



# WEIL-McLAIN®

## MARKETING BULLETIN

BULLETIN NO: MB-1417

DATE: June 2, 2014

**TO:** All Weil-McLain Distributors and Agents  
**FROM:** Dan Neumann – Director of Sales and Marketing Support  
**SUBJECT:** **WM97+® Boiler Promotion for Contractors**

Weil-McLain is announcing a rebate promotion that will reward Contractors for purchasing any WM97+® Boiler as well as an additional rebate when purchasing with an AquaLogic® Companion Water Heater or Aqua Plus® Indirect-Fired Water Heater.

The promotion period runs from June 2, 2014 through August 31, 2014.

With this program, for every qualifying Weil-McLain purchase from an authorized Weil-McLain distributor, the Contractor will receive:

- \$100 Visa Gift Card for purchasing a WM97+ Boiler

-Or-

- \$100 Visa Gift Card for purchasing a WM97+ Boiler
- \$50 Visa Gift Card for purchasing an AquaLogic Companion Water Heater

-Or-

- \$100 Visa Gift Card for purchasing a WM97+ Boiler
- \$50 Visa Gift Card for purchasing an Aqua Plus Indirect-Fired Water Heater

To qualify, Contractors will need to:

- (1) Purchase a qualifying Weil-McLain WM97+ Boiler between June 2, 2014 and August 31, 2014 from an authorized Weil-McLain distributor.
- (2) Complete a redemption form (copies acceptable).
- (3) Send to the Weil-McLain Redemption Center postmarked by September 30, 2014, 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(s) 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](mailto:kimes@weil-mclain.com).