible orders with the following: ***“MPA 2014-150” Dating Request #1064.***
- ☐ Orders meeting program requirements will be eligible for the following:

**10% Rebate on Ultra Residential Models 80 through 299
60 Day Additional Terms (25+60=85)**

Weil-McLain will be announcing a price increase effective July 1, 2014. Take this opportunity to stock up prior to the increase.

Rebates will be issued in the form of a credit memo at the end of August, 2014

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