



WEIL-McLAIN®

MARKETING BULLETIN

BULLETIN NO: MB-1415

DATE: May 7, 2014

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TO: All Weil-McLain Distributors and Agents
FROM: Mike Boyd – Product Manager
SUBJECT: **NEW Aqua Plus® Indirect-Fired Water Heater Discount for Distributors**



In our continuous pursuit of providing the best products and services to our customers and Weil-McLain® is pleased to announce an important change designed to assist competitive positioning in your marketplace.

As of May 7, 2014, Weil-McLain is revising its Distributor Discount on the popular line of Aqua Plus Indirect-Fired Water Heaters (models 35, 45, 55, 85 & 105). All orders placed for Aqua Plus, starting on 5/7/14, will receive the new discount level.

Trade Price Schedule	OLD Trade Price Multiplier	OLD Discount	NEW Trade Price Multiplier	NEW Effective Discount
T. P. S. #52	0.61	39%	.5612	43.88%
Note: Weil-McLain invoices will show the effective discount in actual dollars and "Net Price" dollars due – multipliers will not be shown.				

In addition to this discount change, we have recently implemented the following Aqua Plus initiatives to enhance product quality and our customer experience:

- Product Warranty (manufactured after 3/16/14, please refer to [Marketing Bulletin MB-1407](#), first CP# 6895106)
 - ✓ Now transferrable to a subsequent owner!
 - ✓ Residential parts coverage doubled - now for 2 years!
- Thermostat change
 - ✓ Transitioned to a different thermostat supplier last January, first CP#6892037
- Serial number format change
 - ✓ Transitioned from an 18 character serial number to the traditional 7 digit CP number/label

As you already know, the Aqua Plus stainless steel coil tanks are top performers amongst other comparably sized AHRI Certified® Indirect-Fired Water Heaters on first hour ratings (GPH). Considering the tank design and product features, along with the changes above, makes our high performance Aqua Plus Indirect-Fired Water Heaters a hard value to beat!

For more information on the Aqua Plus Indirect-Fired Water Heaters, visit the [product web page](#) or contact your local Weil-McLain Sales Representative or Regional Sales Office.

And as always, thank you for your continued support of Weil-McLain products and services.

