

**TO:** All Weil-McLain Distributors and Agents  
**FROM:** Julian Webb - Product Manager  
**SUBJECT:** WM97+® Marketing Tools

Weil-McLain® is excited to introduce new WM97+® marketing tools. Our focused messaging regarding the WM97+ Boiler highlights the main selling points when recommending a boiler to a contractor:

WM97+ Saves TIME, Saves MONEY

- Class-Leading High Efficiency Wall Mount Boiler
- Built-in Pre-Installed System Components
- Advanced Controls for Flexible Cost-Saving Operations

#### **New Marketing Tools:**

##### **New WM97+ and AquaLogic® Video**

- Check out the new WM97+ and AquaLogic video on the product page for our [WM97+ Boiler](#), product page for our [AquaLogic Companion Water Heater](#) and our [YouTube](#) channel.
- Use this video to show your customers the Built-in Value Features of both the WM97+ Boiler and AquaLogic Companion Water Heater.

##### **WM97+ and ECO™ Boiler Selection Flyer**

- Now available - a single-page, double-sided selection flyer for the WM97+ and ECO Boilers.
- Use this side-by-side cost comparison of both high efficiency wall hung boilers to choose the right boiler for the right installation.
- Available online for ordering by the end of this week. Login to order at [www.weil-mclain.com](http://www.weil-mclain.com), distributors, distributor print fulfillment.

##### **Contractor Spotlight**

- Feature on [Guy Denommee](#), in the Articles section of our [website](#).

Guy recently did an oil to gas conversion replacing a Gold Oil Boiler with a WM97+. Find out why he is such a huge proponent of the WM97+ Boiler.

##### **WM97+ Boiler promotion**

- Contractors can receive up to \$150 for purchasing a WM97+ Boiler with an AquaLogic Companion Water Heater or an Aqua Plus® Indirect-fired Water Heater.
- You can download the [promotion](#) from our [website](#) or order promo pads by emailing the number of pads (50 forms each) and shipping information to [kimes@weil-mclain.com](mailto:kimes@weil-mclain.com).
- Promotion period: June 2, 2014 through August 31, 2014

**WM97+ Boiler Floor Stand Now Available**

- Part Number 383-800-102 - Adjustable Floor Stand, Trade Price is \$250.00

**Coming soon:** Updated WM97+ Brochure

Thank you for your continued support of Weil-McLain products and services. If you have any questions, please contact your Weil-McLain Sales Representative.